

**HEARTGARD Protect Your Pack Poster Sweepstakes  
Official Rules**

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN.  
PURCHASE OR PAYMENT DOES NOT IMPROVE YOUR CHANCES OF WINNING.**

1. **Eligibility:** The HEARTGARD Protect Your Pack Poster Sweepstakes (the "Promotion") is available only from March 1, 2019 through December 31, 2019.

Eligible participants must meet all the following criteria:

- a. Legal resident of the United States or the District of Columbia (collectively the "Territory");
- b. 18 years of age, or the legal age of majority in the participant's state of residence or older;
- c. An employee of a veterinary clinic in the U.S. or District of Columbia ("Clinic"); and
- d. Not a veterinarian practicing veterinary medicine, or licensed to practice veterinary medicine, in Minnesota.

**Any officials or employees of any government agency (including municipal, local, regional, state or federal) shall NOT be eligible to participate in this Promotion where such affiliation poses a conflict of interest and violates applicable policies related to gifts or contests.**

Boehringer Ingelheim Animal Health USA Inc. ("Sponsor"), SweepstakesPros ("Promotion Administrator") and their respective parents, subsidiaries and affiliated companies, retailers, sales representatives, dealers, distributors, licensees and the advertising, fulfillment, judging and promotion agencies involved in the development and administration of this Promotion and each of their respective officers, directors, employees and agents (collectively, "Promotion Parties"), and their immediate family members and people living in the same households of each (whether related or not) are not eligible. Void outside the United States and where prohibited by law.

2. **Promotion Period:** The Promotion begins at 12:00 p.m. Eastern Time ("ET") on March 1, 2019 and ends at 6:00 p.m. ET on December 31, 2019 (the "Promotion Period").

**3. How to Enter:**

- a. **Poster Entry:** Obtain your free "Protect Your Pack" posters (each a "Poster") from your Boehringer Ingelheim Sales Representative. Follow the instructions on the Poster, and fill in the required information on the Poster for twenty (20) canine patients of your Clinic to whom you have prescribed a heartworm preventive during the Promotion Period (patients must not currently be on heartworm disease prevention, or have been on heartworm disease prevention in the previous 12 months, in order to add them to a Poster) (each a "Patient"). Once you have completed the information on the Poster for twenty (20) Patients, take a photo of the completed Poster, go to [www.heartgardclinic.com](http://www.heartgardclinic.com) (the "Website") and click on the link on the home page to locate and complete the online official entry form. During the Promotion Period, follow the on-screen directions to enter the Promotion, upload the photo of the completed Poster, complete all required fields and click submit to receive one (1) entry in the Promotion. Poster must be complete and filled in with all the required information. Incomplete posters will be disqualified. There is no limit to the number of Poster Entries you may submit; however, each Poster Entry must have unique Patient information that has not been submitted before in this Promotion.

- b. **Mail-in Entry:** To enter the Promotion by mail, during the Promotion Period, hand print (in the following order) your full name, affiliated clinic name, clinic's complete street

address, daytime telephone number, your email address and your birth date, on a 4" x 6" postcard (with no outer envelope) and mail it to: HEARTGARD Protect Your Pack Poster Sweepstakes, PO Box 18202, San Jose, CA 95158 to receive one (1) entry in the Promotion. Postcards must be received within seven (7) days of the last day of each calendar month of the Promotion Period. Except for the first calendar month of the Promotion, Postcards received through the 7<sup>th</sup> day of each month will be considered an entry in the prior month. Postcards for the last month of the promotion must be received by January 7, 2020. All mail-in entries must be legibly hand written (including addressing), mailed separately with no outer envelope and have sufficient postage.

There is no limit to the number of entries you may submit in the Promotion. To the maximum extent permitted by law, all entries become the exclusive property of the Sponsor and will not be acknowledged or returned except as provided herein. You are not a winner until your prize claim is validated and you receive official written notification from the Promotion Administrator.

4. **Monthly Prize Drawings:** On or about two (2) weeks after the end of each calendar month during the Promotion Period, the Promotion Administrator will conduct a random drawing for a Monthly Prize winner from among all eligible entries received through the end of the applicable month. Entries received for previous Monthly Prize drawings will not roll over into subsequent Monthly Prize drawings.
5. **Prizes, Approximate Retail Value ("ARV") & Odds:** Ten (10) Grand Prizes (one per month) awarded to the Clinic affiliated with the entrant. Each Grand Prize includes the winner's choice of one (1) of the following:
  - a. Apple 12.9 inch iPad Pro with Wi-Fi – 64 GB (ARV: \$999.99)
  - b. iRobot Roomba i7+7550 App-Controlled Self Charging Robot Vacuum with automatic Dirt Disposal (ARV: \$949.99)
  - c. Arlo Pro 2 4-Camera Indoor/Outdoor Wireless 1080p Security Camera System (ARV: \$649.99)
  - d. Sony 49" LED X900F Series – 2160p – Smart 4K Ultra HD TV (ARV: \$999.99)Whirlpool Washer/Dryer Set (ARV: \$998)

Total Monthly Prize ARV up to \$999.99. Total ARV of all prizes: up to \$9,999.90. No substitution, cash redemption or transfer of prizes is permitted except at Sponsor's sole discretion or as provided herein. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute a prize of equal or greater value. All federal, state and local taxes, and all other costs associated with acceptance or use of the prizes, are the sole responsibility of the winners. Arrangements for delivery of prizes will be made after winner validation. LIMIT TWO (2) PRIZES PER CLINIC. Odds of winning a prize depend on the number of eligible entries received. Prize(s) will be awarded only to an address within the Territory provided they are claimed properly in accordance with these Official Rules. If the Clinic associated with the winner declines the prize or fails to execute required documents within stated time, prize will be forfeited. At the Sponsor's discretion, unclaimed or forfeited prize(s) may not be awarded.

6. **General Rules:** All applicable federal, state and local laws apply. Potential winners may be contacted by telephone, email, regular mail or overnight mail, and may be required to complete, sign and return an affidavit of eligibility, a liability release, and where lawful, a publicity release within a stated amount of time. The return of any prize or failure to respond to notices or return any required documents in a timely manner or as determined by the Promotion Administrator, may result in disqualification and the choosing of an alternate winner. By participating in this Promotion, entrants agree to abide by and be bound by the Official Rules and decisions of the independent Promotion Administrator, which shall be final in all matters relating to the Promotion.

Promotion Parties are not responsible for: (i) entries that are lost, late, stolen, incomplete, illegible, damaged, garbled, destroyed, or misdirected or for non-delivered or postage-due mail; or for printing, distribution or production errors; (v) causes beyond Promotion Parties' reasonable control that jeopardize the administration, security, fairness, integrity or proper conduct of this Promotion; (vi) incorrect or inaccurate entry information whether caused by entrants or by any of the equipment or programming associated with or utilized in the Promotion; (vii) any typographical or other error in the printing or advertising related to the Promotion, in the administration or execution of the Promotion, or in the announcement/notification of prize winners; (viii) by any human, or other error, which may occur in this Promotion or (ix) cheating or fraud by any entrant. All incomplete or non-conforming entries will be disqualified.

If for any reason this Promotion cannot be executed as planned, including but not limited to infection by virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor or Promotion Administrator that corrupt or affect the security, administration, fairness, integrity, fairness or proper conduct of this Promotion, or if this Promotion is compromised or becomes corrupted in any way, electronically or otherwise, Promotion Administrator reserves the right, in its sole discretion, to void suspect entries/entrants and/or modify, suspend and/or terminate this Promotion at any time. If the Promotion is terminated before the stated end date of the Promotion Period, the Promotion Administrator will select any remaining winners in a random drawing from among all eligible, non-suspect entries received through all entry methods combined as of the time/date of termination.

Promotion Administrator reserves the right, in its sole discretion, to disqualify any individual who tampers with or attempts to tamper with the entry process, who acts in a disruptive or unfair manner, or who attempts to enter using any automatic or programmed entry method, or any entry service. CAUTION: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY CORRUPT OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR AND/OR PROMOTION ADMINISTRATOR RESERVE THE RIGHT TO PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

In the event of a dispute regarding the identity of the person submitting an entry, the entry will be declared made by the person in whose name entry was made. The Promotion Administrator reserves the right to require proof of identity and/or eligibility (in a form acceptable to the Promotion Administrator – including, without limitation, government issued photo identification) for any reason the Promotion Administrator deems necessary, in its sole discretion, for the purposes of administering this Promotion in accordance with these Official Rules. Failure to provide such proof to the complete satisfaction of the Promotion Administrator within the timeline specified by the Promotion Administrator may result in disqualification by the Promotion Administrator, in its sole discretion.

7. **Release & Waiver:** By participating in this Promotion, entrants agree to release, discharge and hold harmless Promotion Parties from and against any and all liability, loss, injuries or damages associated with participation in this Promotion or the acceptance, possession, use or misuse of any prize received in this Promotion. By participating in this Promotion, entrants waive all rights to claim punitive, indirect, incidental and consequential damages, attorneys' fees or any damages other than actual out-of-pocket costs incurred to participate.
8. **Publicity:** Acceptance of a prize constitutes permission for the Sponsor and its agencies to use winners' names, voices and/or likenesses for purposes of advertising and publicity in all media now known or hereinafter invented without territorial or time limitations and without additional compensation or notice, unless prohibited by law.
9. **Privacy:** The personal information collected through this Promotion is subject to Sponsor's Privacy Policy located at <https://www.boehringer-ingelheim.com/data-privacy>. By entering this Promotion, you agree to the use of your personal information as described in the above

Privacy Policy. In the event of any conflict between these Official Rules and Sponsor's Privacy Policy, these Official Rules shall take precedence.

10. **Choice of Law and Jurisdiction:** This Promotion is offered only in the United States and is governed by the laws of the State of Georgia. By entering, entrants irrevocably consent to the sole and exclusive jurisdiction of the federal or state courts of the State of Georgia located in the county of Gwinnett for any action, suit or proceeding arising out of or relating to this Promotion.
11. **Winners' List:** To view the winners' list for this Promotion, please visit <http://certified.promotrust.com/BI/HEARTGARDPosterSweepstakes/winners>. The winners' list will be available after winner validation has been completed.
12. **Third Party Rights:** All trademarks used herein are the property of their respective owners. Manufacturers of the prizes offered in this Promotion do not sponsor or endorse this Promotion and are not affiliated with the Sponsor or Promotion Administrator in any way.
13. **Sponsor:** Boehringer Ingelheim Animal Health USA Inc., Duluth, GA. Mail-in entries are not accepted at this address.
14. **Promotion Administrator:** The Promotion is administered and judged by SweepstakesPros, P.O. Box 18404, San Jose, CA 95158. Mail-in entries are not accepted at this address.

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**THE FOLLOWING IS NOT TO BE PRINTED WITH THE FULL OFFICIAL RULES**

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### **Promotion Materials Disclaimers**

**Please note that while the following recommendations and abbreviated rules are generally acceptable, we recommend SweepstakesPros review the materials on which these will be placed to ensure proper compliance.**

#### **Websites / Mobile / Apps**

- **How to bind entrants to official terms or rules.** In 2014 the Ninth Circuit Court of Appeals ruled that providing a hyperlink to Terms of Use alone, even if it is near the "Submit" button, is insufficient to bind consumers to such terms under contract law. Companies must provide a notice or prompt users to take an affirmative action to agree to such terms.

Therefore, in order to bind entrants to the official rules (on websites, mobile apps, etc.) you must have an express statement obtaining affirmative consent to the terms of the official rules. Our recommendation is to have a statement on the entry form (at the point where you are collecting consumers' personal information) right above the submit button with a required checkbox which binds entrants to the Official Rules and your Privacy Policy, such as:

By checking the box, you are agreeing to the Official Rules [[certified.promotrust.com/BI/HEARTGARDPosterSweepstakes/rules/](http://certified.promotrust.com/BI/HEARTGARDPosterSweepstakes/rules/)] and our Privacy Policy. (With the underlined words linking to the respective terms.)

or

By checking this box, you confirm that you have read, understood and accept the Official Rules and Privacy Policy. (With the underlined words linking to the respective terms.)

If you cannot have a check box, the next best option is to have a statement right above the submit button on the entry form, such as:

By submitting this information you agree to be bound by the terms of the Official Rules [\[certified.promotrust.com/BI/HEARTGARDPosterSweepstakes/rules/\]](https://certified.promotrust.com/BI/HEARTGARDPosterSweepstakes/rules/) and our Privacy Policy. (With the underlined words linking to the respective terms.)

or

By clicking on the "Next" button below, you are agreeing to the terms of the Official Rules [\[certified.promotrust.com/BI/HEARTGARDPosterSweepstakes/rules/\]](https://certified.promotrust.com/BI/HEARTGARDPosterSweepstakes/rules/) and our Privacy Policy.

Note that all of the underlined words above should link to their respective terms. Also note that if you have Terms of Use for your website, we also recommend including these in this statement.

- **Abbreviated Rules for Website.** The following abbreviated rules are to be printed clearly and conspicuously (meaning that it must be legible without aid and printed on a contrasting background) on the home/landing page and the entry pages of the promotion website:

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. PURCHASE OR PAYMENT DOES NOT IMPROVE YOUR CHANCE OF WINNING. The HEARTGARD Protect Your Pack Poster Sweepstakes is open only to employees of a veterinary clinic who are legal residents of the 50 United States or the District of Columbia (excluding Minnesota), 18 and older. Void elsewhere and where prohibited. Promotion ends December 31, 2019. Subject to complete Official Rules [\[certified.promotrust.com/BI/HEARTGARDPosterSweepstakes/rules/\]](https://certified.promotrust.com/BI/HEARTGARDPosterSweepstakes/rules/).

### **Emails to US Recipients**

When creating an email to send to US recipients for a promotion, please be sure that all creative and copy is consistent with the promotional offer and includes the following:

1. In the footer of the email, we recommend including:

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. PURCHASE OR PAYMENT DOES NOT IMPROVE YOUR CHANCE OF WINNING. The HEARTGARD Protect Your Pack Poster Sweepstakes is open only to employees of a veterinary clinic who are legal residents of the 50 United States and the District of Columbia (excluding Minnesota), 18 and older. Void elsewhere and where prohibited. Promotion ends December 31, 2019. Subject to complete Official Rules [\[certified.promotrust.com/BI/HEARTGARDPosterSweepstakes/rules/\]](https://certified.promotrust.com/BI/HEARTGARDPosterSweepstakes/rules/).

Also note that the name of the promotion must be in the email or in the abbreviated rules above.

2. In order to comply with the Federal CAN-SPAM Act of 2003 and generally accepted email conventions, we recommend including the following in the email message:

- a. Do not use false or misleading information in the email or headers. Your “From,” “To,” “Reply-To,” and routing information – including the originating domain name and email address – must be accurate and identify the person or business who initiated the message.
- b. A clear Subject that is not deceptive. The subject line must accurately reflect the content of the message.
- c. A clear, easy method for recipients to opt-out of the mailing list. The unsubscribe mechanism must be clearly displayed, function for at least 30 calendar days after being used in an email and allow the recipient the option to unsubscribe from all commercial email from the sender. The recipient should be able to unsubscribe from who appears in the From Name. The sender must honor all unsubscribe requests made within 10 business days.
- d. A link to the sender’s privacy policy. Including this link is not required but we recommend it as a best practice.
- e. A valid physical postal address for the sender. This can be your current street address, a post office box you’ve registered with the U.S. Postal Service, or a private mailbox you’ve registered with a commercial mail receiving agency established under Postal Service regulations.
- f. A notice that this email is commercial in nature somewhere in the email. The law gives you a lot of leeway in how to do this, but you must disclose clearly and conspicuously that your message is an advertisement. (We suggest including the word ADVERTISEMENT or SOLICITATION in the message). This is not necessary if all recipients have provided affirmative (opt-in) consent from the sender.

Additional details on CAN-SPAM compliance may be found here:

<http://www.business.ftc.gov/documents/bus61-can-spam-act-compliance-guide-business>

### **Poster Guidelines**

Ideally, we recommend that the full Official Rules be printed on the poster that will be available in-clinic throughout the promotion period. This avoids any confusion/questions by consumers and satisfies any state disclosure requirements. To assume that a manager or backroom personnel will properly post a set of Official Rules at each clinic is questionable. Therefore, including the full rules printed on the poster ensures that the full rules will always be available. However, if you choose not to follow this recommendation, you should at least include a copy of the full Official Rules and clear instructions requiring each clinic to post the rules near the poster for the duration of the promotion. The instructions should include the specific dates of when the poster and the rules should be posted and brought down.

If you are NOT able to follow our recommendation and print the complete rules on the poster, we recommend including the following abbreviated rules on poster:

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. PURCHASE OR PAYMENT DOES NOT IMPROVE YOUR CHANCE OF WINNING. The HEARTGARD Protect Your Pack Poster Sweepstakes is open only to employees of a veterinary clinic who are legal residents of the 50 United States or the District of Columbia (excluding Minnesota), 18 and older. Void elsewhere and where prohibited. Promotion ends December 31, 2019. Subject to complete Official Rules which can be found at [\[certified.promotrust.com/BI/HEARTGARDPosterSweepstakes/rules/\]](http://certified.promotrust.com/BI/HEARTGARDPosterSweepstakes/rules/).

Note that the above legal text must be clear and conspicuous (meaning that they must be able to be read without aid and printed on a contrasting background). Please be sure that the legal language is large enough to read without aid.