

## **BTC Show \$5,000 Minerva Beauty Makeover Giveaway Terms Conditions**

**(August 2024)**

### **OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

**PROMOTION DESCRIPTION:** The \$5,000 Minerva Beauty Makeover Giveaway (the Giveaway) begins on August 18, 2024 at 9:30am and ends on August 19, 2024 at 5:00PM (the "Promotion Period"). The sponsor of this Giveaway is the Minerva Beauty, Inc. ("Sponsor"). By participating in the Giveaway, each Entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Sponsor, which shall be final and binding in all respects. Sponsor is responsible for the collection, submission or processing of Entries and the overall administration of the Giveaway. Entrants should look solely to Sponsor with any questions, comments or problems related to the Giveaway. Sponsor may be reached by email at [marketing@minervabeauty.com](mailto:marketing@minervabeauty.com) during the Promotion Period.

**ELIGIBILITY:** The Giveaway is open and offered only to legal residents of the 50 United States and D.C. who are 18 years of age or older. Employees of Minerva Beauty, their immediate families (parent, child, sibling or spouse) and/or household members and any other persons or entities associated with this promotion are ineligible to enter or win. Void in Puerto Rico and where prohibited by law.

### **PRIZE & APPROXIMATE RETAIL VALUE ("ARV"):**

\$5,000 credit from Minerva Beauty for use on Minerva Beauty brand equipment, sales tax, and shipping charges. One (1) winner will receive a \$5,000 credit from Minerva Beauty for use on Minerva Beauty brand equipment (made-to-order items ineligible), sales tax and shipping charges. Minerva Beauty brand equipment will be valued at full MSRP. Clearance items and made-to-order items are not eligible. Other brands available on [minervabeauty.com](http://minervabeauty.com) are not eligible. Options dependent on inventory availability. Items received as part of makeover giveaway hold no warranty.

**Prize must be claimed and shipped in full within 30 days of winner selection and no later than 9/30/2024.**

Only one prize per person and per household will be awarded. Prizes cannot be transferred, redeemed for cash or substituted by winner. Sponsor reserves the right in its sole and absolute discretion to award a substitute prize of equal or greater value if a prize described in these Official Rules is unavailable or cannot be awarded, in whole or in part, for any reason. The ARV of the prize represents Sponsor's good faith determination. That determination is final and binding and cannot be appealed. If the actual value of the prize turns out to be less than the stated ARV, the difference will not be awarded in cash. Sponsor makes no representation or warranty

concerning the appearance, safety or performance of any prize awarded. Restrictions, conditions, and limitations may apply. Sponsor will not replace any lost or stolen prize items.

ARV of the prize package is \$5,000.

Winner will not receive difference between actual and approximate retail value. Prizes are non-transferable, non-refundable, and no substitutions will be made except as provided herein, in the Sponsor's sole discretion. Prize is not redeemable for cash and may not be sold. Sponsor reserves the right to substitute a particular Prize for one of comparable or greater value. Winner is responsible for any and all applicable local, state, and/or federal taxes and fees. Winner is required to submit a W9 to Minerva Beauty for tax purposes.

**HOW TO ENTER:** Enter the Giveaway during the Promotion Period at the BTC Show using the BTC Show App by scanning every QR code located at each exhibitor booth in the Connection Center.

No purchase necessary. Automated or robotic Entries submitted by individuals or organizations will be disqualified. BTC show app entry must be made by the Entrant unless entering using the Alternate Entry Method outlined below. Any attempt by Entrant to obtain more than the stated number of Entries by using multiple/different email addresses, identities, registrations, logins or any other methods, including, but not limited to, commercial contest/sweepstakes subscription notification and/or entering services, will void Entrant's Entries and that Entrant may be disqualified. If unable to attend and enter giveaway at the Behind the Chair Show 2024 in Arlington, Texas, Entries may also be submitted by mail to Minerva Beauty, c/o Marketing – BTC Giveaway, 390 Jim Daws Road, Monroe, GA 30655 and postmarked between the dates of August 12, 2024 through August 19, 2024. Please include name, phone number, mailing address, and email address. Mail in entries are only for individuals who are not attending Behind the Chair Show 2024 in Arlington, Texas. Only one entry per person allowed. Final eligibility for the award of any prize is subject to eligibility verification as set forth below. All Entries must be posted by the end of the Promotion Period in order to participate. Sponsor's database clock will be the official timekeeper for this Giveaway.

**ODDS:** The odds of winning depend on the number of eligible entries received.

**WINNER SELECTION:** The Winner(s) of the Giveaway will be selected in a random drawing from among all eligible Entries received throughout the Promotion Period. The random drawing will be conducted within 7-10 days of the Promotion Period by Sponsor or its designated representatives, whose decisions are final.

**WINNER NOTIFICATION:** Winner will be notified by email at the email address provided in the entry form through the BTC App. Sponsor is not responsible for any delay or failure to receive notification for any reason, including inactive email account(s), technical difficulties associated therewith, or Winners failure to adequately monitor any email account. Any notification not responded to within 48 hours or returned as undeliverable may result in prize forfeiture. No substitution or transfer of a prize is permitted except by Sponsor.

**Rights Granted by you:** By entering this Giveaway you understand that the Sponsor, anyone acting on behalf of the Sponsor or their respective licensees, successors and assigns will have the right, where permitted by law, without any further notice, review or consent to print, publish, broadcast, distribute, and use, worldwide in any media now known or hereafter in perpetuity and throughout the World, your entry, including, without limitation, the entry and winner's name, portrait, picture, voice, likeness, image or statements about the giveaway, and biographical information as news, publicity or information and for trade, advertising, public relations and promotional purposes without any further compensation.

**PRIVACY:** Any personal information supplied by you will be subject to the privacy policy of the Sponsor posted at <https://www.minervabeauty.com/privacy-policy>. By entering the Giveaway, you grant Sponsor permission to share your email address and any other personally identifiable information with the other Giveaway Entities for the purpose of administration and prize fulfillment, including use in a publicly available Winners list.

**LIMITATION OF LIABILITY:** By entering you agree to release and hold harmless the Sponsor and its subsidiaries, affiliates, advertising and promotion agencies, partners, representatives, agents, successors, assigns, employees, officers and directors from any liability, illness, injury, death, loss, litigation, claim or damage that may occur, directly or indirectly, whether caused by negligence or not, from (i) such entrant's participation in the Giveaway and/or his/her acceptance, possession, use, or misuse of any prize or any portion thereof, (ii) technical failures of any kind, including but not limited to the malfunctioning of any computer, cable, network, hardware or software; (iii) the unavailability or inaccessibility of any transmissions or telephone or Internet service; (iv) unauthorized human intervention in any part of the entry process or the Promotion; (v) electronic or human error which may occur in the administration of the Promotion or the processing of entries.

**GOVERNING LAW:** This Giveaway is governed by the laws of The United States of America and Georgia without respect to conflict of law doctrines. As a condition of participating in this giveaway, participant agrees that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or connected with this giveaway, shall be resolved individually, without resort to any form of class action, exclusively before a court located in Walton County, Georgia having jurisdiction. Further, in any such dispute, under no circumstances will participant be permitted to obtain awards for any punitive, incidental, or consequential damages, including reasonable attorneys' fees, other than participant's actual out-of-pocket expenses (i.e. costs associated with entering this giveaway), and participant further waives all rights to have damages multiplied or increased.

**SPONSOR:** The Sponsor of the Giveaway is Minerva Beauty, Inc.

**WINNERS LIST REQUEST:** To request confirmation of the name and address of the Prize Winners, please send a self-addressed, stamped business size envelope within 14 days of the end of the contest, to: Minerva Beauty, Inc., Giveaway Winners List Request, 390 Jim Daws Road, Monroe, GA 30655.