

**OFFICIAL RULES  
THE BMW ULTIMATE ROAD TRIP SWEEPSTAKES**

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.** OPEN ONLY TO **LEGAL US RESIDENTS**, OTHER THAN NY AND/OR FL, WHO LEGALLY RESIDE WITHIN 100 MILES OF AN AUTO SHOW LOCATION (AS SET FORTH BELOW) AND WHO ARE AT LEAST 21 YEARS OF AGE BY DECEMBER 26, 2017. Employees (and their immediate families (parent, child, spouse or sibling and their respective spouses, regardless of where they reside) and those living in their same households, whether or not related) of the Central Region Advertising Council Inc. ("Sponsor"), BMW of North America, LLC, Octagon, Inc., BMW dealers located within the geographic region of Sponsor, and their respective parents, affiliates, subsidiaries and advertising and promotion agencies are not eligible to enter or win. By participating, entrants agree to be bound by these Official Rules and the decisions of the Sponsor, which are binding and final on matters relating to this promotion. Promotion is subject to all applicable federal, state and local laws.

**SWEEPSTAKES PERIOD:** The sweepstakes begins on at 12:00 a.m. Central Time ("CT") on December 26, 2017 and ends at 11:59 p.m. CT on March 5, 2018 (the "Sweepstakes Period").

**TO ENTER:** During the Sweepstakes Period, visit the BMW activation footprint at the Indianapolis Auto Show, Chicago Auto Show, Cincinnati Auto Show, Pittsburgh Auto Show, Cleveland Auto Show, and/or Kansas City Auto Shows to complete and submit the application entry form on-site. To register online, visit <http://autoshowsweps.eventsbmw.com> and complete the online submission. Limit one (1) entry per person for the duration of the Sweepstakes Period. Multiple entries received beyond the stated limitations will be void.

| <b>AUTO SHOW</b>       | <b>SHOW LOCATION</b>  | <b>DATES</b>      |
|------------------------|---|-------------------|
| Indianapolis Auto Show | Indiana Convention Center<br>100 S Capitol Ave,<br>Indianapolis, IN 46225 | 12/26/17 – 1/1/18 |
| Cincinnati Auto Show   | DukeEnergyConvention<br>Center<br>525 Elm Street<br>Cincinnati, OH 45202  | 2/7/18 – 2/11/18  |
| Chicago Auto Show      | McCormick Place<br>2300 S King Dr, Chicago, IL<br>60616                   | 2/10/18 – 2/19/18 |
| Pittsburgh Auto Show   | Pittsburgh Auto Show<br>1000 Fort Duquesne Blvd,<br>Pittsburgh, PA 15222  | 2/16/18 – 2/19/18 |
| Cleveland Auto Show    | IX Center<br>1 I-X Center Dr, Cleveland,<br>OH 44135                      | 2/23/18 – 3/4/18  |
| Kansas City Auto Show  | Bartle Hall<br>301 W 13th St, Kansas City,<br>MO 64105                    | 2/28/18 – 3/4/18  |

**DRAWINGS:**

Grand Prize Drawings: A grand prize drawing will be conducted on or around Monday March 5<sup>th</sup>, 2018 by Sponsor to determine the potential grand prize winner from among all eligible entries (both on-site and online) received for the duration of the promotion.

Potential winner will be notified by mail, phone, and/or e-mail and may be required to execute and return an affidavit of eligibility, a liability release and, where lawful, a publicity release within a specific time frame as determined in the sole discretion of the Sponsor. If such documents are not returned within the specified time period, prize notification is returned as undeliverable, potential winner is not reached on first attempt or potential winner is not in compliance with these rules, prize will be forfeited and, at Sponsor's discretion, a runner-up may be notified. Sponsor reserves the right in its sole discretion to conduct a background check on potential winner and disqualify any individual who has been charged or convicted of a crime or, if Sponsor determines in its sole discretion that awarding a prize to such individual may reflect unfavorably on the Sweepstakes or Sponsor. Sponsors' decisions are final and binding on all matters relating to this Sweepstakes. The odds of winning are contingent upon the number of entries.

**PRIZES:**

Grand Prizes: One (1) grand prize winner will be selected to win a two (2) night stay at The Surrey hotel (NYC) and a \$200 hotel credit (\$1800 value), one (1) \$1000 gift card provided by BMW, one (1) Rhone backpack and duffel bag (\$356 value), Two (2) pairs of Bowers & Wilkins PX wireless headphones (\$798 value), and one (1) \$250 gift card for The Red Door Salon and Spa. Details of all prizes are subject to the discretion of Sponsor. The Approximate Retail Value ("ARV") of the Grand Prize is \$4,204.00.

The trip must be taken in the 2018 calendar year. Subject to The Surrey Hotel blackout dates. Trip cannot be accommodated on 4/30/18, 5/3/18-5/4/18, 5/7/18, 5/15/2018-5/16/2018, 6/4/2018-6/5/2018, 9/24/2018-9/26/2018, 11/27/2018-11/28/2018, and 12/31/2018.

Grand Prize dates and times are determined in the sole discretion of the Sponsor. Winner is solely responsible for all expenses, costs or fees associated with acceptance and/or use of the prize not specified herein as being awarded. Prize is awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. Winner may not substitute, assign or transfer prize or redeem prize for cash, but Sponsor reserves the right, at its sole discretion, to substitute prize (or portion thereof) with one of comparable or greater value. Winner is responsible for all applicable federal, state and local taxes, if any, as well as any other costs and expenses associated with prize acceptance and use not specified herein as being provided. All prize details are at Sponsor's sole discretion and subject to availability. The winner shall be required to provide a social security or tax identification number.

**GENERAL CONDITIONS:** Released Parties (as defined below) are not responsible for lost, late, incomplete, inaccurate, stolen, misdirected, undelivered, garbled, illegible or postage-due mail, entries or email; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the promotion, including, without limitation, errors or difficulties which may occur in connection with the administration of the promotion, the processing of entries, the announcement of the prizes or in any promotion-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the promotion. Released Parties are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this promotion or downloading materials from or use of the web site. Persons who tamper with or abuse any aspect of the promotion or website or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. Should any portion of the promotion be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration,

security, fairness or proper play, or submission of entries, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the promotion and, if terminated, at its discretion, select the potential winners from all eligible, non-suspect entries or from non-suspect entries who have provided Sponsor with the required tax identification information received prior to action taken or as otherwise deemed fair and appropriate by Sponsor. Entrants, by participating, agree that Sponsor, Octagon, Inc., and their respective parents, affiliates, subsidiaries and advertising and promotion agencies and all of their respective officers, directors, employees, representatives and agents (collectively, "Released Parties") will have no liability whatsoever for, and shall be held harmless by entrants against, any liability, for any injuries, losses or damages of any kind, including death, to persons, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in this promotion. Except where legally prohibited, entry into this Sweepstakes and/or winner's acceptance of prize constitutes permission for Sponsor and its designees to use his/her name, address (city and state), photograph, voice and/or other likeness and prize information for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter discovered, worldwide in perpetuity, without notice or review or approval. In the event of a dispute regarding entries received from multiple users having the same e-mail account, the authorized subscriber of the e-mail account at the time of entry will be deemed to be the entrant and must comply with these rules. Authorized account subscriber is the natural person who is assigned the e-mail address by the Internet Service Provider (ISP), on-line service provider, or other organization responsible for assigning e-mail addresses.

**WINNERS LIST:** For the names of the winners, send a self-addressed stamped envelope to: The BMW Ultimate Road Trip Sweepstakes Winners List, c/o Julia Leppert Octagon, Inc., 875 N. Michigan Ave, Suite 2700, Chicago, IL 60611 by May 31, 2018.

**SPONSOR:** The Central Region Advertising Council, c/o BMW of North America, 498 Commerce Dr, Schaumburg, IL 60173.