

NorthView Family Dental \$20K Smile Giveaway

OFFICIAL RULES OF ENTRY ELIGIBILITY

All eligibility requirements associated with the Official Rules of the NorthView Family Dental \$20K Smile Giveaway apply. All Entrants must be (18) years or older and legal residents of United States.

Employees of NorthView Family Dental and their immediate family members and household members are not eligible to win. "Immediate family members" are parents, stepparents, stepchildren, children, siblings, step-siblings, spouses and in-laws. "Household members" are people who share the same residence for at least three months in one calendar year.

OVERVIEW

Patients will have the opportunity to submit a video entry anytime between November 6, 2017 and December 31, 2017. The winners selection will be as follows:

NorthView Family Dental's \$20K Smile Giveaway contestants will be selected from eligible and approved entries (see Entry Requirements) by an independent panel of judges. These entries will be collected until December 31, 2017.

The NorthView Family Dental staff will narrow the submissions down to (5) finalists. The 5 finalists will be posted on a voting gallery on Facebook from January 8 through February 2, 2018 and the public will vote for (3) finalists via our Facebook page. The (3) finalists *with the top number of "likes" on their post on our **FB page*** as of February 2, 2018 11:59PM will be our 3 final contestants.

Each of the (3) finalists will receive a free exam from NorthView Family Dental. After all 3 have been examined, Dr. Leale and Dr. Startin will pick the winner, who will receive up to \$20,000 worth of dental work from NorthView Family Dental.

The winner will be announced on February 16, 2018.

To Enter:

Visit NorthView Family Dentals FB page, <https://www.facebook.com/northviewfamilydental/>, and read the rules under our "files" Link.

Or visit 20ksmile.com .

All entries must adhere to the ENTRY REQUIREMENTS specified below.

You may not submit more than one entry.

No correspondence about entries will be entered into, nor will videos be acknowledged or returned.

If required information is not included, Entry will be disqualified.

Entries that meet the Entry Requirements, Contest Requirements, and Conditions of Entry, specified below, may be posted at www.northviewfamilydental.com, and/or NorthView Family dental's website or social media site and used in advertising promotions.

If you think that any Entry infringes on your intellectual property rights email mikaylab@northviewsmiles.com

ENTRY REQUIREMENTS

Send an email to 20ksmile@northviewsmiles.com that includes your:

- Name & name of the person you're entering (if not you)
- Phone number
- City & State
- Email address
- Age
- Names of any additional people that appear in your video/photos
- A title for your Entry

AND

- A video submission - no more than 3 minutes long - explaining why you are a good candidate for the giveaway and why you deserve the \$20K Smile
- A small 2-3 sentence introduction for your video submission
- Include a link to your youtube submission, which needs to be titled, "NorthView Family Dental \$20K Smile Giveaway 2018"

OR

- Photo(s) of your smile
- A short story (300 words or less) explaining why you are a good candidate for the giveaway and why you deserve the \$20K Smile

Feel free to get creative. Pull heartstrings, make us laugh, tell us a story or have someone tell it for you. Then simply upload the video from your cell phone!

Ideas For your Story:

Tell a personal story of your current smile, what you don't like about it, how your current smile has affected you. Explain how a new smile would change your life.

Show your current smile on the video (or photograph). Explain your situation and why you haven't been able to fix your smile in the past.

If you are nominating someone else in your video, show a picture that demonstrates their smile in your video.

*Videos/photos must not infringe on any 3rd party rights. Any people other than yourself must be identified by name and age.

Once the video has been uploaded and the entry email has been received, the entry is final and cannot be modified, supplemented or edited. Entries that fail to adhere to any of the requirements set forth in these Official Terms and Conditions, including the requirements set forth in this section, as well as the requirements set forth in the official terms and conditions as determined by Sponsors, and/or the Contest Administrator, in their sole discretion, will be Disqualified.

Sponsors are not responsible for the late or incomplete entries. If a problem occurs during the online submission process or in uploading a video, Entrant should receive an "error" Message. However, the responsibility to electronically complete the Entry process and upload a video is the Entrants and neither Sponsor or Contest Administrator shall be responsible for any video not actually received due to incomplete or improper submission. Similarly, neither sponsor nor Contest Administrator has any obligation to advise Entrant of an incomplete entry or video submission.

CONTENT REQUIREMENTS

If the video was taken professionally, the Entrant must have permission from the person/business that required said video. Before submitting the video an Entrant must be able to obtain a signed release from the videographer upon the request of Sponsor. If the video includes a person other than the Entrant, the Entrant must have permission from that person to submit the video. Entrant must be able to obtain a signed release from the owner upon request of the Sponsor.

Only mentions/images of NorthView Family Dental and its staff members are allowed in the video. Any entry that includes a video that contains any other mentions images of any other dental practices mentions/images may be ineligible. Judging of the Contest Entries will not be influenced by the inclusion or exclusion of the NorthView Family Dental logo, name or staff members in the video.

Conditions of entry: Entrant warrants and represents that the video:

- a. is original and has been legally created;
- b. does not infringe on the intellectual property, privacy, publicity rights, ownership or any other legal or moral rights of any third-party;
- c. has not been entered in previous contest or won previous awards
- d. is suitable for public viewing

By submitting an entry, Entrant represents that he/she owns all rights to each element of his/her Entry, including, without limitation, the copyrights in the video, and any other music or media and therein. Sponsor's determination as to whether the video violates the rights of any third-party is final.

Each Entrant irrevocably grants Sponsor and its affiliates, legal representatives, assigns, agents, and licenses, the unconditional and perpetual right and permission to reproduce, encode, store, copy, transmit, publish, post, broadcast, display, publicly perform, adapt, exhibit and or otherwise use or reuse without limitation as to when or to the number of times used, on an exclusive basis within the dental industry, each element of the Entrant's entry, and use of the Entrant's name, likeness, photograph, (collectively "likeness") and or statements regarding his/her participation in this contest (with or without using the Entrant's name) in any and all media without limitation as to time or territory and without additional compensation or approval from the Entrant or any other party. Entrant waives intellectual property rights, privacy, publicity rights, or other legal or moral rights that might preclude the sponsor's use of any element of the entry, and agrees not to sue or assert any claim against the Sponsor for the use of any element on the entry or Entrant's likeness or statements. Entrant further grants all end users of sponsor's website (a) the ability to rate, vote, review, comment on and tag the entry; (b) the ability to send and distribute the entry via email, instant messenger, and social media or other electronic means.

Entrant agrees to indemnify and hold Sponsor, its agencies and Contest Parties and their respective affiliates, officers, directors, agents, co-branders any other partners and any of their employees (collectively the "Indemnities") harmless from any and all claims damages, expenses, costs (including reasonable attorneys fees) and liabilities (including settlements), brought or asserted by any third-party against any of the Indemnities due to or arising out of the use of any element of Entrant's Entry or the Entrant's conduct in submitting an Entry or creating a photo or essay or otherwise in connection with this Contest, including but not limited to claims for trademark infringement, copyright infringement violation of an individual's right of publicly or right of privacy or defamation. Entrant further agrees to release Sponsor from any and all claims that any advertising subsequently produced, presented, and/or prepared by or on behalf of sponsor infringes Entrant's rights with regard to any elements or ideas contained in any element of the Entry.

SELECTION OF CONTESTANTS AND FINALISTS

1) Entries will be screened by a qualified panel of experts who will evaluate each entry based on the following criteria:

- Relevance to contest description
- Sense that there is a story being told
- Accuracy of information presented
- Inclusion of a three minute or less video link to YouTube video
- Video is titled NorthView Family Dental \$20K Smile Giveaway 2018
- Appropriateness of information presented for publicly display

Entries that meet the above requirements will be considered a \$20,000 Smile Giveaway Contestant and will be subject to verification.

2) The verified Contestant's entries will be posted on the Sponsor's website at NorthViewFamilyDental.com (the Website.) Entries will be posted for the public to vote on NorthView Family Dental public Facebook page for their favorite entry at the Facebook page.

Entries may also be posted for public viewing on other social media pages operated by Sponsor during the same period, at Sponsor's sole discretion. Limit one vote per entry per day.

The Contestant with the most votes will be declared a "Finalist" and will be named one of the 5 finalists in the \$20,000 Smile Giveaway. In the unlikely event of a tie those entries involved in the tie may be reposted or voted on by an independent panel of judges.

A contestant may encourage family and friends to vote for his or her Entry, but a contestant may not attempt to induce others to vote for his or her entry through the use of any incentive, sweepstakes, or other promotion. Any use of automatic voting methods by any party will void all such votes and will result in the contestant's entry and question being declared ineligible and disqualified from the contest. Any attempt by a contestant and/or his/her family, friends or community to vote more than one vote per day using "boost" technology and/or any other fraudulent mechanism as determined by sponsor at its sole discretion, shall give sponsor the right to disqualify the Contestant in Sponsor's reasonable discretion.

GENERAL CONDITIONS

Potential Contestants and winners are subject to verification, including without limitation, verification of eligibility and compliance with those Official Rules. Potential Contestants may be required to complete, sign and return an Affidavit of Eligibility, Liability Release and, where lawful, a Publicity Release. Each potential contestant may also be required to execute an Assignment of Rights in which he/ she irrevocably assigns and transfers to the Sponsor any and all rights, title and interest in each element of the Entry (including the video and title), including, without limitation, all copyrights, and waives all moral rights in those works. All completed documents must be returned to sponsor within 7 days of the date notice was sent or Contestant

status will be forfeited. Notification of Contest Winner status must be kept confidential until the Contestants or Winner is announced by Sponsor. Failure to comply with this rule may result in disqualification. No substitute of prize will be offered, except at the sole discretion of the sponsor. Prizes are nontransferable. If for any reason the contestant is not capable of running as planned including without limitation, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness integrity or proper conduct of the Contest, Sponsor reserves the right at its sole discretion to cancel, modify or terminate the Contest. Further, sponsor reserves the right at its sole discretion to disqualify any individual deemed to be (a) tampering or attempting to tamper with the entry process or the operation of the Contest (b) violating the official rules or acting in an unsportsmanlike or disruptive manner or with the intent to annoy, abuse, threaten or harass any other person. Sponsor reserves the right to require winners to submit to a confidential background check to confirm eligibility as a condition of awarding any prize to help ensure that the use of any such person in advertising or publicity for the Contest will not bring Contest Parties into public disrepute, contempt, scandal or ridicule or reflect unfavorably on the Contest as determined by Sponsor at its sole discretion. Entrants agree that the Sponsor has the sole right to decide all matters and disputes arising from this contest and that all decisions of Sponsor are final and binding.

LIMITATIONS OF LIABILITY AND RELEASE

No liability or responsibility is assumed by Sponsor or Contest Parties resulting from any user's participation in or attempt to participate in the Contest or ability or inability to upload or download any information in connection with participating in the Contest. No responsibility or liability is assumed by the Sponsor or Contest Parties for technical problems or technical malfunction arising in connection with any of the following occurrences which may affect the operation of the Contest: hardware or software errors; faulty computer; telephone, cable, satellite, network electronic, wireless or Internet connectivity or other online communication problems; errors or limitations of any service Internet service providers, servers, host or providers; garbled jumbled or faulty data transmissions; failure of any email transmissions to be sent or received; lost, late, delayed or intercepted email transmissions; inaccessibility of the website in whole or in part for any reason traffic congestion on the Internet or the website; unauthorized human or nonhuman intervention and the operation of the Contest, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, worms ; or destruction of any aspect of the Contest, or loss, miscount, miss direction, inaccessibility or unavailability of an email account use in connection with the Contest. Sponsor and Contest Parties are not responsible for any typographical error's in the announcement of prizes or these Official Rules, or any inaccurate or incorrect data contained on the website. Use of the website is at users own risk. Sponsor and the Contest Parties are not responsible for any personal injury or property damage or losses of any kind which may be sustained to user's or any other person's computer equipment resulting from participation in the Contest, use of the website or the download of any information from the website. By participating in the Contest the entrant releases sponsor and contest parties from any and all claims, damages or liabilities arising from or relating to such

Entrant's participation in the contest. By accepting a prize in the Contest, winners agree that the Sponsor and contest party shall not be liable for any loss or injury from the resulting from participating in the Contest, acceptance or use of any prize. Sponsor and Contest parties are not liable in the event that any portion of the Contest or scheduled commercial broadcast is canceled due to weather, fire, strike, acts of war or terrorism, or any other condition been on their control (a "Force Majeure")event.

Winner list: for a winner announcement visit www.northviewfamilydental.com or the NorthView Family Dental Facebook page after February 16, 2018.

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