

NO PURCHASE IS NECESSARY TO ENTER OR WIN.

1. Eligibility: This Campaign, #iHeartHsv, is open only to those who have a public Instagram, Twitter or Facebook account and who are 18 years old as of the date of entry. The Campaign is only open to legal residents of the United States of America, and is void where prohibited by law. Employees of Huntsville / Madison County Convention & Visitors Bureau, its affiliates, subsidiaries, advertising and promotion agencies, and suppliers, (collectively the “Employees”), and immediate family members and/or those living in the same household of Employees are not eligible to participate in the Campaign. The Campaign is subject to all applicable federal, state, and local laws and regulations. Void where prohibited.

2. Agreement to Rules: By participating, the Contestant (“You”) agree to be fully unconditionally bound by these Rules, and You represent and warrant that You meet the eligibility requirements. In addition, You agree to accept the decisions of Huntsville / Madison County Convention & Visitors Bureau as final and binding as it relates to the content of this Campaign.

3. Campaign Period: Entries will be accepted online starting on February 1 8:00 a.m. CST and ending February 14th at 8:00 p.m. CST. All online entries must be received by February 14th at 8:00 p.m. CST.

4. How to Enter: The daily Campaign must be entered by submitting an entry through a public account on Instagram, Twitter or Facebook using the Hashtag #iHeartHsv. The entry must fulfill all Campaign requirements, as specified, to be eligible to win a prize. Entries that are incomplete or do not adhere to the rules or specifications may be disqualified at the sole discretion of Huntsville / Madison County Convention & Visitors Bureau.

The hospitality sweepstakes is entered at Huntsville.org/ihearthsxv and by filling out a form online.

5. Prizes: The Winner(s) of the daily Campaign (the “Winner”) questions will be awarded a prize pack from the Huntsville/Madison County Convention & Visitors Bureau featuring gift cards and prizes to area partners.

The hospitality sweepstakes winner will win \$500 cash.

Actual/appraised value may differ at time of prize award. The specifics of the prize shall be solely

determined by Huntsville / Madison County Convention & Visitors Bureau. No cash or other prize substitution shall be permitted except at Huntsville / Madison County Convention & Visitors Bureau discretion. The prize is nontransferable. Any and all prize related expenses, including without limitation any and all federal, state, and/or local taxes, shall be the sole responsibility of Winner. No substitution of prize or transfer/assignment of prize to others or request for the cash equivalent by Winner is permitted. Acceptance of prize constitutes permission for Huntsville / Madison County Convention & Visitors Bureau to use Winner's name, likeness, and entry for purposes of advertising and trade without further compensation, unless prohibited by law.

6. Odds: The odds of winning depend on the number of eligible entries received.

7. Winner Selection and Notification: Winners will be selected by a jury of three people from the Huntsville / Madison County Convention & Visitors Bureau. Winner will be notified by the end of the day at 9:30 p.m. through a private message from which the social platform was entered. Huntsville / Madison County Convention & Visitors Bureau shall have no liability for Winner's failure to receive notices due to spam, junk email or other security settings or for Winner's provision of incorrect or otherwise nonfunctioning contact information.

If Winner cannot be contacted, is ineligible, fails to claim

the prize within 5 days from the time award notification was sent, or fails to timely respond, the prize may be forfeited and an alternate Winner selected. Receipt by

Winner of the prize offered in this Campaign is conditioned upon compliance with any and all federal, state, and local laws and regulations. ANY VIOLATION OF THESE

OFFICIAL RULES BY WINNER (AT HUNTSVILLE / MADISON COUNTY CONVENTION & VISITORS BUREAU'S SOLE DISCRETION) WILL RESULT IN WINNER'S DISQUALIFICATION AS WINNER OF THE CAMPAIGN, AND ALL PRIVILEGES AS WINNER WILL BE IMMEDIATELY TERMINATED.

8. Rights Granted by You: By entering this content (e.g., photo, video, text, etc.), You understand and agree that Huntsville / Madison County Convention & Visitors Bureau, anyone acting on behalf of Huntsville / Madison County Convention & Visitors Bureau, and Huntsville / Madison County Convention & Visitors Bureau's licensees, successors,

and assigns, shall have the right, where permitted by law, to print, publish, broadcast, distribute, and use in any media now known or hereafter developed, in perpetuity and throughout the World, without limitation, your entry, name, portrait, picture, voice, likeness, image, statements about the Campaign, and biographical information for news, publicity, information, trade, advertising, public relations, and promotional purposes. without any further compensation, notice, review, or consent. By entering this content, You represent and warrant that your entry is an original work of authorship, and does not violate any third party's proprietary or intellectual property rights. If your entry infringes upon the intellectual property right of another, You will be disqualified at the sole discretion of Huntsville / Madison County Convention & Visitors Bureau. If the content of your entry is claimed to constitute infringement of any proprietary or intellectual proprietary rights of any third party, You shall, at your sole expense, defend or settle against such claims. You shall indemnify, defend, and hold harmless Huntsville / Madison County Convention & Visitors Bureau from and against any suit, proceeding, claims, liability, loss, damage, costs or expense, which Huntsville / Madison County Convention & Visitors Bureau may incur, suffer, or be required to pay arising out of such infringement or suspected infringement of any third party's right.

9. Terms & Conditions: Huntsville / Madison County Convention & Visitors Bureau reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Campaign should virus, bug, non-authorized human intervention, fraud, or other cause beyond Huntsville / Madison County Convention & Visitors Bureau's control corrupt or affect the administration, security, fairness, or proper conduct of the Campaign. In such case, Huntsville / Madison County Convention & Visitors Bureau may select the Winner from all eligible entries received prior to and/or after (if appropriate) the action taken by Huntsville / Madison County Convention & Visitors Bureau. Huntsville / Madison County Convention & Visitors Bureau reserves the right, in its sole discretion, to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Campaign or website or violates these Terms & Conditions. Huntsville / Madison County Convention & Visitors Bureau has the right, in

its sole discretion, to maintain the integrity of the Campaign, to void votes for any reason, including, but not limited to: multiple entries from the same user from different IP addresses; multiple entries from the same computer in excess of that allowed by Campaign rules; or the use of bots, macros, scripts, or other technical means for entering. Any attempt by an entrant to deliberately damage any website or undermine the legitimate operation of the Campaign may be a violation of criminal and civil laws. Should such attempt be made, Huntsville / Madison County Convention & Visitors Bureau reserves the right to seek damages to the fullest extent permitted by law.

10. Limitation of Liability: By entering, You agree to release and hold harmless Huntsville / Madison County Convention & Visitors Bureau 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 Campaign 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 malfunction of any computer, cable, network, hardware, or software, or other mechanical equipment; (iii) the unavailability or inaccessibility of any transmissions, telephone, or Internet service; (iv) unauthorized human intervention in any part of the entry process or the Promotion; (v) electronic or human error in the administration of the Promotion or the processing of entries.

11. Disputes: THIS Campaign IS GOVERNED BY THE LAWS OF UNITED STATES OF AMERICA AND ALABAMA , WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES. As a condition of participating in this Campaign, participant agrees that any and all disputes that cannot be resolved between the parties, and causes of action arising out of or connected with this Campaign, shall be resolved individually, without resort to any form of class action, exclusively before a court located in Alabama having jurisdiction. Further, in any such dispute, under no circumstances shall participant be permitted to obtain awards for, and hereby waives all rights to, punitive, incidental, or

consequential damages, including reasonable attorney's fees, other than participant's actual out-of-pocket expenses (i.e. costs associated with entering this Campaign).

Participant further waives all rights to have damages multiplied or increased.

12. Privacy Policy: Information submitted with an entry is subject to the Privacy Policy stated on the Huntsville / Madison County Convention & Visitors Bureau website. To read the Privacy Policy, visit <https://www.huntsville.org/privacy-policy/>.

13. Winners List: To obtain a copy of the names of the Winners or a copy of these Official Rules, mail your request along with a stamped, self-addressed envelope to: Huntsville / Madison County Convention & Visitors Bureau 500 Church Street NW Suite One Huntsville, AL 35801. Requests must be received no later than March 31, 2022 5:00 p.m. CST.

14. Sponsor: The Sponsor of the Campaign is Huntsville / Madison County Convention & Visitors Bureau 500 Church Street NW Suite One Huntsville, AL 35801.

15. Facebook, Twitter and Instagram: The Campaign hosted by Huntsville / Madison County Convention & Visitors Bureau is in no way sponsored, endorsed, administered by, or associated with Facebook, Twitter, and Instagram.

16. By using #iHeartHsv on your social platform, You, the Contestant, have affirmatively reviewed, accepted, and agreed to all of the Official Rules.