CONTEST RULES

Contest: "Play to Win: Highway Hijinks"

1. **SPONSOR**: This contest (the "**Contest**") is conducted and sponsored by the Northern Alberta Institute of Technology (the "**Sponsor**").

2. **CONTEST SUMMARY:** Contest entries will be accepted from June 13, 2025 to June 15, 2025 during the operational hours of Game Con Canada held in Edmonton, Alberta (the "**Entry Period**"). There is one (1) prize available to be won in this Contest ("**Prize**" and further described in **Section 11**). To enter, eligible entrants must participate in playing "Highway Hijinks", an interactive activity hosted by the Sponsor at Game Con Canada. Multiple entries are allowed, but an eligible entrant may win only one (1) Prize. Eligible entrants shall be selected for the chance to win the Prize in accordance with **Section 8** below. The selected eligible entrant will win the Prize.

3. **ELIGIBILITY**: To be eligible, participants must be an attendee of Game Con Canada 2025. The following individuals are excluded from this Contest:

(a) Sponsor's staff;

(b) Immediate family members (defined as an individual's parent, sibling, child, or spouse, regardless of where they reside) of persons included in **Sections 3(a)** through **3(c)**;

(c) Individuals who reside within the household of a member of Sponsor's Executive;

(d) A contest judge.

Eligible entrants must participate in playing "Highway Hijinks", an interactive activity hosted by the Sponsor at Game Con Canada.

Eligible entrants will be automatically entered for a chance to win. Multiple entries are allowed, but an eligible entrant may win only one (1) Prize. Anyone whose entry violates the Sponsor's policies and guidelines or the rules of "Highway Hijinks" will be disqualified. All decisions regarding eligibility to enter this Contest will be determined by the Sponsor in its sole discretion. This Contest is void where prohibited by law.

4. **NUMBER, APPROXIMATE VALUE OF PRIZES, AND CHANCES OF WINNING:** There is one (1) Prize available to be won in this Contest. The Prize is described in **Section 11** below. The chances of winning the Prize will depend on the number of eligible entries received in accordance with these Contest Rules during the Entry Period.

5. **CONTEST PERIOD:** Contest entries will be accepted from June 13, 2025 to June 15, 2025 during the operational hours of Game Con Canada held in Edmonton, Alberta. Entries must

be received by the Sponsor during the Entry Period to be eligible to win the Prize.

6. **HOW TO ENTER:** No purchase is necessary to enter this Contest. To enter, eligible entrants must participate in playing "Highway Hijinks", an interactive activity hosted by the Sponsor at Game Con Canada. The eligible entrant who achieves the highest score in "Highway Hijinks" will when the Prize. Multiple entries are allowed, but an eligible entrant may win only one (1) Prize**.** Entrants must also be prepared to correctly answer a skill-testing question if selected to be the winner. No entries will be accepted by any other means.

7. **ADDITIONAL REQUIREMENTS: not applicable**.

8. **DRAW DETAILS**: The eligible entrant who achieves the highest score in "Highway Hijinks" will be the selected entrant to win the Prize. If necessary, if the Prize is unclaimed, or if the selected entrant is unwilling, unable, or ineligible to win the Prize as set out in these Contest Rules, the Prize will be forfeited by the selected entrant, and the Sponsor shall have the right to select the next eligible entrant whose score is the next highest. This process will continue until a winner claims the Prize in accordance with these Contest Rules.

All determinations of the eligible entrants and the winner by the Sponsor are final and binding. The Sponsor will not communicate with entrants other than with selected entrant(s) or as otherwise stated in **Section 21**. All matters related to the Contest and the verification of the eligibility of the entrants to be declared a winner shall be conducted by the Sponsor, or by persons designated by the Sponsor in its sole and absolute discretion. All decisions made by the Sponsor in this regard are final and binding and cannot be challenged.

9. **NOTIFICATION:** The Sponsor will contact the winner through the contact email address they confirmed in the digital form within seven (7) days of their entry being selected. If the selected entrant does not contact the Sponsor within this time frame, the Prize will be forfeited and the Sponsor will select and contact a new winner. The new winner will have two (2) business days to contact the Sponsor to claim the Prize. This process shall repeat as necessary until a winner has been selected.

10. **DECLARATION OF WINNER**: A selected entrant will not be declared a winner until:

(a) The Sponsor has determined that the selected entrant is an eligible entrant pursuant to these Contest Rules;

(b) The selected entrant has correctly answered a mathematical skill-testing question presented by the Sponsor; and

(c) The selected entrant has signed the Sponsor's standard publicity release.

11. **PRIZES:** A package of four (4) tickets to 2026 Game Con Canada, with a total approximate value of $452.00 (such approximate value as determined by the prices of tickets for 2025 Game Con Canada and may be subject to change).

The Prize is not transferable and must be accepted as awarded with no substitutions, except at the Sponsor's sole discretion. The Sponsor reserves the right to substitute the Prize of

equivalent monetary value if it is unable to award the Prize as described. The Sponsor will not be responsible, however, if factors beyond the Sponsor's reasonable control prevent the Prize from being fulfilled. In any such event, the winner will not be provided with substitute prizes or cash equivalent. The Prize will only be granted to the verified winner. The verified winner shall be required to pick up their Prize from the location designated by the Sponsor.

12. RIGHTS CLEARANCE: not applicable

13. CONTEST MODIFICATION OR CANCELLATION: The Sponsor is not responsible for any printing, distribution, production, or other errors which may occur in the course of the conduct of the Contest including, without limitation, any typographical, printing, or other errors in these Contest Rules or in or on any other materials relating to the Contest, and the Sponsor is not responsible for any errors or losses which may occur in respect to the Prize selection, or in respect to the receipt, transfer, or storage of Contest entries. The Sponsor may rescind, cancel, amend, or revoke the Contest, without liability, and in its sole discretion for any reason whatever. Without limiting the generality of the foregoing, the Sponsor reserves the right to cancel or modify the Contest and/or these Contest Rules, in whole or part and without notice, if the Sponsor determines, in its sole and absolute discretion, that fraud or technical or other failures have threatened or destroyed the integrity of the Contest. If, for any reason, the Contest is not capable of running as planned, due to causes beyond the reasonable control of the Sponsor which corrupt or affect the administration, security, safety, fairness, integrity, or proper conduct of this Contest, the Sponsor reserves the right, in its sole discretion to cancel, terminate, modify, or suspend the Contest.

14. PARTICIPATION: Participation in this Contest constitutes an agreement by each participant to comply with these Contest Rules.

15. DISQUALIFICATION: The Sponsor reserves the right, in its sole discretion, to disqualify any entrant or selected entrant the Sponsor finds to be:

(a) Tampering or attempting to tamper with the entry process or the operation of the Contest;

(b) Violating these Contest Rules; or

(c) Violating the terms of service, conditions, or use and/or general rules or guidelines of any website property or service.

CAUTION: Any attempt by an entrant or any other individual to deliberately damage any website or undermine the legitimate operation of the Contest may be a violation of criminal or civil laws.

If an entrant or selected entrant is disqualified for any reason, another entry will be selected from the remaining eligible entries received as set out in these Contest Rules. The Sponsor will contact those additional selected entrants through the contact email address they provided in the survey.

16. RELEASE AND INDEMNIFICATION: By entering the Contest, each entrant:

(a) Releases and holds harmless the Sponsor and its directors, officers, employees, affiliates, suppliers, sponsors, and agents from any and all liability for injuries, loss, or damage of any kind to persons, including death, or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, use, or misuse of any Prize, participation in this Contest, or participation in any Prize-related activity; and

(b) Agrees to fully indemnify the Sponsor and its directors, officers, employees, affiliates, suppliers, and agents from any and all claims on the part of any third party or parties related in any way and for any reason to the entrant's participation in the Contest or receipt or use of the Prize including, without limitation, death, or personal or property damage or injury.

17. LIMITATION OF LIABILITY: The Sponsor assumes no responsibility or liability for incorrect, damaged, illegible, incomplete, mutilated, spoiled, destroyed, stolen, misplaced, lost, late, misdirected, or incomplete entries, notifications, responses, replies, or for any computer, online, telephone, hardware, software, or technical malfunctions that may occur (including but not limited to malfunctions that may affect the transmission or non-transmission of an entry). The Sponsor is not responsible for any incorrect or inaccurate information, whether caused by website users or by any of the equipment or programming associated with or used in the Contest or by any technical or human error which may occur in the processing of entries. The Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction, or unauthorized access to, or alteration of, entries. The Sponsor is not responsible for any problems, failures, or technical malfunction of any telephone network or lines, computer online systems, servers, providers, computer equipment, software, email, players, or browsers, on account of technical problems or traffic congestion on the Internet, at any website, or on account of any combination of the foregoing. The Sponsor is not responsible for any injury or damage to entrants or to any computer related to or resulting from participating or downloading materials in this Contest. If, for any reason, the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the reasonable control of the Sponsor which corrupt or affect the administration, security, safety, fairness, integrity, or proper conduct of this Contest, the Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest.

18. LAWS: These are the official Contest rules. This Contest is subject to all applicable federal, provincial, and municipal laws and regulations. These Contest Rules are subject to change without notice to comply with any applicable federal, provincial, and municipal laws or the policies of any other entity having jurisdiction over the Sponsor.

19. CONSTRUCTION: The invalidity or unenforceability of any provision of these Contest Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Contest Rules shall otherwise remain in effect and be construed in accordance with their terms as if the invalid or illegal provision were not contained in these Contest Rules.

20. **SOCIAL MEDIA:** This Contest is in no way sponsored, endorsed, or administered by any social media platform on which the Contest may have been promoted or publicized. Each entrant releases such social media platform from any liability related to this Contest. Any questions, comments, or complaints regarding the Contest must be directed to the Sponsor.

21. **PRIVACY:** The name, contact information, and eligibility information of entrants is collected by the Sponsor pursuant to section 33(c) of the *Freedom of Information and Protection of Privacy Act* (Alberta) (the "**FOIP Act**"), for the purpose of administering the Contest. The Sponsor may also disclose the name and entry of Contest winners publicly for advertising or promotional purposes without further compensation. Questions regarding the Sponsor's collection, use, and disclosure of this personal information may be directed to:

NAIT Marketing & Communication Department
marketing@nait.ca or in writing to Northern Alberta Institute of Technology, 11762 – 106 Street NW, Edmonton, AB, Canada, T5G 2R1, attn.: Marketing & Communications Department