

**IMS Outdoors: Let's Hit The Road Sweepstakes ("Sweepstakes")  
OFFICIAL RULES**

**NO PURCHASE IS NECESSARY TO ENTER OR WIN.** OPEN ONLY TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES AND THE DISTRICT OF COLUMBIA, 18 YEARS OF AGE OR OLDER. VOID WHERE PROHIBITED. 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 Advanstar Communications, Inc. and its affiliates, doing business as Informa ("Sponsor"), Bell Helmets ("Bell"), Break Free Tech ("Break Free"), Dunlop Motorcycle Tires (Dunlop), EyeLights ("EyeLights"), Heroic Racing ("Heroic"), Scott USA ("Scott"), Spectro Oils ("Spectro") and their respective parents, affiliates, subsidiaries, vendors 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 judges and/or Sponsor, which are binding and final on matters relating to this Sweepstakes. Sweepstakes is subject to all applicable federal, state and local laws.

**TO ENTER:** There are two ways to enter: (i) Visit the sweepstakes page on [continuetheride.com](http://continuetheride.com), complete the digital entry form and submit electronically (ii) to enter without filling out a digital form, send a 3" x 5" card or piece of paper handwritten with your name, address, email address and date of birth, in an envelope with proper postage affixed to: IMS Outdoors: Let's Hit The Road Sweepstakes Entry, 2901 28th Street, Suite 100, Santa Monica CA 90405. Mail-in entries must be received no later than the end of the Entry Period to be eligible. The entry period is from March 18, 2022, at 6:00am PT to March 23, 2022 at 11:59pm PT. By entering, entrants are automatically signed up to receive marketing emails from Sponsor and consent to receive marketing communications from Bell, Break Free, Dunlop, EyeLights, Heroic, Scott and Spectro in connection with their products. Entrants can opt-out of receiving these emails by following the directions to unsubscribe in any email received by entrant from Sponsor. All entries must be received no later than March 23, 2022, at 11:59 pm PT. Limit one (1) entry per person/email address/household for the duration of the Entry Period, regardless of method of entry. Multiple entries received from any person or e-mail address or household after the first entry received from that person or email address, or household will be void. Entries generated by script, macro or other automated or mechanical means or by any means which subvert the entry process are void. All entries become the property of Sponsor and will not be acknowledged or returned.

**DRAWING:** Potential winner will be selected in random drawings held on or about March 24, 2022. Winner will be selected from all eligible entries combined. Odds of winning will depend on the number of eligible entries received. 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 seven (7) days of date of issuance and a W-9 form. If such documents are not returned within the specified time period, prize notification is returned as undeliverable, or a potential winner is not in compliance with these rules, prize will be forfeited and, at Sponsor's discretion, an alternate winner selected. If potential winner is at least 18 but still considered a minor in his/her jurisdiction of residence, prize may be awarded in the name of his/her parent or legal guardian who will be responsible for fulfilling all requirements imposed on winners set forth herein.

**PRIZES:** One winner will receive: four (4) ticket and tee packages to a 2022 Progressive IMS Outdoors event of their choosing ("Tickets"), a camping spot for up to 3 nights at or near the event, food and beverage vouchers at the event, one (1) Bell Race Star DLX helmet, one (1) Break Free Light, one (1) set of Dunlop motorcycle tires of winner's choosing (excluding Road Race tires), one (1) EyeRide Head Up Display from EyeLights, one (1) Hoodie from Heroic Racing, one (1) prize package from Scott including goggles, sunglasses and a t-shirt, and one (1) prize package from Spectro Oils including 5 Platinum Synthetic PAO Oil, a t-shirt and hat. Approximate Retail Value ("ARV"): US\$3,000.

Prize is awarded "as is" with no warranty or guarantee, either express or implied. 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 with one of comparable or greater value. Winner is responsible for all federal, state and local taxes, if any, as well as any other costs and expenses associated with acceptance and use of prize not specified herein as being awarded.

**PUBLICITY GRANT:** Winner, by acceptance of prize, except where legally prohibited, grants 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 any manner, in all media now known or hereafter discovered, worldwide in perpetuity, without notice or review or approval.

**GENERAL CONDITIONS:** Released Parties (as defined below) are not responsible for lost, late, incomplete, inaccurate, stolen, delayed, misdirected, undelivered, garbled, illegible entries or email or for lost or stolen entry boxes; 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 this Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of entries, the announcement of the prize, the cancellation of any show tour stop or in any sweepstakes-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 sweepstakes. 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 Sweepstakes or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of this Sweepstakes 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 sweepstakes 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 this Sweepstakes and, if terminated, at its discretion, select the potential winners from all eligible, non-suspect entries received prior to action taken or as otherwise deemed fair and appropriate by Sponsor. Entrants, by participating, agree that Sponsor, Bell, Break Free, Dunlop, EyeLights, Heroic, Scott and Spectro and their respective parent companies, affiliates, subsidiaries, agents 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 property damage, personal 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 a prize (including any injury or harm resulting from use of a motorcycle or participation in the Tour) or participation in this Sweepstakes. Sponsor makes no representations or warranties of any kind with respect to the prizes (including in connection with quality, conditions or safety of the Tour). 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.

**WINNER'S NAME:** For the name of the winners (available after April 1<sup>st</sup>, 2022), send a self-addressed stamped envelope to: IMS Outdoors: Let's Hit The Road Sweepstakes, 2901 28<sup>th</sup> St, Suite 100, Santa Monica, CA 90405.

**SPONSOR:** Advanstar Communications, Inc., 2901 28<sup>th</sup> St, Suite 100, Santa Monica, CA 90405.