

2023 Natural Products Expo East Saturday Block Bash Sweepstakes

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED.

1. Eligibility: YOU HAVE NOT YET WON. 2023 Natural Products Expo East Sweepstakes (the "Sweepstakes") sponsored by Informa Media, Inc. ("Informa") is open to: (a) attendees of 2023 Natural Products Expo East in Philadelphia, Pennsylvania (9/20/23 to 9/23/23); (b) any individual who posts on LinkedIn via the link below about Natural Products Expo East; and (c) any individual who enters via Entry Method #3 below. All entrants must be 21 years of age or older at time of entry and legal residents of the United States (including the District of Columbia, but excluding New York and Florida). An invitation to enter the Sweepstakes does not indicate automatic qualification. Employees of Informa, their agents, affiliates, subsidiaries and parent companies, sales representatives, distributors, advertising and promotion agencies and members of the immediate families or households of each are not eligible.

2. How to Enter: Entry Period starts September 20, 2023 at or around 9:01 AM Eastern Standard Time ("EST") and ends September 23, 2023 at 2:00 PM EST. There are three ways to enter. Entry Method #1: Beginning September 20, 2023, at or around 9:01 AM EST, visit any of the following events and areas of Natural Products Expo East and have your badge scanned by an Informa employee: Harvest Fest, Connections Lounge, Saturday Keynote, Innovation Experience, or Beacon Lounge. Entry Method #2: Beginning September 7, 2023 at or around 9:01 AM EST, use [this link](#) to publicly post on LinkedIn about the Saturday Block Bash at Natural Products Expo East. Entry Method #3: Beginning September 20, 2023 visit <https://www.expoeast.com/en/venue-travel/saturday-block-bash.html> complete an entry form to the Saturday Block Bash Sweepstakes where you must include your first and last names, street address, city, state and zip, telephone number, email address (mandatory), and certify you are 21 years of age or older. All official entries must be completed and submitted (i) for in person entries, September 23, 2023 at or around 2:00 PM EST, and (ii) for electronic entries, September 23, 2023 at or around 2:00 PM EST. **Limit one entry per person. You cannot have your badge scanned at multiple areas of Natural Products Expo East in order to enter the Sweepstakes more than once.** Email address can be used for one entry only (i.e., multiple persons cannot use the same email address to enter). No mechanically reproduced entries or facsimiles allowed. Informa is not responsible for late, lost, damaged, illegible, incomplete, misdirected or other indecipherable or unreadable entries. In the event of a dispute about entries submitted by multiple individuals with the same email account, entry will be deemed to have been submitted by the authorized subscriber of the email account used to enter the Sweepstakes at the actual time of entry. Proof of entry submission will not be deemed proof of

receipt by Informa. The authorized email account subscriber is deemed to be the natural person who is assigned an email address by an Internet-access provider, online-service provider, or other organization that is responsible for assigning email addresses for the domain associated with the submitted email address. Multiple entries per email address or any use of robotic, repetitive, automatic programmed, or similar entry methods or agents (including, but not limited to, sweepstakes entry services) are prohibited and will void all entries by that entrant. All entrants participating in the Sweepstakes via Entry Method #2 must use the link provided for herein or their entry will not be recorded by Informa. Entrants assume all risk of lost, late, misdirected, incomplete, or illegible entries. All entries and information contained therein become the property of Informa and will not be returned.

3. **Prizes:** Informa will conduct one drawing with eight prizes, eight winners. Each of the eight winners will receive one prize, as determined by Informa. Chances of winning depend on total number of entries. The prizes include: (1) a vacation package for the winner and their guest to Bermuda, including travel and accommodations for 5 days and 4 nights, daily breakfast, a sunset cruise, a jet ski tour, a walking food tour, snorkeling, and a \$400 credit to spend at the Hamilton Princess & Beach Club, approximate retail value ("ARV") of \$7,000; (2) a Peloton exercise bike, ARV of \$1,500; (3) a MIRROR Studio workout mirror, ARV of \$1,000; (4) an electric bike, ARV of \$1,800; (5) an electric bike, ARV of \$1,800; (6) Therabody Smart Goggles, ARV of \$200; (7) Therabody Smart Goggles, ARV \$200; (8) Therabody Smart Goggles, ARV \$200. ARV of total prize package is \$13,700. Prizes are subject to availability. Prizes are not transferable, cash redemption, or substitutions except as provided for herein. Informa reserves the right to substitute prizes of equal or greater value. Unclaimed prizes will not be awarded.

4. **Selection of Winners:** On or about September 23, 2023 at or around 3:30 PM EST, eight winners will be selected in eight random drawings from all eligible entries received by 2:00 PM EST. The winner selection will be conducted by Informa or its designee, whose decisions are final and binding on all matters relating to the Sweepstakes. Winners will be publicly announced on or about September 23, 2023 at or around 3:30 PM EST at Natural Products Expo East 2023 at the Pennsylvania Convention Center ("Sweepstakes Site"), and may be announced via additional online and print locations. Any entrant who wins from Entry Method #2 will have the name associated with their LinkedIn profile announced, and Informa will ask for their information at the Sweepstakes Site and/or send a direct message to the winner on LinkedIn to collect their information. Winners will be notified via email and/or telephone. If a winner cannot be reached within thirty (30) minutes of the announcement, prize may be forfeited and Informa may, in its sole discretion, select an alternate winner(s). Informa and its agents are not responsible for (i) any typographical or other error in the printing, offering, or announcement of the prizes, (ii) lost, late, or invalid entries, (iii) electronic transmission errors resulting in omission, interruption, deletion, defect, or delay in operations, (iv) transmission, theft, destruction or unauthorized access to or alterations of entries, (v) technical, network, telephone equipment, electronic,

computer hardware or software malfunctions, (vi) limitations of any kind or inaccurate transmission, or (vii) failure to receive entry or other Sweepstakes related information by entrants due to technical problems. Each winner may be required to sign and return an Affidavit of Eligibility, Liability/Publicity Release, provide valid identification issue by winner's state, and provide a completed W-9 and 1099 form no later than September 29, 2023 or prize may be forfeited and another winner selected. Return of any prize notification as undeliverable will result in forfeiture of prizes. Informa disclaims any responsibility for removal of the prizes from the Sweepstakes Site.

5. **By entering**, entrants (a) agree to abide by and be bound by these Official Rules and decisions of Informa; (b) agree to release Informa Media, Inc., its agents, parent companies, affiliates, subsidiaries, officers, directors, contractors, and employees (collectively, "Released Parties") from any and all liability, loss, damage, or injury resulting from participation in this Sweepstakes or attending Natural Products Expo East 2023 or awarding, receipt, possession, use and/or misuse of any prize awarded herein, and acknowledge that neither Informa nor its agents have made or are in any manner responsible for purchases or subsequent usage of the prizes; and (c) consent to the use of their name, photographs, recordings, and/or likeness for advertising and promotional purposes, worldwide, in perpetuity, in connection with this Sweepstakes, by Informa and its agents, without additional compensation, unless prohibited by law. Winners will be responsible for all applicable taxes on their prizes. Entrants understand and acknowledge that the prize(s) are provided to the winner(s) by third party suppliers. Accordingly, entrants agree to release the Released Parties from any and all liability, loss, damage, or injury arising from or in connection with the acts or omissions of such third-party suppliers and each of their provision of the prize(s). Subject to federal, state, and local laws and regulations. Void where prohibited or restricted. Sweepstakes and all related published ads, promotional materials, online and printed entry forms are the property of Informa.

6. **Release of Liability:** All entrants agree to hold harmless and release the Released Parties from any and all existing or future alleged or actual claims, actions, and liabilities with respect to or in any way arising from this Sweepstakes; participation in any Sweepstakes-related activity (including attending Natural Products Expo East 2023); and/or delivery/mis-delivery, acceptance, possession, use, or misuse of any prize, including, but not limited to, liability for personal injury, bodily injury (including wrongful death or disability), damage to property, and damage or loss of any other kind. Released Parties are not liable or responsible for any incorrect or inaccurate information, whether caused by website users, by any of the equipment or programming associated with or used in the Sweepstakes, or by any technical or human error that may occur in the Sweepstakes. Released Parties assume no responsibility for any error; omission; interruption; deletion; defect; delay in operation or transmission; communications-line failure; or theft of, destruction of, unauthorized access to, or alteration of entries. Released Parties are not responsible for any problems or technical malfunction of any computer online systems,

servers, or providers; computer equipment; or computer software; or for failure of email or entry on account of technical problems or traffic congestion on the Internet or at LinkedIn.com or any website or combination thereof, including injury or damage to any entrant's or to any person's computer related to or resulting from participating in the Sweepstakes or downloading or uploading materials from/to the websites. Released Parties are not responsible for user cheating or fraud by any entrants. Any activities intended to disrupt or interfere with the proper play or conduct of the Sweepstakes or to defraud Released Parties in any way will be prosecuted to the fullest extent of the law. Participants who engage in any of the foregoing activities will be disqualified and will forfeit any prize won. If the Internet portion of the program is not capable of running as planned, including infection by computer virus, bugs, tampering, hacking, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Released Parties which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, Informa reserves the right, at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify, or suspend the Sweepstakes and award the prizes from among all entries received via the offline methods of entry and/or all online entries received prior to the time of termination.

7. By entering, entrants agree that the Sweepstakes and all of the related web pages, content, and code are the property of Informa or its licensors. Copying or unauthorized use of any copyrighted materials, trademarks, or any other intellectual property without the express written consent of its owner is strictly prohibited. This Sweepstakes is not intended for gambling. If it is determined that an entrant is using the Sweepstakes for gambling purposes, they will be disqualified from participating in the Sweepstakes and reported to the authorities.

8. For the name of the winners, after October 1, 2023 email kmccoy@newhope.com.