



Farmfair International Contest Official Rules and Regulations

1. Introduction

Welcome to the Farmfair International Contest (the "**Contest**")! This Contest is organised by Explore Edmonton ("**EEC**") in partnership with Edmonton's Best Hotels ("**EDBH**", and together with EEC, the "**Sponsors**"). By entering, you agree to these Official Rules and Regulations.

2. Contest Period

The Contest is active from September 15, 2026 at 12:00am MST until October 31, 2026 at 11:59PM MST and concludes on November 08, 2026 at 11:59 MST (the "**Contest Period**").

3. Eligibility

To participate, you must be 18 years of age or older and a legal resident of Alberta, Canada. Corporate entities are not eligible to participate.

Entrants under the age of 18 must have the written consent of their parent or legal guardian to participate. The Sponsors may require proof of such consent in a form acceptable to them before declaring an entrant a winner. Any prize won by a minor will be awarded to the minor's parent or legal guardian.

Employees, directors, and officers of EEC, EDBH, their associated companies, advertising and promotion agencies, as well as their immediate family members (spouse, parents, siblings, and children) or those living in the same household, are not eligible to enter.

4. How to Enter

To enter the Contest, eligible participants must fulfill all of the following requirements:

- **Complete Entry Form:** Fill out the online entry form completely and accurately, providing all requested information, including your full name, contact information, and details about your display or operation relevant to the contest criteria.
- **Submit a Photo/Video:** Upload a high-resolution photo or short video showcasing your exhibit or a specific aspect of your agricultural work that demonstrates your alignment with the contest criteria. Include a brief caption (max. 200 words).
- **Agree to Rules:** Digitally acknowledge and agree to these Official Rules and Regulations.



- **Entry Limit:** You may submit only one (1) entry per applicant for the duration of the Contest Period. Multiple entries will be disqualified.

All entries must be submitted by October 31, 2026 at 11:59 PM MST to be considered valid. Incomplete or late entries will not be accepted.

5. Prizes

Two (2) exciting prizes will be awarded:

- **1st Prize:** \$5,000 CAD + two-night hotel stay from EDBH
- **2nd Prize:** \$3,000 CAD + two-night hotel stay from EDBH
- Total prize value: \$10,000CAD

Prizes are non-transferable, non-refundable, and must be accepted as awarded. The Sponsors reserve the right to substitute a prize of equal or greater value if a prize cannot be awarded as described.

6. Judging Criteria

Winners will be selected based on the following criteria:

- (1) **Creativity and Theme (40%):** How fun, unique, or imaginative is your stall? Did you pick a cool theme or idea and bring it to life in a fun way? We want to see your personality shine through your decorations!
- (2) **Effort and Craftsmanship (35%):** How much work and care went into your stall? Are the decorations well-made, neat, and thoughtfully put together? Show us the love and effort you put into every detail!
- (3) **Animal Comfort and Safety (25%):** Is your animal happy and safe in the stall? Decorations should be fun, but they also need to be safe and comfortable for your animal. A happy animal makes the best display!

Selection Process: A panel of judges will meticulously review all eligible entries. They will be looking for entries that truly shine across these criteria, making tough but fair decisions to find our deserving winners. The judges' decisions are final and binding – they're the ultimate farm-savvy adjudicators!

Judging Decisions: All decisions of the Sponsors and the Contest judges regarding the administration of the Contest, eligibility of entries, and interpretation of these Official Rules and Regulations are final and binding on all entrants. By entering the Contest, participants agree that any disputes regarding the Contest or these Official Rules and Regulations shall be governed by the laws of the Province of Alberta and the federal laws of Canada applicable therein, and must be resolved exclusively in the courts of Alberta. Entrants agree not to assert any claim against the



Sponsors or judges relating to such decisions, and acknowledge that the Sponsors and judges retain the sole and absolute discretion to resolve any disputes or ambiguities relating to the Contest.

7. Winner Notification

If you are a winner, get ready for exciting news! You will be contacted by email and/or phone within 5 business days after the Contest Period ends. Winners must respond within 5 days of notification to confirm their prize – don't miss out!

To be declared a winner, each selected entrant must correctly answer a mathematical skill-testing question without assistance. This requirement will be included in the waiver that the winners must sign.

If a winner cannot be reached, fails to claim their prize, or does not provide the necessary information within the given timeframe, the prize may be forfeited, and another fantastic exhibitor may be chosen as an alternate winner.

8. Prize Fulfillment

Cash prizes will be distributed via cheque within 14 days after winner verification. Arrangements for the hotel stay will be made directly with the winner, ensuring a comfortable and well-deserved visit to EDBH.

9. General Conditions

- (a) **Publicity:** By participating in the Contest, entrants agree to the use of their name, likeness, voice, city, and province of residence for publicity purposes by EEC and EDBH, without further compensation, in all media, including digital media, for the purposes of advertising and promotion, without prior notification or approval.
- (b) **Waiver and Release:** By entering the Contest, the entrant hereby waives any and all claims, expenses, demands, costs, suits, judicial review, liabilities and causes of action against EEC, EDBH, their subsidiaries, affiliates, their officers, directors, employees, contractors, volunteers, representative, agents and any of their sponsors, contributors, advertising and promotion agencies and insurers (collectively, the “**Releasees**”), which may arise directly or indirectly out of such injury, loss, disability, damage or death in connection with the Contest or acceptance, possession, or use of



any prize, and the entrants releases the Releasees from any and all liability in that regard.

- (c) **Indemnification:** By entering the Contest, the entrant agrees to indemnify and hold harmless the Releasees from any and all suits, demands, claims, judicial review and actions of any kind which may be brought against their employees, contractors, volunteers or agents for which they may become liable by reason of any injury, loss, disability damage or death resulting from, or occasioned to or suffered by any person, including myself, in connection with the Contest or acceptance, possession, or use of any prize.
- (d) **Right to Cancel or Modify:** EEC and EDBH reserve the right to cancel, suspend, or modify the Contest or any part of it if any fraud, technical failures, or any other factor beyond their reasonable control impairs the integrity or proper functioning of the Contest, as determined by EEC and EDBH in their sole discretion.
- (e) **Governing Law:** The Contest is subject to all applicable federal, provincial, and municipal laws and regulations. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules and Regulations, or the rights and obligations of the entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the Province of Alberta, Canada, without giving effect to any choice of law or conflict of law rules.
- (f) **Privacy:** Any personal information collected during the Contest will be used solely for the administration of this Contest in accordance with EEC's and EDB respective privacy policies.

10. Acknowledgement

- (a) The entrant hereby acknowledges and agrees that they have read and understand the foregoing and do hereby accept and consent to all of the above. The entrant further acknowledges that this is a legally binding document signed voluntarily by the entrant, on their own behalf, and on behalf of their heirs, next of kin and assigns.
- (b) The entrant confirms that by signing this legal document they have had an opportunity to seek independent legal advice, and have either done so or waived their right to do so.
- (c) That if any term, condition or provision, or the application thereof to any person or circumstance shall to any extent be found to be invalid or unenforceable, the remainder of this agreement or the application of such term, condition or provision to persons or circumstances other than those as to which it is held invalid or unenforceable, shall not be affected thereby and each term, condition or provision shall be separately valid and enforceable to the fullest extent permitted by law.

11. Contact Information



For any questions regarding these Official Rules and Regulations, please contact farmfair@exploreedmonton.com or 780-378-5111.

I, the undersigned, acknowledge that I have read and understood all clauses of this Farmfair International Contest Official Rules and Regulations and agree on behalf of myself and my minor child, if applicable, to be legally bound by its terms.