

# “EXPOPLUS” CONTEST

## 1. CONTEST ENTRY RULES

- 1.1 The “expoplus” Contest is operated by Québecor Média Affichage (hereinafter collectively the “Contest Organizers”). It will be held on the internet from February 5, 2015, at 10:00 EDT to April 5, 2015, at 23:59 EDT (hereinafter: the “Contest Period”).

## 2. ELIGIBILITY

- 2.1 This Contest is open to any person residing in Quebec, 18 years of age or older. The employees, agents and representatives of Québecor Média Affichage, their subsidiaries, divisions, affiliated or related companies, Société de transport de Montréal, partners, suppliers of prizes, material and services related to this Contest or any other stakeholder directly related to this Contest, brothers, sisters, children, mother, father, legal or de facto spouse and all the persons with whom these employees, agents and representatives are domiciled are excluded.

## 3. HOW TO ENTER

**ENTRY: from February 5, 2015, at 10:00 EDT to March 22, 2015, at 23:59 EDT**

- 3.1 **The entry phase is being held from February 5, 2015, at 10:00 EDT to March 22, 2015, at 23:59 EDT:** enter online following the methods below and you could be one of the twenty (20) Contest finalists and possibly a winner of an exhibition in bus shelters on the Island of Montreal and a cash prize.

- 3.2 **No purchase required.** Two ways to enter:

### 3.2.1 **General Public**

From February 5, 2015, at 10:00 EDT to March 22, 2015, at 23:59 EDT, you may enter on the [www.abribus.ca](http://www.abribus.ca) website by going to the expoplus section and clicking the “Individual Registration” button. Complete the electronic entry form and make sure to provide accurately the contact and other information requested of you, upload your work (.jpeg or .png file, size 366px by 571px and maximum file size of 2 MB) and correctly answer the mathematical skill-testing question.

### 3.2.2 **Ad Agency**

From February 5, 2015, at 10:00 EDT to March 22, 2015, at 23:59 EDT, you may enter on behalf of your ad agency on the [www.abribus.ca](http://www.abribus.ca) website by going to the expoplus section and clicking the “Ad Agency” button. Complete the electronic entry form and make sure to accurately provide the contact and other information requested of you, upload your work (.jpeg or .png file, size 366px by 571px and maximum file size of 2 MB) and correctly answer the mathematical skill-testing question. It is the entrant’s responsibility to obtain all the necessary authorizations from the officers and other employees of the ad agency to be able to enter the Contest.

- 3.3 The entrants must comply with the following limits, failing which the Contest Organizers reserve the right to disqualify their entry:

- One entry per person for the entire Contest Period;
- Only one entry per employee per ad agency for the entire Contest Period.

- 3.4 The works submitted must meet the following conditions and parameters:

- Not be false, defamatory, inaccurate, abusive, vulgar, obscene, sexual, nudity, hateful, harassing, blasphemous or threatening, or use images or words that are discriminatory, infringe the privacy or injure the reputation of a third party, an organization or a company;
- Not be a work composed solely or substantially of typography;
- Not be in violation of any applicable law;
- Not promote or advertise or solicit for a product, an organization, an event or alcohol, drugs, tobacco or weapons (or their use) on behalf of any person or entity;
- Be composed of elements in which the entrant (and/or, where applicable, the ad agency) holds all the rights, titles and interest (including copyright and intellectual property rights);
- Not be an advertisement already created;
- Not be represented by a collective management society with respect to reproduction rights.
- If your work was submitted during the 2014 edition of this competition, it will not be eligible.

3.5 By submitting the work and entering the Contest, the entrant in the Contest consents that the work be displayed on the Contest Organizers' website during the Contest Period, without receiving any financial or other compensation.

3.6. The Contest Organizers reserve the right to reject, at their sole discretion, any work that does not meet the above criteria and/or does not comply with the rules. Moreover, the Contest Organizers reserve the right to reject and withdraw any work which, at their discretion, is inappropriate for broadcasting or as a Contest entry. The Contest Organizers will not inform the entrant of the reason why the work was rejected or withdrawn.

**4. CONTEST PERIOD: From March 23<sup>rd</sup> 10 a.m. EST to March 24<sup>th</sup>, 11:59 p.m. EST and SELECTION OF FINALISTS**

4.1 From March 23<sup>rd</sup> (10 a.m. EST) to March 24<sup>th</sup> (11:59 p.m. EST) a jury composed of six (6) people will select ten (10) finalists from all of the work submitted for the "Individual" category and ten (10) finalists for the "Ad Industry" category. All finalists will have their work exhibited in six (6) bus shelters from Montreal's bus shelter network for a duration of almost one month. Work will be managed by contest organizers.

**5. VOTING PERIOD: from March 25, 2015, at 10:00 EDT to April 5, 2015, at 23:59 EDT, AND DESIGNATION OF THE FINALISTS**

5.1 From March 25 at 10:00 EDT to April 5, 2015, at 23:59 EDT, the general public will be invited to vote for their favourite works on the [www.abribus.ca](http://www.abribus.ca) website, under the "expoplus" tab. Voting limit: 1 vote per day per person.

**6. DESIGNATION OF THE WINNERS**

6.1 "General Public" category: At the end of said voting period, ending April 5, 2015, at 23:59 EDT, the winner of the "General Public" prize will be the entrant who obtained the greatest number of votes for his/her work among the ten (10) finalists in the "General Public" category.

"Ad Agency" category: At the end of said voting period, ending April 5, 2015, at 23:59 EDT, the winner of the "Ad Agency" prize will be the entrant who obtained the greatest number of votes for his/her work among the ten (10) finalists in the "Ad Agency" category.

- 6.2 The prize winners will have the works submitted in their entry form displayed from April 1 to May 15, 2015, in the bus shelters of the Montreal bus shelter network. Each winner (“General Public” category and “Ad Agency” category) will be contacted by the Contest Organizers within two (2) days of his/her designation at the telephone number indicated on the entry form. It is the responsibility of each entrant to provide a valid telephone number at which he/she can be reached on weekdays between 9:00 and 17:00.

## **7. PRIZES**

- 7.1 A total of two (2) winners will be announced. Specifically, there will be one (1) sole winner in the “General Public” category and one (1) sole winner in the “Ad Agency” category.

### **7.2 The following PRIZES are offered:**

#### GENERAL PUBLIC

One (1) cash prize of \$5,500, one (1) exhibition on six (6) bus shelters of the Montreal bus shelter network that are part of the circuit managed by the Contest Organizers for a period of nearly one month; one (1) bus shelter poster of the winning work; one (1) photograph of the work displayed on the bus shelter. The following conditions apply to the prize:

- a) Although one of the prizes offered by Québecor Média Affichage is an exhibition on six (6) bus shelters of the Montreal bus shelter network that are part of the circuit managed by the Contest Organizers, the display period and the number of bus shelters could be reduced or increased on the basis of the inventory available, and the exact display dates and location of the bus shelters are at the Contest Organizers’ discretion.
- b) The winners will have to present adequate personal identity documents to take possession of the cash prize.
- c) The Contest Organizers will not return the works submitted or displayed.
- d) The Contest Organizers reserve the right to determine the manner in which the poster and the photograph will be delivered to the winners (in person or by mail). The Contest Organizers are not responsible for lost or stolen posters/photographs.
- e) If all or part of the prize is unused, for any reason, no compensation will be awarded to the winner.
- f) The prize is non-exchangeable, non-refundable and non-transferable and may not be exchanged for cash.
- g) The prize must be accepted as is.
- h) The Contest Organizers are not responsible for damage caused to the work (including vandalism) as displayed in the bus shelters of the Montreal bus shelter network that are part of the circuit managed by the Contest Organizers.

APPROXIMATE VALUE OF THE PRIZE FOR THE “GENERAL PUBLIC” CATEGORY:  
\$5,000

#### AD AGENCIES

One (1) cash prize of \$5,000; one (1) trophy presented at Place des Arts during the Créa awards ceremony; one (1) exhibition on six (6) bus shelters of the Montreal bus shelter network that are part of the circuit managed by the Contest Organizers for a period of nearly one month; one (1) bus shelter poster of the winning work; one (1) photograph of the work displayed on the bus shelter. The following conditions apply to the prize:

- i) Although one of the prizes offered by Québecor Média Affichage is an exhibition on six (6) bus shelters of the Montreal bus shelter network that are part of the circuit managed by the Contest Organizers, the display period and the number of bus shelters could be reduced or increased on the basis of the inventory available, and

the exact display dates and the location of the bus shelters are at the Contest Organizers' discretion.

- j) The winner will have to present adequate personal identity documents to take possession of the cash prize.
- k) The Contest Organizers will not return the works submitted or displayed.
- l) The Contest Organizers reserve the right to determine the manner in which the poster and the photograph will be delivered to the winners (in person or by mail). The Contest Organizers are not responsible for lost or stolen posters/photographs.
- m) If all or part of the prize is unused, for any reason, no compensation will be awarded to the winner.
- n) The prize is non-exchangeable, non-refundable and non-transferable and may not be exchanged for cash.
- o) The prize must be accepted as is.
- p) The Contest Organizers are not responsible for damage caused to the work (including vandalism) as displayed in the bus shelters of the Montreal bus shelter network that are part of the circuit managed by the Contest Organizers.

APPROXIMATE VALUE OF THE PRIZE FOR THE "AD AGENCY" CATEGORY: \$5,000

APPROXIMATE VALUE OF ALL PRIZES FOR THE CONTEST ("AD AGENCY" AND "GENERAL PUBLIC" CATEGORY): \$10,000

## **8. CLAIMING THE PRIZES**

8.1 To be declared the winner, each person selected (for the "General Public" and "Ad Agency" categories) must:

- a) Be reached by the Contest Organizers by telephone within two (2) days of his/her designation;
- b) Accept to have his/her work displayed on the Montreal bus shelter network from April 1 to May 15, 2015 (exact dates to be confirmed), and sign the authorization and release forms prepared by Québecor Média Affichage;
- c) Represent and warrant that the work is original;
- d) Represent and warrant that he/she holds all the intellectual property rights in the work submitted to the Contest, and in particular, holds or has obtained all the necessary consents, assignments, licences and authorizations from the persons who participated in the creation of the work or integrated into the work, including for the right to their image, both for adults and minors (from their parents or the holder of parental authority);
- e) Represent and warrant that the work submitted is composed of elements in which the entrant (and/or, where applicable, the ad agency) holds all the rights, titles and interests (including copyright and intellectual property rights);
- f) Accept that the Contest Organizers may alter or modify the work for the purposes of display, quality standards and, more generally, in connection with the presentation of the prize; specifically, the person selected waives any moral rights in the work submitted;
- g) Grant a non-exclusive perpetual licence to the Contest Organizers for communication to the public, reproduction, integration, broadcasting and more generally, use of the work, in whole or in part, in all forms, media and territories, without financial compensation;

- h) Irrevocably waive any claim against the Contest Organizers and their employees, their subsidiaries, affiliated companies or divisions, their parent companies, their advertising and promotion agencies, agents, representatives and prize suppliers for any reproduction, display, broadcasting or communication to the public (including on the internet) and in connection with the administration and presentation of the prize, in the Montreal bus shelter network that are part of the circuit managed by the Contest Organizers, for any subsequent use authorized by these Rules, including, without limitation, television productions, films, photographs or other recordings of the work, and for any modification or touch-up made to the work, worldwide, in perpetuity and by all means now known or hereafter discovered;
  - i) Indemnify and hold harmless the Contest Organizers against any claim by any third party whatsoever regarding the production, integration, broadcasting, communication to the public and, more generally, the use of the work, in whole or in part, in the cases provided in the Rules;
  - j) Sign the declaration and release form (hereinafter the “Declaration Form”) which will be sent to him/her, and return it to the Contest Organizers within the specified time;
  - k) Meet the conditions applicable to the prize for which the winner was selected.
- 8.2 Failure to comply with any of the conditions set out in the foregoing paragraph or any other condition in these Contest Entry Rules shall disqualify the entry of the selected person, and the prize will be awarded to the entrant who received the second greatest number of votes.

## 9. **GENERAL**

**Verification.** The entry forms and the works may be verified by the Contest Organizers. Any entry form or work which is, as the case may be, incomplete, non-compliant, fraudulent or late or which contains inappropriate answers to the compulsory questions will be rejected automatically and the right to a prize will be forfeited.

**Non-compliant entry.** The Contest Organizers reserve the right to disqualify any person or an entry or entries of any person entering this Contest or attempting to enter this Contest by a means contrary to these Rules or of such nature as to be unfair to the other entrants (e.g. entries exceeding the permitted limit, hacking, etc.). Such person may be referred to the competent judicial authorities.

**Acceptance of the prize.** Every prize must be accepted as described in these Rules and may not be transferred to another person, substituted for another prize or exchanged in whole or in part for cash, subject to the following paragraph.

**Substitution of prizes.** In the event that, for reasons unrelated to the winners, the Contest Organizers cannot award a prize (or portion thereof) as described in these Rules, they reserve the right to award a prize (or portion thereof) of the same nature and equivalent value or, at their complete discretion, the cash value of the prize (or portion thereof) indicated in these Rules.

**Refusal to accept a prize.** The refusal of a person to accept a prize according to the terms of these Rules releases the Contest Organizers from any obligation to such person in connection with that prize.

**Limitation of liability – Use of the prize.** All persons selected release Québecor Média Affichage and its divisions, subsidiaries, affiliated companies, advertising and promotion agencies, employees, agents, representatives and prize suppliers from all liability regarding

any harm he/she might suffer due to the acceptance or use of his/her prize. To be declared a winner and prior to obtaining his/her prize, every person selected undertakes to sign a Declaration Form to this effect, if required.

**Warranty.** Every person selected for a grand prize acknowledges that the only warranty applicable to his prize is the normal manufacturer's warranty (when applicable). A declaration to this effect will be included in the Declaration Form.

**Responsibility of the suppliers.** Every person selected for a prize acknowledges that, effective from receipt of a letter confirming his/her prize, the performance of the services related to this prize becomes the entire and exclusive responsibility of the supplier of the prize or services. A declaration to this effect will be included in the Declaration Form.

**Liability limit – Operation of the Contest** Québecor Média Affichage and its divisions, subsidiaries, affiliated companies, advertising and promotion agencies, employees, agents and representatives accept no liability regarding the malfunction of any computer component, software or communication line or any faulty, incomplete, garbled or deleted transmission by any computer or network which may limit the possibility of entering the Contest or prevent any person from entering the Contest. In addition, Québecor Média Affichage and its divisions, subsidiaries, affiliated companies, advertising and promotion agencies, employees, agents and representatives accept no liability for any damage or any loss that may be caused, directly or indirectly, in whole or in part, by downloading any Web page, software or form or by transmitting any information regarding the Contest entry.

**Modification.** The Contest Organizers reserve the right, at their complete discretion, to cancel, terminate, modify or suspend this Contest in whole or in part in the event that an incident, an error or any human intervention might tamper with or affect the administration, security, impartiality or operation of the Contest as contemplated in these Rules, subject to the approval of the Régie des alcools, des courses et des jeux du Québec, if required. In all cases, the Contest Organizers and its divisions, subsidiaries, affiliated companies and advertising and promotion agencies, the suppliers of products or services related to this Contest and their employees, agents and representatives have no obligation to award more prizes than those indicated in these Rules or to award prizes in any manner other than in accordance with these Rules.

**Impossibility to act – Labour conflict.** Québecor Média Affichage and its divisions, subsidiaries, affiliated companies, advertising and promotion agencies, employees, agents and representatives have no liability of any nature whatsoever in any case where their inability to act results from a fact or situation beyond their control or a strike, lock-out or any other labour conflict in their establishment or in the establishments of organizations or companies whose services are used to hold this Contest.

**Limitation of liability – Entry.** By entering or attempting to enter this Contest, every person releases from all liability the Contest Organizers and their divisions, subsidiaries, affiliated companies, advertising and/or promotion agencies, employees, agents and representatives from any harm he/she might suffer due to his/her entering or attempting to enter this Contest.

**Authorization.** By entering this Contest, every winner authorizes the Contest Organizers and their partners and representatives to use, if required, his/her name, photograph, image, statement regarding the prize, place of residence or work without any form of compensation, at their discretion and without any limitation on the period of use, in any media and worldwide, for advertising purposes or any other purpose deemed relevant, including for the purposes of audiovisual productions that will or could be broadcast on networks belonging to TVA Group, Inc. A statement to this effect will be included in the Declaration Form.

**Communication with the entrants.** No communication or correspondence will be exchanged with the entrants in connection with this Contest, except with the persons selected for a prize.

**Decisions of the Contest Organizers.** Any decision of the Contest Organizers or their representatives regarding this Contest is final without right of appeal, subject to any decision of the Régie des alcools, des courses et des jeux du Québec with respect to any matter within its jurisdiction.

**Litigation.** Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

**Identification of the entrant.** For the purposes of these Rules, the entrant is the person whose name and contact information appear on the electronic entry form, and the prize will be awarded to that person if he/she is selected and declared the winner.

**Rules.** The Rules are available at the following internet address: [www.abribus.ca](http://www.abribus.ca)

**Interpretation.** In case of discrepancies between the English and French version of the Contest rules, the French version will prevail.