



2019 PADI Retail and Resort Association “Marketing Consultation Contest” Official Rules

ELIGIBILITY: 2019 PADI Retail and Resort Association, “Marketing Consultation Contest”, (“Contest”) is open to all PADI Retail and Resort Association Members residing in the PADI Americas membership territory (US, Canada, Central and South America) who auto-renew for the 2019 PADI membership or are currently signed up for Automatic renewal (“Auto-renew”) between 30 August 2018 and 5 November 2018, and who answer the question, “Please describe, in detail, one business goal you have planned for 2019 to increase Entry-Level, Continuing Education or Professional-Level certifications and how you think PADI Americas can help you achieve this goal.” (“Entrants”). Contest is void where restricted or otherwise prohibited by law.

GENERAL RULES AND CONDITIONS: By participating in the Contest Entrants agree to be bound by these Official Rules. Winners will be required to complete and sign a Publicity Release and return it to PADI within fifteen (15) days of notification otherwise the prize will be forfeited. Winners give PADI unlimited rights to use Winner’s name, “questionnaire” answer, picture and likeness, globally, in advertising and publicity, without further compensation, where permitted by local law. All local, state and federal taxes are the sole responsibility of the Winner. No substitution of prize is permitted.

HOW TO ENTER: PADI Retail and Resort Association Members who “Auto-renew” for 2019 PADI membership between 30 August 2018 and 5 November 2018 and who answer the “questionnaire” via SurveyMonkey® will automatically be entered into the Contest. Entrants may sign up for Automatic renewal by visiting the My Account page on the [PADI Pros Site](#).

HOW TO Respond to the “Questionnaire” BY MAIL: If you have Auto-renewed but would prefer to answer the questionnaire by mail, on a 3 ½ “ x 5” card handprint your first and last name, street address, city, state, zip code, phone number with area code, store number and email address (optional). Answer the question, “Please describe, in detail, one business goal you have planned for 2019 to increase Entry-Level, Continuing Education or Professional-Level certifications and how you think PADI Americas can help you achieve this goal.” Mail your completed entry to: PADI, Attn: Marketing Dept – Marketing Consultation Contest, 30151 Tomas, Rancho Santa Margarita, CA 92688. Only entries received between 30 August 2018 and 5 November 2018 will be eligible.

CONTEST PRIZES: There will be one winner. The winner will receive a free in-store marketing consultation conducted by a PADI Americas Marketing Executive and \$1,000 US in marketing co-op funds to be spent on any marketing initiative reviewed and approved by the PADI Americas Marketing Executive. The total value of the marketing consultation and \$1,000 US

marketing co-op equals \$2,250 US. Prize is not transferrable. PADI will award the prize on or about 15 December, 2018.

JUDGING CRITERIA: The winner will be selected by a review panel of three PADI staff, including the PADI Americas Marketing Executive. Questionnaire answers will be judged on goal creation, motivation and relevance to the answer provided by the Entrant.

WINNER SELECTION: Winners will be selected from the valid entries received. PADI Retail and Resort Association Members currently participating in Automatic Renewal who have answered the questionnaire will be included in the judging of the questionnaire responses in November 2018. PADI Retail and Resort Association Members not participating in Automatic Renewal will not be included in the Contest. Winner will be determined on or about 15 November 2018. The odds of winning depend on the number of valid entries received. Winners will be notified by electronic mail or telephone. PADI is not responsible for lost, misdirected or postage due mail. PADI or its affiliates may rescind any promotion found to contain errors without liability at their sole discretion. PADI's decision and selection of the Winner shall be final. To obtain contest results, mail your request to: PADI, Attn: Marketing Dept – Marketing Consultation Contest, 30151 Tomas, Rancho Santa Margarita, CA 92688 on a “3 ½ x 5” card including your first and last name, street address, city, state, zip code, phone number with area code, store number and email address (optional) between 30 August 2018 and 5 November 2018. Winners will also be posted on the PADI Pro site on or about 15 December 2018.

