



Sweepstakes Guidelines

To be considered to hold a sweepstakes at AARP's National Event & Expo, you must first submit the details of your sweepstakes to AARP for legal review and approval. All Sweepstakes must be submitted and reviewed by **August 1, 2009**. We are looking for sweepstakes sponsors to provide the following details in some form:

1. Prize Details
 - a. What do winners receive?
 - b. Do entrants need to be aware of taxes paid out on prizes won?
2. Entry Rules
 - a. Who can or cannot enter the sweepstakes?
 - b. When, how, and where can people enter?
 - c. What are additional qualifications for entry (e.g. entrant must be 50+, etc.)?
3. Prize Announcement
 - a. When and how will winners be announced?
 - b. Do winners need to be present to win?
 - c. How will prizes be delivered to winners?
4. Additional Disclosure
 - a. Do entrants need to be aware of opt-in programs served by the sweepstakes?
 - b. *Entrants shall be notified that AARP's National Event & Expo is not the sponsor of this sweepstakes.

If notified of your sweepstakes with enough advance notice, we can help you to publicize these activities through a listing of sweepstakes and contests in the Program Guide or other promotional literature on the event. As a supporter of AARP's National Event & Expo, we wish to support your efforts in return and assist you in drawing attention to your exhibit as well.

While AARP's National Event & Expo is not the sponsor of these activities, contests, sweepstakes, and activities centered around engaging exhibit floor visitors are strongly encouraged. These efforts and activities will increase the chance the visitors will stop by your booth because you have something to offer attendees. Sweepstakes are just one way to do so.

If you wish to conduct prize drawings, sweepstakes, raffles or other games of chance that offer free prizes during AARP's National Event & Expo, please contact Kellie Watkins at scastellano@aarp.org or terms and conditions.



Sweepstakes Eligibility Form

Please supply all of the following information:

Prize and Eligibility:

Item(s) the winner(s) will receive
Item's fair market value
Total number of prizes to be awarded*
Total number of winners*
Who is and is not eligible to enter the sweepstakes
Times during the event when people can enter
Dates people can enter
How people can enter
Locations where people can enter
How winners will be selected (e.g. hand picked, machine drawn, etc.)
Do winners need to be present to win (yes/no)
When will winner(s) be announced
Where will winner(s) be announced
How will winner(s) be announced
How prizes will be delivered to winners
Do winners need to pay any delivery costs (yes/no)

* If you do not know either number, please explain why, and state how many prizes you will award per entrant.



Please confirm that your contest will comply with these requirements:

- Entry forms will offer entrants options to:
 - 1) enter the contest and have no further contact with the vendor
 - 2) enter the contest and agree to further contact with the vendor
- Provide a draft of the entry form to AARP for review before a final form is created.
- No purchase necessary to enter the contest.
- Entry forms will ask for the minimum information needed to notify prize winners.
- The sponsor will destroy all non-winners' entry forms within 24 hours of the contest's end.
- The sponsor will not create a segregated list of persons who entered the contest during the AARP Member Event & Expo.
- The entry form will carry a statement that confirms that AARP's National Event & Expo is not the sponsor of this contest.
- You will notify all entrants of applicable taxes, and give a 1099 form to anyone who wins a prize of relevant value.
- You will accommodate persons with disabilities during the Event so they can enter the contest.

If you are able to confirm your compliance with all of the above requirements please state your company's name, your name, and date below.

Company:

Name:

Date:

Please submit completed form by **August 1, 2009** to:

Steven Castellano | Sponsorships & Exhibits
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