

FRANKLIN ELECTRIC

2017 Key Dealer Lapel Pin Giveaway

OFFICIAL RULES

NO PURCHASE OF ANY KIND IS NECESSARY TO ENTER OR WIN.

A PURCHASE WILL NOT AFFECT OR IMPROVE CHANCES OF WINNING.

VOID WHERE PROHIBITED.

1. **SPONSOR** — The 2017 Key Dealer Lapel Pin Giveaway (the “Promotion”) is sponsored by Franklin Electric Co., Inc. (the “Sponsor”). The Promotion is in no way sponsored, endorsed, administered by, or associated with any third party, including, but not limited to, the 2017 NGWA Groundwater Expo Exhibit, National Groundwater Association, or Music City Center, Nashville, TN. Any questions, comments, or complaints regarding the Promotion should be directed solely to Sponsor.
2. **NO PURCHASE NECESSARY** — No purchase or payment necessary to participate and win. A purchase will not affect or improve chances of winning.
3. **PROMOTIONAL PERIOD & PRESENTATIONS** — The Promotion will take place during Groundwater Week tradeshow hours on December 6th and 7th 2017 (the “Promotional Period”) at the Music City Center, 201 Fifth Avenue South, Nashville, TN 37203.
4. **ELIGIBLE PARTICIPANTS** — The Promotion is open only to those customers of Sponsor to whom this offer is addressed and who are 18 years of age or older (“Participants”). Employees, independent contractors, officers, directors of Sponsor, affiliates, subsidiaries, advertising, promotion, and fulfillment agencies, and immediate family members of each are not eligible to participate in the Promotion. The Promotion is void where prohibited or restricted by law. All federal, state, and local laws and regulations apply.
5. **HOW TO PARTICIPATE** — To participate, the Key Dealer must pick up an exclusive Key Dealer lapel pin from the Franklin Electric booth (#725) during the Promotional Period and be wearing their exclusive Key Dealer lapel pin during the Promotional Period. Throughout the Promotional Period, a representative of Sponsor will randomly select Key Dealers spotted wearing the lapel pin [in the Expo hall?] to have a chance to select a prize out of a bag.
6. **PRIZES AWARDED** — The prize offerings available to select from:

Prize and Retail Value
Qty. 3 Eddie Bauer™ Fishing Shirts (\$50.00 USD each)
Qty. 2 Swingster® Coats (\$84.99 USD each)
Qty. 3 Nike Golf™ Dri-Fit Polo Shirts (\$31.99 USD each)
Qty. 1 PGA Tour™ Super Store Gift Voucher (\$250.00 USD)
Qty. 1 Amazon™ Gift Card (\$200.00 USD)

Qty. 1 Oakley® Turbine™ PRIZM™ (\$170.00 USD)
Qty. 1 Samsung™ Connect Home™ Pro (\$249.99 USD)
Qty. 1 Visa® Gift Card (\$100.00 USD)
Qty. 2 Ladies Port Authority™ Shirts (\$30.00 USD)
Qty. 3 Mens Port Authority™ Shirts (\$30.00 USD)
Qty. 1 Mens Red House™ Shirt (\$30.00 USD)
Qty. 3 Mega Vault™ 8,800 mAh Power Bank (\$26.62 USD each)

Prizes are not transferable. At its sole discretion, Sponsor may substitute another prize package of equal or greater value, or Sponsor may substitute for a cash prize or goods or services with a value equal to or greater than the estimated retail value of the original prize. Sponsor is not responsible for lost or stolen prize.

7. **ODDS OF WINNING** — Odds of winning a Prize depend on the total number of attendees at the scheduled demonstration and are estimated at 22:2500.
8. **WINNER NOTIFICATION** — Immediately after a random Key Dealer is spotted, the winner may select their prize from the bag.
9. **TAXES & FEES** — All taxes, fees, and surcharges for a Prize and all expenses not explicitly included in the description of the Prize shall be the sole responsibility of the respective winner.
10. **DISCLAIMER OF RESPONSIBILITY** — Sponsor nor its agents shall be responsible for lost, late, undelivered or misdirected mail or e-mail. Sponsor nor its agents shall be responsible for computer software or hardware malfunctions or failures of any kind. Sponsor nor its agents shall be responsible for lost or unavailable computer, cable, or telephone network connections, or for failed, incomplete, or delayed computer or telephone transmissions of any kind, including those that result from any type of human error. Sponsor nor its agents shall be responsible for any damage to any computer used to participate in the Promotion.
11. **GOVERNING LAW & REMEDIES** — The Promotion is void where prohibited. The laws of the United States and the State of Indiana, U.S.A., govern the Promotion without giving effect to any choice of law or conflict of law rules or provisions thereof. Sponsor and Eligible Participants agree that: (i) any judicial proceeding for disputes, claims, and causes of action arising out of the Promotion shall take place in a federal or state court of competent jurisdiction with the State of Indiana; (ii) any and all claims, judgments, and awards shall be limited to actual out-of-pocket expenses incurred, including any costs deemed related to participation in the Promotion, but in no event shall any damages include attorneys fees; and (iii) except for out-of-pocket expenses, under no circumstances shall an Eligible Participant be entitled or permitted to obtain an award for punitive, incidental, or consequential damages or any other damages, and each Eligible Participant hereby waives any and all rights to any such damages.
12. **PRIVACY** — Submission of personal and contact information in connection with the Promotion constitutes permission for Sponsor to add participant to Sponsor's customer database and to contact participant for future promotions, events, and offers. Eligible Participants may opt out of receiving such communications by contacting Sponsor.
13. **QUESTIONS OR COMMENTS** — If you have question or comments regarding the Promotion, please contact Sponsor at the mailing address, telephone number, or e-mail address listed below.

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