



2013 Ultimate Show Ring Video Challenge

OFFICIAL RULES

1. **Eligibility:** The Ultimate Show Ring Video Challenge is open only to legal U.S. residents, who are 18 years of age or older at time of entry. Officers and employees of Showmaster Feeds, Sunglo, and Justin Discount Boots (the “Sponsors”), their respective parents, affiliates, subsidiaries, and advertising or promotion agencies (collectively, the “Video Challenge Entities”), as well as other individuals engaged in the development, production, or distribution of promotional materials related to this video challenge, and persons who are immediate family members of, or who reside in the same household as, officers and employees of Video Challenge Entities, are not eligible to enter or win. Sweepstakes subject to all applicable federal, state and local laws and regulations. Void where prohibited.
2. **Sweepstakes Dates:** The Sweepstakes officially begins at 12:01 AM EST on 10/2/2013 and ends at 11:59 PM EST on 11/19/13 (the “Promotion Period”).
3. **How to Enter:** There are two (2) methods of entry. You must choose to enter either for the heifer or for the barrow prize. **You can enter for both prizes by submitting two entry forms and two videos.** All entries become the property of Sponsor and will not be acknowledged or returned.

Method #1 - Online. Simply visit www.stockshowconfidential.com/contest, complete the information required on the online entry form and submit the necessary elements. Beginning, Tuesday, October 2, 2013, you can begin uploading your videos; upload instructions and technical support will be posted to www.stockshowconfidential.com. All online entries must be received by 11:59 PM CST on 10/23/13. You may enter only one (1) video per prize.

Method #2 – By Mail. You may also enter via mail by simply sending a typed and completed application, as well as all necessary elements: The Ultimate Show Ring Video Challenge, P.O. Box 747, Justin, TX 76247. Only one entry, per prize, per stamped envelope is allowed. Entries by mail must be received on or before 10/23/13.

Odds of winning do not depend upon the total number of eligible entries received using both entry methods during the Promotion Period.

Sponsor, Video Challenge Entities, and their agents are not responsible for and shall not be liable for [a] late, lost, misdirected, damaged, incomplete, stolen, illegible or postage due mail; [b] any and all electronic, network, computer or other technical malfunctions or any human error that may occur upon collection and processing of entry data; or [c] any type of graphical or other error in the printing of the offer or in administration of the Video Challenge.

4. Judging and Criteria

Preliminary Selection

The top 5 videos per prize will be selected by the official Judging Committee, to be comprised of one representative from Stockshow Confidential, two representatives from Showmaster Feeds/Sunglo and two representatives from Branded Spur Creative. All videos will be judged on creativity and required elements; rankings for each of these categories will be scored and combined for a total ranking. Judging will be based on the following criteria:

50% Will be judged on use of the required elements of the contest.

50% Creativity of the video. Were the objectives and goals met. This will be done by a panel of judges.

Voting

Out of the top five videos per prize, the winning participant will be determined by the total number of “votes” that are garnered by the finalist entries on www.stockshowconfidential.com/contest. The winning participant will be the one who garnered the most votes. Voters may vote once a day per prize during the eligible voting periods. Multiple votes by a single person during the same day for the same prize will not be counted.

All of the top 5 finalists will be notified by email and/or, phone prior to being posted to www.stockshowconfidential.com

At the close of the voting period, the winner will be selected and notified and followed by a formal notification in writing within ten (10) days of the close of the voting period. The winner will be required to execute and return an affidavit of eligibility/liability release, and unless prohibited by law, a publicity release, all of which must be completed, signed and returned within seven (7) days from date on which the documents are sent. Failure to comply within this time period may result in disqualification and selection of an alternate winner, time permitting. Return of any prize/prize notification as undeliverable may result in disqualification and selection of an alternate winner. Winner must be confirmed as a winner by Sponsor in writing before prizes are awarded. Prizes are nontransferable, and there are no substitutions allowed or cash equivalents offered, except at the sole discretion of the Sponsor, who also reserves the right to award a prize of comparable or greater value if advertised prize is unavailable. Limit: Participant is only eligible to win the Video Challenge once in a lifetime. All taxes, and any incidental expenses not specified herein, including without limitation income taxes (if applicable) associated with each prize and its receipt, are the sole responsibility of the winner.

Criteria

All videos must include the following criteria:

- a. Contestant must submit a video entry explaining to the Judging Committee why they deserve to be put in the Winner's Circle and what they would accomplish if selected.
- b. Paper entry form must be completed and submitted with video entry.
- c. The video cannot exceed 4 minutes.
- d. No copyrighted music or images can be used in the contestants' video without express written consent from the owner. (iTunes songs are considered copyrighted material)
- e. The video must include references of sponsors, logos of sponsors or images of sponsors' products. Sponsor logos will be provided at www.stockshowconfidential.com/contest.
- f. All videos must be submitted in a .mov or .wmv format.

5. **Contest Schedule:**

August 20, 2013

Contest is announced

October 2, 2013

Video Uploading begins

October 23, 2013

All entries must be uploaded or submitted

November 7, 2013

Top 5 videos will be announced and online voting opens

November 19, 2013

Online voting closes

November 22, 2013

Winner will be announced!

6. **General:** In the event of a dispute over the identity of an online entrant, entry will be deemed submitted by the "Authorized Account Holder" of the e-mail address submitted at time of entry. Authorized Account Holder means the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Decisions on all matters related to this Video Challenge shall be made by the judging committee, which shall be considered final and binding. By participating, each entrant agrees [a] to these Official Rules and decisions of Stockshow Confidential and Sponsors; and [b] to release, discharge and hold harmless the Video Challenge Entities from any and all liability, injuries, losses, damages, rights, claims and actions of any kind arising out of entrant's participation in the Sweepstakes and acceptance, use or misuse of a prize including, without limitation, personal injury, death and property damage. Winners agree to allow the Video Challenge Entities to use their names and/or photographs for advertising, publicity and promotional purposes in all media without additional compensation (unless prohibited by law) and agree to execute specific consent to such use if asked to do so.

Sullivan Ranch Heifer Winner agrees to the following:

- a. Attending 3 shows within one full calendar year of receiving the heifer.
- b. Once a month, beginning with the month of animal delivery, the winner is required to submit a monthly report about their project. Winners must devise

their own method of record keeping and make their monthly reports in the form of a letter. These reports, as well as any photographs, ribbons, folders, etc., should be sent to Stockshow Confidential. The final report should be a final essay on the entire project.

Real McCoy Genetics Barrow Winner agrees to the following:

- a. Attending the 2014 World Pork Expo (transportation cost to be provided)
 - b. Once a month, beginning with the month of animal delivery, the winner is required to submit a monthly report about their project. Winners must devise their own method of record keeping and make their monthly reports in the form of a letter. These reports, as well as any photographs, ribbons, folders, etc., should be sent to Stockshow Confidential. The final report should be a final essay on the entire project.
7. **Interscholastic Ruling:** The Interscholastic League State Executive Committee in cooperation with the State Board of Vocational Education has formulated the following model for the giveaway which permits the event, but still protects the participant's amateur standing. This is done, as will be noted in the Rules, by placing the whole matter under the supervision of the Agricultural Science Department of the School and Extension Service and prohibiting the participants from receiving anything of cashable value for winning the athletic part of the program.
- a. A participant shall not receive rewards of any kind for participating in a Calf Scramble.
 - b. Special awards may be given for these animals when they are exhibited in competition with other animals, and all awards and other money derived from the sale of the animal will belong to the participants as a reward for their labor, feed, veterinary, insurance and other costs.
 - c. Animals received in the giveaway will not be allowed to be sold, traded or disposed of until the participant receives title to the animal. Under no circumstances will a "For Sale" sign be displayed while an animal is being exhibited.
8. **Official Rules:** Complete Official Rules are available at www.stockshowconfidential.com.
9. **Winner:** Two winners will be selected based on which prize they selected on their entry form. Both winners are responsible to coordinate delivery and winner is to cover all cost of delivery. Arrangements need to be made immediately after contest. No animals will be delivered. All animals must be picked up within 15 days of being notified by Video Challenge Entities. The Video Challenge Entities may charge up to \$5.00 per day for animals not removed within 15 days of notification. Delivery fees may be charged by Video Challenge Entities if necessary. Prize may be picked up only during the agreed upon time between the Video Challenge Entities and the contest winners.

10. **Conditions:** Any person entering this contest agrees to these terms and conditions and understands that, by winning the contest, they are entering into a binding contract. Stockshow Confidential acts only as an agent between contest winner and breeder and may not be held responsible for any livestock or merchandise. It is to be clearly understood that Terry Jordan Stockshow Confidential and representatives act only as a means between contest winner and breeder, and may not be held liable, financially or otherwise, for any failure on the part of the same to fulfill any obligations set forth in this contest or for the truth of any warranties expressed or implied.

Stockshow Confidential is not responsible for injury or accidents. All animals become property of the contest winner at the conclusion of the contest. Stockshow Confidential and its representatives cannot be held responsible for the health or condition of animals after the conclusion of the Ultimate Show Ring Video Challenge.

Sponsor reserves the right, at its sole discretion, to terminate the Sweepstakes should an unauthorized intervention or other cause beyond its reasonable control affect its administration or conduct, and to select winner from among all eligible entries received up to the time of such termination. Special testing or expert health testing will be at the winner's expense. Please call your state vet office for permits, requirements etc.

11. **Privacy:** By entering/voting and providing the required entry/voting information, entrants acknowledge that the Sponsor may also send information, samples or special offers it believes may be of interest to entrant, or other information or goods offered by its marketing partners. Personal information collected from online entrants is subject to the Privacy Policy, which can be found at www.stockshowconfidential.com.

12. Sweepstakes participants agree that in the event of any legal dispute surrounding the Sweepstakes, all matters will be submitted to binding arbitration in Midland, Texas.

Void where prohibited or restricted. NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING

To receive a notification of the winner, mail a self-addressed, stamped envelope to: Ultimate Show Ring Video Challenge Winner Confirmation Request, PO Box 747, Justin, TX 76247. Requests must be received by 11/19/13.

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The RFD-TV Network and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the "RFD-TV Network Entities") will have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes or any prize awarded. The RFD-TV Network Entities have not offered or sponsored this Video Challenge in any way.