



IKEA Back to College 2017 SWEEPSTAKES

OFFICIAL SWEEPSTAKES RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE WILL NOT ENHANCE CHANCES OF WINNING. VOID WHERE PROHIBITED.

1. **Sweepstakes Period:** The IKEA Back to College 2017 Sweepstakes ("Sweepstakes") begins June 19, 2017 at or after 12:00 p.m. Eastern Time ("ET") and ends July 30, 2017 at 11:59 p.m. ET ("Sweepstakes Period"). Seven (7) winners will be chosen during the week of July 31, 2017 and will be contacted via the email provided in the entry form.
2. **How to Enter:** During the Sweepstakes Period, you may enter on your web enabled desktop or mobile device via the Sweepstakes Landing Page <https://btcstylequiz.pgtb.me/FhVBCL> by completing the quiz by answering all seven (7) questions and filling out the provided entry form. The Site's computer timestamp is the official timekeeper for purposes of this Sweepstakes.

All entries submitted (as applicable) shall herein be referred to as the "Sweepstakes Entry". Each eligible Sweepstakes Entry will receive one (1) entry into the Sweepstakes. All Sweepstakes Entries must be submitted and received by 11:59 p.m. ET on July 30, 2017. Limit one (1) Sweepstakes Entry per person. The person uploading the Sweepstakes Entry will be deemed the Entrant (the "Entrant"). Sweepstakes Entries must include the Entrant's full name, email address and mailing address. All Sweepstakes Entries must be unique. Sweepstakes Entries will not be judged. In the event of a dispute as to the identity of an Entrant, the Entrant will be deemed the name appearing on the Sweepstakes Entry. You must have internet access in order to enter the Sweepstakes. All entries submitted become the sole property of IKEA NORTH AMERICA SERVICES, LLC and will not be returned. By participating, Entrants agree to be bound by these Official Rules.

3. **Entry Requirements:** By entering the Sweepstakes, you agree that your Sweepstakes Entry conforms to these Official Rules and that IKEA NORTH AMERICA SERVICES, LLC, in its sole discretion, may disqualify you from the Sweepstakes if it believes that your Sweepstakes Entry fails to conform to the Official Rules or is otherwise not in compliance with these Official Rules. Participation is subject to disqualification of all Sweepstakes Entries, if multiple Entries are submitted by the same person. As applicable, normal Internet access and usage charges imposed by Entrants' online/mobile service will apply.

All Sweepstakes Entries and materials submitted become the sole property of IKEA NORTH AMERICA SERVICES, LLC and will not be returned. By participating, Entrants agree to be bound by these Official Rules.

4. **Prizes:** A total of seven (7) winners will be selected and will receive an assortment of products influenced by the IKEA BTC Style Grouping that they received as a quiz result, valued at approximately \$100 (APR = \$700). All prizes will be awarded and are not transferable or redeemable for cash. The winner is responsible for all federal, state and local taxes on the prize and for delivery and assembly of IKEA merchandise, where required. IKEA NORTH AMERICA SERVICES, LLC is not responsible for lost or stolen prizes. Any portion of prize not used by winner is forfeit and no cash substitute will be offered.



5. **Selection of the Winner:** IKEA NORTH AMERICA SERVICES, LLC will select a total of seven (7) winners from all eligible Sweepstakes Entries received, including one (1) winner for each of the seven IKEA BTC Style Groupings, as determined by each Entrant's quiz results.

Each winner will be notified via email during the week of July 31, 2017. The winner will be asked via email to accept or decline the prize. Selection of winner is final. IKEA NORTH AMERICA SERVICES, LLC and its agents will not be liable for inability to notify the winner, whether due to inaccurate entry information, change of email address or otherwise. The winner will have ten (10) business days from notification to fill out affidavit form to claim their prize and a winner who does not respond in this time period will be deemed to have forfeited the prize and an alternate winner may be selected. Prizes will be delivered within 3-4 weeks after winner confirmation.

6. **Release:** IKEA NORTH AMERICA SERVICES, LLC will require the winner to sign and return an affidavit of eligibility and liability release form and a W-9 form (W-9 only required if value of prize is \$600 or more) as a condition to receipt of the prize. If such documents are not returned within the time period requested, or if an Entrant is found to be ineligible or if he/she does not comply with the Official Rules, then the potential winner will be disqualified and an alternate winner may be selected.
7. **Eligibility:** Sweepstakes open to legal residents of the United States who are 18 years old or age of majority at time of entry. The Sweepstakes is void in Puerto Rico, Guam, U.S. Territories and outside of the United States, and where restricted or prohibited by law. Employees of IKEA and its affiliates and their advertising, promotion and production agencies and their immediate families and household members are not eligible to participate. The Sweepstakes is subject to all state, federal and local laws and regulations and is void where prohibited. Participation constitutes Entrant's full and unconditional agreement to these Official Rules, which are final and binding in all matters related to the Sweepstakes. Winning the prize is contingent upon fulfilling all requirements set forth in the Official Rules.
8. **Entry:** Entries submitted to the Sweepstakes Landing Page will be deemed made by the authorized account holder, at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to an email account. In the event of a dispute, the entrant may be required to provide proof that he/she is the authorized account holder of the email account associated with the winning entry. Entries may only be submitted by a single registered email user; group submissions are not permissible. Multiple entries via the Sweepstakes Landing Page are not permitted during the Sweepstakes Period; only one entry per person may be selected as a winner. Normal internet access and Device usage charges imposed by your on-line service may apply.
9. **Release, Limitations on Liability:** By entering this Sweepstakes, each Entrant releases and holds harmless IKEA NORTH AMERICA SERVICES, LLC and its parent companies, employees, officers and agents from any and all liability for loss, harm, damage, injury, cost or expense whatsoever including without limitation, personal injury, death or damage to or loss of property in connection with participation in and use or misuse of the prize or for any cause of action based on publicity rights, defamation or invasion of privacy or merchandise delivery.
10. **Publicity Release:** Except where legally prohibited, winner consents to the use of his/her name and likeness, photograph, voice, opinions, and city and state of residence in print, broadcast,



Internet and other media for advertising, promotional and/or marketing purposes without additional compensation, limitation, restriction, notice, review or approval.

- 11. No Tampering; Right to Cancel, Modify:** IKEA NORTH AMERICA SERVICES, LLC and its agents are not responsible for incorrect or inaccurate entry of information, technical malfunctions, human error, lost/delayed data transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software or any combination thereof, entry materials that have been tampered with, or entries that are illegible, incomplete, late, lost or damaged or for any injury or damage to participant's or any other person's computer related to or resulting from participation or downloading any material in this promotion. IKEA NORTH AMERICA SERVICES, LLC may prohibit an Entrant from participating in the Sweepstakes or winning a prize if, in its sole discretion, it determines that said Entrant is attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception, or other unfair playing practices or intending to annoy, abuse, threaten or harass any other Entrants or IKEA NORTH AMERICA SERVICES, LLC's representatives. IKEA NORTH AMERICA SERVICES, LLC reserves the right to cancel, terminate, modify or suspend this promotion if it becomes technically corrupted or if is not capable of running as planned, including due to infections by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other causes beyond the control of IKEA NORTH AMERICA SERVICES, LLC which corrupt or affect the administration, security, fairness, integrity or proper conduct of this promotion. This Sweepstakes is void where prohibited or restricted by law and is subject to all applicable federal, state and local laws. IKEA NORTH AMERICA SERVICES, LLC reserves the right to correct typographical errors in any Sweepstakes -related materials.
- 12. Disputes:** By entering the Sweepstakes, Entrants agree that any disputes, claims, and causes of action arising out of or connected with the Sweepstakes, or any prize awarded, shall be resolved individually, without resort to any class action and all claims, awards and judgments shall be limited to actual out of pocket costs incurred, including costs associated with entering Sweepstakes, but in no event attorneys' fees. No Entrant is permitted to obtain any award for, and waives all rights to claim punitive, incidental, or consequential damages. Except where prohibited, all issues and questions concerning the validity, construction, and enforceability of these Official Rules, or the rights and obligations of the Entrants and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the Commonwealth of Pennsylvania without giving effect to any choice of law or conflict of law rules (whether of the Commonwealth of Pennsylvania, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the Commonwealth of Pennsylvania. In addition, any dispute relating to the Sweepstakes or Official Rules shall be brought in the appropriate state or federal court having jurisdiction over the subject matter located in the county of Montgomery, Pennsylvania. Entrants hereby irrevocably consent to the personal jurisdiction of said courts and waive any claim of forum non conveniens or lack of personal jurisdiction they may have.
- 13. Privacy:** By entering the Sweepstakes, Entrants may be sharing their personal information with IKEA NORTH AMERICA SERVICES, LLC. Personal information collected by IKEA NORTH AMERICA SERVICES, LLC will be used for administration of the Sweepstakes, including but not limited to additional email communication regarding the Sweepstakes, and awarding the prize. For information about how IKEA NORTH AMERICA SERVICES, LLC uses your personal information, please review Sponsor's privacy policy located at http://www.ikea.com/ms/en_US/privacy_policy/privacy_policy.html.



- 14. Third Parties:** This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Facebook, Instagram, or Twitter. You are providing your information to IKEA and you release and hold harmless Facebook, Instagram, or Twitter from any and all liability, claims or actions of any kind whatsoever for any injuries, damages or losses of any kind in connection with, either directly or indirectly, this Sweepstakes. Facebook, Instagram, and Twitter are properties of their respective owners.
- 15. List of Winners:** For a copy of the winners' list, please send a self-addressed stamped envelope marked, "IKEA BTC 2017 Sweepstakes," to **IKEA NORTH AMERICA SERVICES, LLC, 420 Alan Wood Rd, Conshohocken, PA 19428, Attn: Marketing Dept.**
- 16. Sponsor:** IKEA North America Services, LLC, 420 Alan Wood Rd, Conshohocken, PA 19428; Attn: Marketing Dept.