

**NYC & Company Meeting Planner Newsletter Sweepstakes
OFFICIAL RULES**

**NO PAYMENT, ENTRY FEE OR PURCHASE REQUIRED.
ENTRANTS MUST BE MEETING PLANNERS AND AT LEAST EIGHTEEN (18)
YEARS OLD.**

1. HOW TO ENTER: Enter the NYC & Company Meeting Planner Newsletter Sweepstakes ("Sweepstakes") by signing up for the meeting planner newsletter (the "Newsletter") you will be entered into the Sweepstakes. Such participation will be considered an "Entry" or "Entries". Signup for the Newsletter with an opportunity to enter the Sweepstakes will take place from **September 19, 2018 through December 15, 2018**. Limit one (1) entry per person. Winner will be chosen at random from the Entries and announced on **Thursday, December 20, 2018**.

2. ELIGIBILITY: Only those that are (i) meeting planners; and (ii) sign up for the Newsletter will be eligible to enter the Sweepstakes. Employees of the City of New York, the State of New York, NYC & Company, the prize participants and their affiliates, advertising and promotion agencies (collectively, the "Sweepstakes Entities"), and anyone involved in the development or execution of this promotion, and the immediate families (parents, spouses, siblings, and children and their spouses) and members of the households of such employees are ineligible.

3. DRAWING AND NOTIFICATION: NYC & Company's decisions are final and binding in all matters.

4. PRIZE:

Grand Prize:

One (1), One Hundred Dollar (\$100) gift card

PRIZE DETAILS and CONDITIONS: Prize will be shipped to the winner. Approximate Retail Value (ARV) of each prize is \$100.

No prize substitution or cash redemption is available, except at NYC & Company's sole discretion or as otherwise provided herein. NYC & Company reserves the right to substitute a prize of equal or greater value at its sole discretion. Prize is not transferable or assignable. All federal, state and local income taxes on prize and gratuities are solely the responsibility of the winner.

5. RELEASES/TAXES: As a condition of winning any Prize, the potential winner may be required (subject to NYC & Company's sole discretion) to execute and return a notarized Affidavit of Eligibility, a Liability Release and a Publicity Release (except where prohibited) (the "Affidavit/Release"). All Affidavit/Releases must be returned within the time indicated in the documents.

6. PRIVACY: Except where prohibited by law, participation in this Sweepstakes and/or acceptance of a prize constitutes permission for the Sweepstakes Entities to use the winner's name, photograph, likeness, statement, biographical information, voice and address (city and state) on a worldwide basis and in all forms of media, in

perpetuity and without further compensation in connection with this Sweepstakes. Entry in the Sweepstakes constitutes consent to the transfer of the personal information collected from the entrant to NYC & Company for the purposes of administering the Sweepstakes and for such other purposes as the Sweepstakes Entities may choose, including, but not limited to, marketing purposes. By entering the Sweepstakes, you also authorize the Sweepstakes Entities to provide your personal information to third party fulfillment companies so that such companies may process and deliver prizes to winner(s).

7. SWEEPSTAKES CONDITIONS: This Sweepstakes is subject to all applicable federal, state and local laws. By participating, entrants agree to be bound by these Official Rules and the decisions of NYC & Company and Sweepstakes Entities, and waive any right to claim ambiguity in the Sweepstakes or these Official Rules. By entering, winners and entrants also agree to release, discharge, indemnify and hold harmless NYC & Company and the Sweepstakes Entities and each of their respective officers, directors, employees, agents and representatives, from and against any claims, damages or liability due to any injuries, damages or losses to any person (including death) or property of any kind, resulting in whole or in part, directly or indirectly, from: a) acceptance, possession, misuse or use of any prize or participation in any Sweepstakes-related activity or participation in this Sweepstakes, b) any malfunction or other problem with the Sweepstakes Web site, c) any error in the collection or retention of entry information, or d) any typographical or other error in the printing, offering or announcement of any prize.

8. LIMITATIONS OF LIABILITY: The Sweepstakes Entities are also not responsible for any malfunction of the Sweepstakes or error in the collection, processing or retention of entry information.

9. DISPUTES: Except where prohibited, entrant agrees that: any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court of the state of New York. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and NYC & Company in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of New York, without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York. In the event of a dispute over the terms of these rules or the Sweepstakes, the parties agree to the exclusive jurisdiction of the state and/or federal courts in New York County, New York, and courts with appellate jurisdiction over such courts, and agree that venue therein is proper and convenient.

12. CONTACT: Michelle Carp, NYC & Company, 810 Seventh Avenue, New York, NY 10019