

**Official Contest Rules**  
**“ICC Royal Flush Promotion”**

**1. Promotion Period:** The Royal Flush Promotion takes place October 1-2, 2013. Preliminary attempts to determine the best three (3) hands of the conference must be made in the Expo Hall during the following hours: 10/1/13 4:00pm-7:00pm, 10/2/13 11:00am-2:00pm & 5:00pm-6:00pm. Grand Prize attempts will be made in the Expo hall during the following hours: 10/1/13 7:00pm-8:00pm, 10/2/13 6:00pm-7:00pm.

**2. Eligibility:** Contest and \$25,000 grand prize is open only to registered attendees of the 2013 ICC Annual Conference who physically attend the trade show at the Atlantic City Convention Center, and who are 18 years of age or older. ICC and affiliate employees, ICC and affiliate Board Members, employees of the Atlantic City Convention Center, official contractors, guests of registered attendees and other individuals directly involved in ICC's Annual Conference, including their agents, their affiliates, their suppliers, their dealers, their advertising and promotional agencies, their judging organization, manufacturers or distributors of Contest materials, together with their immediate family members living in the same household, are not eligible for the Best Hand Competition or for the \$25,000 Grand Prize.

**3. How to Play: NO PURCHASE NECESSARY.** Best Hand Competition: All eligible attendees of the 2013 ICC Annual Conference may compete in the Royal Flush Best Hand Competition. During open Expo Hall hours attendees may go to the Royal Flush promotion area and select five (5) cards from a twenty (20) card deck. Each deck of twenty (20) cards will contain the following 5" x 7" playing cards: Ten, Jack, Queen, King, and Ace from each of the four suits (Clubs, Spades, Hearts, & Diamonds). The Official Contest Manager (Traffic Builders Inc) will maintain a leaderboard of the best three (3) poker hands for the conference. Prizes will be awarded 10/2/13 between 6:00pm-7:00pm in the Expo Hall. Only three (3) guaranteed prizes will be awarded for the event, in the event of a tie for the top three (3) hands a tie-breaking draw will occur under the direction of the Official Contest Manager.

Grand Prize Opportunity: Ten attendees of ICC's 2013 Annual Conference will be randomly selected from all of the completed Door Prize Registration Cards on Tuesday, October 1, 2013 and another ten on Wednesday, October 2, 2013. Door Prize Registration Cards can be found in the Conference Program and must be deposited at the Delmar Cengage booth #511. Completed registration cards must be deposited by 7:00pm on 10/1/13 for inclusion in that night's drawing, and by 6:00pm on 10/2/13 for inclusion in the final draw. Attendees must be present in the Expo hall during the Grand Prize contest period to be eligible. Eligible chosen attendees will be allowed to select five (5) cards from a twenty (20) card deck. The Official Contest Manager will provide **twenty (20)** sets of cards in **twenty (20)** sealed security envelopes to be used in the Royal Flush Promotion. Each envelope will be identified by a unique serial number. Each set of twenty (20) envelopes will contain the following 5" x 7" playing cards, one card per envelope: Ten, Jack, Queen, King, and Ace from each of the four suits (Clubs, Spades, Hearts, & Diamonds). The sets will be labeled as follows: Set 1 #1-20, Set 2 #1-20, Set 3 #1-20, etc.

**The total number of Grand Prize attempts must not exceed twenty (20); one (1) attempt per set.** An attempt occurs when a contestant opens **exactly five (5)** envelopes from his/her set of twenty (20) envelopes.

If a contestant opens exactly five (5) security envelopes from a single set of envelopes, and the playing cards contained within those five (5) envelopes compose a Royal Flush, they will be deemed to be the Grand Prize Winner. The definition of a Royal Flush shall be the five highest cards (ten through Ace) of the same suit. If any envelopes in excess of the number permitted herein have been opened, Traffic Builders Inc shall incur no liability for the respective set of envelopes and forfeiture of prize monies.

**4. Grand Prize Details:** In the event of a Grand Prize winner, the winner will receive \$25,000. Winner is responsible for all applicable federal, state and local taxes, surcharges, tariffs, duties, and all other charges associated with the acceptance of this prize. Prizes are non-transferable. In the event of a winner, winner will be required to submit valid picture identification, and Social Security number, to Traffic Builders, Inc., and sign an affidavit of eligibility, liability release, and publicity release (where permitted) and verify compliance with these Official Rules within fourteen (14) days of contest or their prize will be forfeited. Prizes will be awarded to eligible winner with the timely receipt of the required and properly completed affidavit of eligibility, liability release, publicity release (where permitted) and in compliance with these Official Rules. Traffic Builders Inc will pay an aggregate limit of \$50,000 for successful attempts made at the Grand Prize during the duration of this contest period. If multiple successful attempts are made during either day of the promotion period, the \$25,000 Grand Prize will be split evenly between the winners.

**Guaranteed Prizes:** Chosen attendees who make an unsuccessful attempt at the Grand Prize will be immediately eligible to win one of the available guaranteed prizes. Guaranteed prizes are TBD and are subject to change at any time.

**5. Odds of Winning:** The odds of winning the \$25,000 grand prize are 1-in-3876 for each of the twenty attempts.

**6. Consent to Publicity and Release:** By entering this Contest, winner(s) agree(s) that (except where prohibited) the International Code Council and Traffic Builders Inc., may use winners' name, address, statements, biographical information, picture, portrait, likenesses and voices, for advertising and promotional purposes on a world wide basis and in all forms of media, in perpetuity, without additional compensation, unless prohibited by law. By entering this Contest, entrants release and agree to hold harmless ICC and Traffic Builders, Inc., their promotional, advertising and fulfillment agencies, all other organizations involved with the Contest, and their respective parents, subsidiaries, affiliates, directors, officers, employees, and agents from any and all liability or any injuries, loss or damage of any kind arising from or in connection with this Contest or due in whole or in part, directly or indirectly, to the acceptance, possession, use or misuse of any prize. Any and all disputes, claims and causes of action arising out of or connected with this Contest, or any prizes awarded, shall be resolved individually, without resort to any form of class action. By entering this Contest, entrants agree that they will submit to the exclusive jurisdiction of courts located in Essex County Massachusetts, for the resolution of any and all disputes, claims and causes of action arising out of or connected with this Contest or any prizes awarded, and agree that all such disputes, claims and causes of action will be governed by the Commonwealth of Massachusetts law. Any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorney's fees.

**7. Disclosure:** Entry constitutes permission to disclose information provided by [Entrants, Winners or Both] as reasonably necessary to permit legally required disclosures.

**8. Winners List:** The name of the winner may be obtained by sending a self-addressed stamped envelope to "ICC Royal Flush Promotion", c/o Traffic Builders, Inc., 65 Parker Street, Newburyport, MA 01950.

**9. Official Rules:** For a copy of these Rules, send a self-addressed, stamped envelope to "ICC Royal Flush Promotion", c/o Traffic Builders, Inc., 65 Parker Street, Newburyport, MA 01950. Traffic Builders, Inc. reserves the right to modify these rules for clarification purposes without materially altering the terms and conditions of the Contest.

**10. Sponsors:** Traffic Builders, Inc is the official sponsor of this contest. This contest is not organized or produced by ICC or Delmar Cengage.

**11. Promotion Management:** Traffic Builders, Inc., an independent organization whose decisions are final on all matters relating to this contest, manages this Contest. Traffic Builders, Inc., 65 Parker Street, Newburyport, MA 01950. 978-499-3700.