

“Boot Scoot to Vegas” Sweepstakes

Official Rules

NO PURCHASE NECESSARY. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. VALID E-MAIL ADDRESS AND ACCESS TO THE INTERNET REQUIRED.

The ““Boot Scoot to Vegas” Sweepstakes (“Sweepstakes” or “Promotion”) is offered only in the 50 United States, District of Columbia, Puerto Rico and Canada (excluding Québec) (“Territory”) and is open only to legal residents of such jurisdictions who are at least 21 (or age of majority in their jurisdiction of residence, whichever is older), as of date of entry: if you do NOT reside in Territory or are otherwise ineligible, do NOT attempt to enter the Sweepstakes. Employees, officers and directors and their immediate family members (parents, children, siblings, spouse) wherever they may live and others living in their same household (whether related or not) of Las Vegas Events (“LVE”) (“Sponsor”), Professional Rodeo Cowboys Association, Treasure Island, LLC, Boot Barn Inc, American Cowboy, a Cruz Bay Publishing, Inc. an Active Interest Media company, their respective parent companies, subsidiaries, affiliates, suppliers, and their advertising, promotion or production agencies are not eligible to enter the Sweepstakes or win the prize. Void outside Territory and where prohibited by law. Void in Québec.

By participating, entrants accept and agree to abide by and be bound by these Official Rules and the decisions of Sponsor, which are final and binding in all respects and not subject to appeal.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Facebook or Twitter.

- 1. Sweepstakes Schedule. Sweepstakes begins on April 3, 2014 at 9:00 a.m. Pacific Time (PT) and ends on April 23, 2014 at 11:59 p.m. PT.**

To Enter. (a) At Official NFR Experience on Facebook. You can enter the Sweepstakes through the Boot Scoot to Vegas application on Facebook. You can find the application on the Boot Scoot to Vegas tab on the Official NFR Experience page on Facebook (<http://www.facebook.com/LasVegasNFR>). Follow the instructions to enter. Provide all requested information on the entry form including your name, complete residential address, e-mail address as well as a phone number where you may be reached on April 24, 2014 between 12:30 pm PT and 3:30 pm PT (if you are selected as the potential Grand Prize winner). If you have not done so already, you should “like” the Official NFR Experience page on Facebook in order to enter the Sweepstakes via this method.

Entrants are allowed one entry via Facebook. Duplicate entries will be disqualified.

You may be asked whether you want to receive e-mail news/updates from Treasure Island (TI), Las Vegas, Boot Barn, American Cowboy and Official NFR Experience and, if so, the format for such e-mail news/updates. But, agreeing to receive such e-mail news/updates is optional and is NOT required to participate or win the prize in the Sweepstakes; nor will your agreement (or failure to agree) to receive such e-mail news/updates in any way affect your participation or ability to win the prize in the Sweepstakes. All entries must be received by April 23, 2014 at 11:59 p.m. MDT.

****Trademarks are used for reference purposes only; no endorsement, authorization or sponsorship is intended or implied thereby.**

Entry Restrictions. Receipt of entries will be acknowledged, but such acknowledgment does not constitute any representation by Sponsor or Administrator of Sweepstakes eligibility. Proof of transmission does not constitute proof of entry. **LIMIT ONE (1) ENTRY PER PERSON PER FACEBOOK AND TWITTER (An e-mail address or mobile phone number may only be used by one (1) person to enter Sweepstakes).** **For the avoidance of doubt, you may enter via the Official NFR Experience Facebook Page OR Justin Boots Facebook Page OR Twitter.** Any person who attempts to participate with multiple e-mail and/or street addresses, under multiple identities or uses any device or artifice to enter multiple times will be disqualified. Entries must be manually key-stroked. Entries generated by script, macro, robotic, programmed or like means are prohibited and will be disqualified. In the event of a dispute over the identity of an entrant, entry will be deemed submitted by the Authorized Account Holder of the e-mail account from which the entry is submitted as of date of entry. Authorized Account Holder means the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider, or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

2. **Winner Determination.** On April 24, 2014, the Grand Prize winner will be selected in a random drawing from among all eligible entries received. The drawing will be conducted by LVE at its offices located at 770 E Warm Springs Road Suite 140, Las Vegas NV, 89119 USA. By participating, entrants accept and agree to abide by and be bound by these Official Rules and the decisions of Sponsor, which are final and binding in all respects and not subject to appeal. The individual initially selected as the potential Grand Prize winner will be notified by telephone at indicated telephone number (see above) between 12:30 pm PT and 3:30 pm PT on April 24, 2014 and will receive documents by private courier/mail delivery (see Rule 6 below). The Grand Prize winner will have two (2) business days to accept the prize or another winner will be selected. If selected in the random drawing, in order to be deemed the potential Grand Prize winner, a Canadian resident must correctly answer a mathematical skill testing question, without assistance of any kind.

3. **Prize/Odds of Winning/Approximate Retail Value ("ARV").**

A. Grand Prize (1) - 2 night trip for two (2) to attend one (1) performance of the Wrangler National Finals Rodeo in Las Vegas, NV USA on Thursday, December 11, 2014, trip will consist of roundtrip coach air travel and 2 night stay at Treasure Island on Wednesday, December 10 & Thursday, December 11, 2014. Airfare is from major commercial airport near winner's residence to Las Vegas (unless winner resides within approximately 150 miles of Las Vegas, as determined by Sponsor in its sole discretion, in which case ground transportation will be provided instead of air travel and winner will not receive any compensation in conjunction with such substitution); Airfare (\$800), 2 night stay at Treasure Island (\$350), 2 tickets to Mystere at Treasure Island on Wednesday, December 11, 2014 (\$250), Gilley's food & beverage credit (\$150), Wrangler NFR tickets (\$154), \$500 Boot Barn gift card (\$500), Selection of American Cowboy Special Collector's Editions including John Wayne Special Edition 2014 (\$60), Framed Collectible Hatch Print celebrating 10th Anniversary of National Day of the American Cowboy (\$40), American Cowboy Signature Belt Buckle (\$100), \$100 Gift Card for Cowboy Christmas Shopping (\$100), Subscription to American Cowboy Magazine (\$20). Total ARV of Grand Prize: \$2,524. [US dollars] (But, if actual value of Grand Prize is less than stated ARV, winner will NOT receive the difference in cash.)

5. **PRIZE CONDITIONS/RESTRICTIONS.**

1. **Grand Prize:** The winner and guest must be 21 years of age or older on April 24, 2014. Trip is subject to availability and certain other restrictions apply. Winner and guest must travel on same itinerary (as set by Sponsor, in its sole discretion). Expenses and incidentals not mentioned herein are winner's sole responsibility. Government-issued documentation is required for travel (if winner is a Canadian resident, passport and/or other travel documents are required). Actual Rodeo performances to be attended by winner and guest are of Sponsor's sole choosing. Inappropriate conduct by winner and/or guest may result immediate termination of trip and/or other sanctions. **Winner must take trip at dates/times of Sponsor's sole choosing so as to attend one performance at the 2014 Wrangler National Finals Rodeo on December 11, 2014 if winner is unable to travel at such dates/times for any reason,**

prize will be forfeited without compensation and an alternate winner selected (from among all remaining eligible entries received, time permitting).

Odds of winning depend on the total number of eligible entries received.

6. Conditions of Participation. Potential Grand Prize Winner will be required to complete, execute and return an affidavit of eligibility, a liability release and a publicity release (where legal) within two (2) days of prize notification. Guest of Grand Prize winner must complete, execute and return a liability release and a publicity release (where legal) within indicated time period. A fax or electronic copy of documents shall have the same force and effect as the original, executed versions of same. In the event of non-compliance with these requirements or if prize notification for any reason is returned as undeliverable or winner cannot be contacted for any reason, prize will be forfeited and an alternate winner selected from among all remaining eligible entries received (time permitting). By accepting prize, except where prohibited by law, winner agrees to the use of his/her name, address (city, state/province), likeness, voice, photograph and/or other indicia of persona for advertising/publicity/trade purposes by Sponsor and its designees without further compensation or notice. **By participating, you indemnify, release and agree to hold harmless Las Vegas Events ("LVE"), Professional Rodeo Cowboys Association, Treasure Island, LLC, Boot Barn, Inc., American Cowboy, a Cruz Bay Publishing, Inc. an Active Interest Media company, their respective parent companies, affiliates and subsidiaries, promotion marketing/advertising agencies, and the directors, officers, agents, representatives, shareholders, employees, successors and assigns of any of the above organizations, as well as Facebook, Inc., Twitter, Inc., from any and all liability arising from participating in the Sweepstakes, any Sweepstakes-related activity and/or acceptance, receipt, possession or use/misuse of prize.** Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds to be tampering (or attempting to tamper) with the entry process or the operation of the Sweepstakes, any web site; to be acting in violation of the Official Rules or to be acting in a disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. The preceding in no way precludes Sponsor from taking additional measures as permitted by law so as to protect its rights.

7. Limitations of Liability: Sponsor's computer is the official clock for purposes of the Sweepstakes. Sponsor and its agencies assume no responsibility for (a) any incomplete, incorrect or inaccurate information, whether caused by web site users, tampering, hacking or by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error; (b) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, any web site and/or entries; and (c) any problems or technical malfunctions of any telephone network or lines, computer on-line-systems, servers or providers, computer equipment, software, programming or failure of e-mail on account of technical problems or traffic congestion on the Internet or at any web site or any combination thereof, or for injury or damage to entrant's or any other person's computer or mobile phone (or any information/materials stored therein) related to or resulting from downloading materials from any web site or participating in the Sweepstakes. Sponsor and its agencies are also not responsible for late, lost, illegible/garbled, corrupted, inaccessible, jumbled incomplete, damaged or misdirected entries regardless of cause, all of which are void. Sponsor's failure to enforce any provision of these Official Rules shall not constitute a waiver of such provision. Should a court of competent jurisdiction find any provision of these Official Rules to be invalid, illegal or unenforceable, such determination will not affect the validity, legality or enforceability of the balance of these Official Rules and the invalid/illegal/unenforceable provision will be replaced with a substitute provision that is valid, legal and enforceable and most closely mirrors the original intention of Sponsor.

8. Force Majeure. If, for any reason, the Sweepstakes (or any part thereof) is not capable of running as planned by reason of infection by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical failures, fire, flood, storm or other natural cataclysm, riot, strike, civil commotion, governmental regulation or any other causes beyond the control of Sponsor which, in the sole opinion of Sponsor, corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes (or any part thereof), Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes and conduct the Sweepstakes and select the prize winner in a manner which is fair, equitable and in accordance with these Official Rules, as determined by Sponsor in its sole discretion. Notice of such action by Sponsor will be posted on the Official NFR Experience Facebook page.

9. DISPUTE RESOLUTION/GOVERNING LAW/WAIVER OF JURY TRIAL:

Except where prohibited, by participating in the Sweepstakes, you agree that: (a) any action at law or in equity arising out of or relating to these Official Rules or the rights and obligations of any entrant and/or Las Vegas Events, shall be filed exclusively in the federal or state courts of the State of Nevada, USA and you hereby consent and submit to the personal and exclusive jurisdiction of such courts for the purposes of litigating any such action, waive any right to change of venue, *forum non conveniens* or any like right **AND ANY RIGHT TO A TRIAL BY JURY AND A TRIAL BY JURY IS HEREBY WAIVED**, (b) any and all disputes, claims, and causes of action arising out of or connected with these Official Rules, and/or the rights and obligations of any entrant and/or Las Vegas Events, shall be resolved individually, without resort to any form of class action, and (c) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred (if any), including costs associated with participating in this Sweepstakes but in no event attorneys' fees; and (d) under no circumstances will any entrant be permitted to obtain awards for and hereby waives all rights to claim punitive, exemplary, special, incidental, indirect and consequential damages and any other damages (whether due to negligence or otherwise), other than for actual out-of-pocket expenses (if any), and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of any entrant and/or Las Vegas Events, shall be governed by and construed in accordance with the laws of the State of Nevada, USA without giving effect or regard to any principles or doctrines of conflicts of law/choice of law of the State of Nevada, USA or of any other jurisdiction.

10. Privacy Notice. Sponsor collects personal data when you enter this Sweepstakes. Entering the Sweepstakes constitutes your permission for the Sponsor and its affiliated companies to maintain the data in the USA. The data is collected to maintain a record of those who have entered the Sweepstakes, to contact potential winners and, in the case of U.S. residents only, for marketing purposes in accordance with the Sponsor's privacy policy located at <http://nfrexperience.com>. By participating in the Sweepstakes, you are providing your information to Sponsor and Las Vegas Events, but not to Facebook.

11. Winners' List: For the name of Grand Prize winner (available after April 30, 2014; requests must be received by May 30, 2014), send a self-addressed, stamped envelope to: Boot Scoot to Vegas Grand Prize c/o LVE, 700 E Warm Springs Road Suite 140, Las Vegas NV, 89119 USA. Residents of Canada only may omit return postage. This Sweepstakes may not be published elsewhere without written permission of Sponsor, which may be withheld or granted in its sole discretion.

Sponsor: Las Vegas Events, 770 E. Warm Springs Road, Suite 140, Las Vegas, NV 89119