

OFFICIAL COMPETITION RULES

National Automobile Dealers Association NADA Show 2025 Unforgettable Travel Experience (aka SNOLA) Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN.

By participating in the National Automobile Dealers Association (“NADA”) NADA Show 2025 Unforgettable Travel Experience (the “SNOLA Experience”), Competition entrants (“Entrant(s)”) agree to be bound by these Official Rules and to NADA’s decisions, which are final and binding on all matters relating to the Competition. The Competition submission period begins at 12:00 a.m. E.S.T. on Jan. 23, 2025 and ends at 11:59 p.m. E.S.T. on Feb. 14, 2025 (the "Submission Period"). The sponsor of this Competition is NADA (the “Sponsor”), having its principal place of business at 8484 Westpark Drive, Tysons, VA 22102. The Competition will operate as described below, on or about the stated start date.

(A) Eligibility: This Competition is open to persons eighteen (18) years of age or older who are legal residents of the United States, who registered and attended the 2025 NADA Show (“Entrant”). This Competition is void where prohibited including outside of the United States. Employees of NADA, its affiliates, advertising and promotion agencies, and suppliers (collectively the “Employees”), and immediate family members and/or those living in the same household of Employees are not eligible to participate in the Competition. The Competition is subject to all applicable federal, state, and local laws and regulations.

The Competition is limited to one Entry as defined in Section (B) of the rules, per Entrant, per exhibitor to win no more than one (1) Grand Prize as defined in Section (C) of the rules for this Competition. By entering this Competition, Entrant represents and warrants that the submitted Entry is an original work of authorship and does not violate any third party’s proprietary or intellectual property rights. If an Entry infringes upon the intellectual property right of another, Entrant will be disqualified at the sole discretion of NADA. Entries containing inappropriate content, including but not limited to the following, will be deemed ineligible at the sole discretion of NADA and disqualified from the Competition:

- Pornography, adult-oriented content, or any other sexually explicit material
- Explicit language or content
- Images of violence or promotion of illegal activities

- Content in violation of intellectual property rights or laws
- Libelous, defamatory, disparaging, tortious or slanderous materials
- Content that denigrates, disparages or reflects negatively on NADA, its Board members, employees, or vendors
- Tobacco, alcohol or drugs
- Dangerous stunts
- Real weapons of any kind, including, but not limited to, guns, knives or projectiles
- Material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation, age or any other basis protected by federal, state, or local law, ordinance, or regulation.

Entry constitutes Entrant's certification that they meet the eligibility requirements set forth in these official rules and only Entries that are submitted in the manner described in the Entry Method will be eligible for Entry in this Competition. Entries received outside of the established Submission Period for the Competition as listed in Section D will not be considered and shall be deemed invalid. NADA reserves the right to verify eligibility of any potential winner. Winning a prize is contingent upon fulfilling all requirements set forth herein. In consideration for the opportunity to submit an Entry to participate in this Competition, Entrant irrevocably gives NADA, its affiliates, advertising and promotion agencies, partners, representatives, agents, successors, assigns, the right and permission to record, use, copy, alter, distribute, publish, broadcast, and display submitted Entry and Entrant waives any right to royalties or other payment for the use of the Entry. Entrant also waives their right to inspect or approve NADA's use of the Entry and other materials NADA may use with them. In the event that any potential Prize winner does not respond to such Prize notification within the required response time or fails to provide NADA with all information necessary to receive the Prize, a disqualification and Prize forfeiture will result.

(B) Entry Method: To enter this Contest, Entrants must [Complete the Unforgettable Travel Experiences form](#) via the NADA website at www.nada.org ("Entry"). Entries should provide insight on Entrant's resiliency, camaraderie and humor in traveling to NADA Show 2025 despite historic snowfall. This Competition is available via online submission only. No other method of Entry will be accepted. Entries must be an original, true, non-fictional account. So-called "creative nonfiction" will not be considered and shall be deemed invalid. By submitting an official Entry, Entrant agrees to the following: Entrant represents and warrants that (1) Entrant has obtained permission from the individual subjects of the submission (eg, an individual featured in an experience) to allow us to post such Entry online and use the materials for any purpose, (2) Entrant owns the copyrights, trademark rights, and/or other rights arising out of the subjects of the submission, and (4) Entrant is authorized to grant all permissions granted

herein and hereby authorize NADA to post such Entry on its website and otherwise publicly display, perform, publish, copy, distribute, and otherwise use such materials for any purpose. Entry into this Competition constitutes permission for NADA to use and republish persons, social media name, likeness, and Entry for purposes of advertising and trade without further compensation, unless prohibited by law. Upon the conclusion of the Submission Period as provided in paragraph (D), Entries will be judged by a team of NADA staff and up to three (3) Winners will be selected and informed on or around March 15.

- (C) Prizes and Notification:** Up to three (3) prizes will be awarded (the “Grand Prize”), consisting of: one (1) complimentary attendee registration to NADA Show 2026 (Feb, 3-6 in Las Vegas) [valued at \$849].

The Grand Prize Winners will be announced and notified by March 15, 2025. NADA shall have no liability for Winner’s failure to receive notices due to spam, junk e-mail or other security settings or for Winner’s provision of incorrect or otherwise non-functioning contact information. If Winner cannot be contacted, is ineligible, fails to claim the Grand Prize within thirty days from the time award notification was sent, the Grand Prize may be forfeited, and an alternate Winner may be selected. Receipt by Winner of the Grand Prize offered in this Competition is conditioned upon compliance with any and all federal, state, and local laws and regulations. Actual/appraised value may differ at time Grand Prize is awarded. No other Grand Prize substitution shall be permitted except at NADA’s sole discretion. The Grand Prize is not transferable. Any and all Grand Prize-related expenses, including but not limited to, any and all federal, state and/or local taxes, shall be the sole responsibility of the Grand Prize Winner. Acceptance of prize constitutes permission for NADA to use Winners’ name, likeness, and Entry for purposes of advertising and trade without further compensation, unless prohibited by law. ANY VIOLATION OF THESE OFFICIAL RULES BY WINNER AT NADA’S SOLE DISCRETION WILL RESULT IN WINNER’S DISQUALIFICATION AS WINNER OF THE COMPETITION, AND ALL PRIVILEGES AS WINNER WILL BE IMMEDIATELY TERMINATED.

- (D) ENTRY Period:** The Competition submission period begins at 12:00 a.m. E.S.T. on Jan. 23, 2025 and ends at 11:59 p.m. E.S.T. on Feb. 14, 2025 (the "Submission Period").

- (E) Method of selecting Winner(s)/ Judging Criteria:** Judging of Entries will be performed by a team of NADA staff. Entries and Finalists will be judged based on the following criteria: resiliency, camaraderie, humor, and writing quality documenting traveling to NADA Show 2025. The Competition will close at 11:59 p.m. E.S.T. on Feb. 14, 2025, and the Winners will be announced on or around March 15, via email.

- (F) Termination of Competition:** NADA may, at any time and in its sole discretion, announce a suspension or termination of this Competition, without advance notice, at which point no additional Entries will be accepted and no additional Grand Prizes shall be awarded. Neither NADA, nor any officers, directors, board members or employees shall have any liability whatsoever for any such termination. NADA reserves the right, in its sole discretion, to maintain the integrity of the Competition, to void Entries for any reason, including, but not limited to: multiple Entries from the same user from different IP addresses; multiple Entries from the same computer in excess of that allowed by Competition rules; or the use of bots, macros, scripts, or other technical means for entering. Any attempt by an Entrant to deliberately damage any website or undermine the legitimate operation of the Competition may be a violation of criminal and civil laws. Should such an attempt be made, NADA reserves the right to seek damages to the fullest extent permitted by law.
- (G) Limitation of Liability:** By entering this Competition, Entrant agrees to release and hold harmless NADA and its affiliates, advertising and promotion agencies, partners, representatives, agents, successors, assigns, employees, officers, and directors from any liability, illness, injury, death, loss, litigation, claim, or damage that may occur, directly or indirectly, whether caused by negligence or not, from: (i) such Entrant's participation in the Competition and/or his/her acceptance, possession, use, or misuse of any prize or any portion thereof; (ii) technical failures of any kind, including but not limited to the malfunction of any computer, cable, network, hardware, or software, or other mechanical equipment; (iii) the unavailability or inaccessibility of any transmissions, telephone, or Internet service; (iv) unauthorized human intervention in any part of the Entry process or the Competition; (v) electronic or human error in the administration of the Competition or the processing of Entries.
- (H) Disputes:** This Competition shall be governed by the laws of the Commonwealth of Virginia without regard to the conflict of law provisions thereof. The Entrant(s) hereby irrevocably acknowledge and agree that any legal action, suit, or proceeding brought by or against them with respect to any matter arising out of or in any way connected with this Competition shall be brought exclusively in courts of Fairfax County in the Commonwealth of Virginia, or in the United States District Court for the Eastern District of Virginia, Alexandria Division. **TO THE EXTENT PERMITTED BY APPLICABLE LAW, THE ENTRANT(S) HEREBY IRREVOCABLY WAIVES ANY RIGHT TO TRIAL BY JURY IN ANY COURT IN ANY ACTION FOR THE ADJUDICATION OF ANY CLAIM OR DISPUTE BETWEEN THEM ARISING UNDER OR RELATING TO THE SERVICES OR THIS COMPETITION.**
- (I) Winners List:** To obtain a copy of the Winner(s) name or a copy of these Official Rules, mail your request along with a stamped, self-addressed envelope to: NADA, 8484 Westpark Drive, Tysons, VA 22102. Requests must be received no later than March 20, 2025.