

## **The Bright Choice Contest Details and Rules and Regulations**

### **ELIGIBILITY**

This contest is open to Canadian citizens, except in the province of Québec, who have reached the legal age of majority in their province of residence.

The contest is not open to AgResource or Corteva Agriscience™, Agriculture Division of DowDuPont™ affiliates employees, retirees, directors, or shareholders.

### **CONTEST PERIOD**

The Bright Choice program begins on December 3, 2018 and must be completed by March 30, 2019, by which point, qualifying participants will be contacted by their AgResource Territory Manager after March 30, 2019 and awarded a \$100 VISA gift card.

### **HOW TO QUALIFY**

1. Register for The Bright Choice program on [www.thebrightchoice.ca](http://www.thebrightchoice.ca).
2. Follow along with the program and complete all required tasks.
3. You must be a sales representative or agronomist over the age of majority.
4. You must work for a crop input independent retailer in Western Canada that sells Corteva Agriscience™ products from AgResource.
5. You must watch all four (4) videos all the way through and complete all exercises that follow.
6. Complete all steps between December 3, 2018 and March 30, 2019.

### **PRIZE**

Each qualifying participant to complete The Bright Choice program will be eligible to receive a \$100 VISA gift card, which will be distributed by your AgResource Territory Manager during the month of April, 2019. Qualifying participants are determined by your AgResource Territory Manager.

### **GENERAL RULES**

1.1 The prize claim is subject to verification by your AgResource Territory Manager. Program completions that are in excess of the permitted number of completions allowed for your specific retail location during the program period are automatically void. All Program entries obtained through unauthorized sources or which are incomplete, irregular, or fraudulent in any way or otherwise not in compliance with these Rules are automatically void. AgResource will be the sole and final reference source in validating a Prize claim. AgResource shall have the right at any time to require proof of identity and/or eligibility to receive a prize for completing the program. Failure to provide such proof may result in disqualification. All personal and other information requested by and supplied for the purpose of the program must be truthful, complete, accurate, and in no way misleading. AgResource reserves the right, in their sole discretion, to disqualify any entrant should such an entrant at any stage supply untruthful, incomplete, inaccurate, or misleading personal details and/or information.

1.2 By participating, each entrant agrees: (a) to be bound by these Rules and the decisions of AgResource made thereto, (b) to release and hold harmless AgResource, Corteva Agriscience™, and their respective affiliates, subsidiaries, and independent contractors, and

their respective directors, officers, employees, agents, and representatives including advertising and promotion agencies from any and all liability for claims/damages including, but not limited to, claims/damages for personal injury, for property damage with respect to acceptance, possession or use or misuse of the prizes issued or participation in The Bright Choice program.

1.3 The decisions of AgResource in relation to this program will be final and binding on all participants.

1.4 AgResource and Corteva Agriscience™ shall not be responsible for incorrect or inaccurate transcription or registration of program entry information, technical malfunctions, lost/delayed data transmission, omission, interruption, deletion, defect, faulty, incomplete, incomprehensible, or erased computer or network transmissions, line failures of any telephone network, failure of computer equipment, software.

1.5 AgResource and Corteva Agriscience™ reserve the right to cancel, terminate, or suspend The Bright Choice program, at their sole discretion if anything corrupts or adversely affects the administration, security, fairness, or normal operation of the program.

1.6 Persons who tamper with or abuse any aspect of the program or attempt to undermine the legitimate operation of the program by cheating, deception, or other unfair playing practices, or intend to annoy, abuse, threaten, or harass any other participant or AgResource or Corteva Agriscience™ representatives or who are in violation of these Rules, as solely determined by AgResource or Corteva Agriscience™, will be disqualified.

1.7 If a selected participant is awarded a prize due to a system error, malfunction, or defect, the prize will be returned.

1.8 Under no circumstances will AgResource, Corteva Agriscience™, and their affiliates, subsidiaries, and independent contractors, and their respective directors, officers, employees, shareholders and agents, including advertising and promotion agencies be required to award more prizes than what is indicated in these Rules or award a prize other than in accordance with these Rules. The failure of AgResource to enforce any term of these Rules shall not constitute a waiver of that provision.

1.9 The Bright Choice program is subject to all Federal, Provincial, and local laws, as well as the rules adopted in view of said laws, and all disputes will be resolved in the Province of Manitoba. The personal information provided to enter the program may be used by AgResource and Corteva Agriscience™ for marketing purposes and will not be shared or sold to other parties unless compelled to do so by court order.

1.10 NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN

1.11 This program is not open to residents of Québec.