

Objective : To giveaway a brand/franchisee focused testimonial to one of our attending brands at the FranNet spring conference 2023.

Details: The giveaway will take place at the FranNet spring conference. The winner will be selected on the last day and announced at conference and social media. The deliverable will be scheduled sometime in the next few months in coordination with the brand.

What they will win: A testimonial feature of one of their franchisees and their story about how they got into franchising and joining their brand. Additional costs related to travel will be covered by the brand. The video segment will be approximately three minutes long. FranNet reserves the right to produce different edits. One focused on the brand will be delivered to the brand in its entirety. The testimonial has a cash value of \$7,500, is non-transferable and no substitution or cash equivalent is permitted. Winner brand is responsible for reporting and paying any federal, state, and local taxes, if applicable. Each prize is awarded “as is” with no warranty or guarantee, either express or implied, by FranNet.

How They Win: In order to be eligible for the prize, the brand must attend the FranNet Spring Conference. The brand (and by extension their representatives) must do the following to be entered to win: :

1. Share the #IIBEThere post on LinkedIn prior to the event a.



2. Share a picture of representatives at conference with hashtags #bethedifference and #FNspringmeeting

Other ways to enter:

1. Take a selfie with your favorite consultant at speed meeting and post using #bethedifference and #FNspringmeeting
2. Reshare any of our meeting posts on LinkedIn

This will qualify them for the drawing. A brand is eligible for up to 2 additional entries. One prior to coming to the conference and one on each additional day of the conference. Winners will be selected at random on the last day of the conference and announced at the dinner event. FranNet's decisions and interpretations on all matters relating to the prize and these Official Rules are final and binding in all respects. FranNet reserves the right to disqualify any entrant or winner and may refuse to award a prize to a person who is not eligible or has violated a rule, gained unfair advantage, or obtained winner status using fraudulent means. If, in FranNet's opinion, there is any suspected or actual evidence of tampering with any portion of the promotion, or if technical difficulties compromise the integrity of the promotion, FranNet reserves the right to terminate the promotion and conduct a random drawing to award the prize using all entries received as of the termination date.

Additional details: In order to film, the winning brand must sign a contract agreeing to the terms as laid out by FranNet. FranNet will coordinate the studio and details for filming. The brand must provide the franchisee and a location - if applicable - to film. In order to accept the prize, the brand agrees to the disclaimers and details in the contract.

Contract details: The value is based on a standard testimonial film cost from the partner studio, Tell Studios. The winning brand cannot negotiate with a different film vendor. The total value is \$7500. The consent winner agrees to pay for any additional cost incurred during filming if outside of the normal scope agreed upon - such as offsite filming. The winning brand agrees to allow FranNet to edit the final version to use on FranNet' main website and in additional social media content. The winning brand will receive the entire video and is the sole owner of that version of their video.

WINNING BRAND AGREE TO RELEASE, DISCHARGE, AND HOLD HARMLESS FRANNET, ITS AFFILIATES, SUBSIDIARIES, EMPLOYEES, OFFICERS, DIRECTORS, AGENTS AND ASSIGNS FROM AND AGAINST ANY OR ALL CLAIMS, LOSSES, INJURIES, OR DAMAGES RESULTING FROM PARTICIPATION IN THE GIVEAWAY. Except where prohibited by law, by accepting prize, winner grants FranNet a perpetual, worldwide, royalty-free license to use winner's name, photograph, voice, and/or likeness without further authorization, compensation, or remuneration of any kind for advertising, promotion and other publicity purposes in any and all media now or hereafter known throughout the world.