

**LONGRANGE® PAID IN POUNDS SWEEPSTAKES  
OFFICIAL RULES**

***NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.  
VOID WHERE PROHIBITED BY LAW.***

**1) ELIGIBILITY:** The LongRange® Paid in Pounds Sweepstakes ("Sweepstakes") is open only to for-profit cattle producers or operation owners who are legal residents of the 48 continental United States and the District of Columbia (excluding Hawaii and Alaska), and who are 18 years of age or older at time of entry. The following individuals are not eligible to enter or win: employees and contractors of Boehringer Ingelheim Vetmedica, Inc., or their affiliates, advertising and promotional agencies, and prize sponsors, and their immediate family members (spouse, parent, child, sibling and their respective spouses) and those living in the same household of each (whether legally related or not), and cattle producers living in Hawaii or Alaska. All applicable federal, state and local laws and regulations apply. Void where prohibited by law. Entry in the Sweepstakes constitutes your full and unconditional acceptance of these "Official Rules."

**2) SWEEPSTAKES PERIOD:** The Sweepstakes entry period begins at 12:01 am Central Time (CT) September 1, 2018, and ends at 11:59 pm CT May 31, 2019 (the "Sweepstakes Period"). Winner(s) will be selected from entries properly submitted during the Sweepstakes Period.

**3) HOW TO ENTER:** *No purchase necessary to enter or win. A purchase will not improve your chances of winning.* During the Sweepstakes Period, you may enter the Sweepstakes by going to the online registration link at: [www.PaidInPounds.com](http://www.PaidInPounds.com) ("Sponsor's Web Site") and completing the entry form by the end of the Sweepstakes Period, which will ask for your name, e-mail address, home address (including zip or postal code), and telephone number (including area code). You may also enter by sending the information above on a 3 ½ x 5 card to: LONGRANGE Paid in Pounds Sweepstakes, c/o broadhead, 123 N. Third St. Suite 400, Minneapolis, MN 55401. All mail-in entries must be postmarked by May 31, 2019 and received by June 14, 2019. Sponsor is not responsible for lost, late, delayed, illegible, misdirected, mutilated, or postage-due entries or for any human, computer, on-line, telephone, fax, or technical malfunctions that may occur, or for any printing or typographical errors in any materials associated with the Sweepstakes. Limit one entry per individual.

**4) WINNER SELECTION:** Three (3) winners will be selected in a random drawing by Sponsor's designated representative Broadhead Co. on or about June 18, 2019, from among all eligible Entries received throughout the Sweepstakes Period. Odds of winning depend on the number of eligible entries received. Winners will be notified by phone on or about June 18, 2019. If a selected entrant cannot be contacted within 2 days of the notice or attempted notice, that entrant forfeits his/her potential prize. Potential winner will be required to sign and return an Affidavit of Eligibility, a Liability Release and Publicity Release (where legal) within 14 days of notification. If selected winner fails to comply with this requirement, or if selected winner is found to be ineligible or not in compliance with these Official Rules, such prize will be forfeited and may be awarded to an alternate winner by a random drawing from all the remaining eligible entries received during the Sweepstakes Period.

**5) PRIZES & APPROXIMATE RETAIL VALUE ("ARV"):** Three (3) winners will receive a Te Pari® prize package including Te Pari T10 Scale indicator, Te Pari 40" Heavy Duty Loadbar set, and Te Pari V20 Revolution Injection Gun (ARV \$4,345). No prize transfer or cash substitutes allowed except at Sponsor's sole discretion due to prize unavailability or for any reason and only then for a prize of equal or greater value. All applicable federal, state, and local taxes on the prize are the sole responsibility of the winner. Prize will be delivered within 30 days of notification of the confirmed prize winner.

**6) GENERAL RULES:** By participating in the Sweepstakes, participants agree to be bound by these Official Rules and by the decisions of Sponsor, which are final and binding in all respects. Sponsor and its affiliates are not responsible for: (1) any incorrect or inaccurate information or technical failures of any kind, (2) unauthorized

human intervention in any part of the entry process or the Sweepstakes; or (3) any other computer, network, technical, human or other error, problem or malfunction that may occur in connection with the administration of the Sweepstakes, the processing of entries, or the selection or notification of winners. Further, if, for any reason, the Sweepstakes is not capable of running as planned for reasons outside the control of the Sponsor which, in the sole opinion of Sponsor, may corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes (or portion thereof), Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes (or portion thereof). Sponsor also reserves the right at its sole discretion to disqualify the entry of any individual found to be (a) tampering or attempting to tamper with the entry process or the operation of the Sweepstakes or Sponsor's Web Site; (b) using any robotic, macro, automatic, programmed or like entry methods, which will void all such entries; (c) violating these Official Rules or the terms of service, conditions of use, and/or general rules of any Sponsor property or service; or (d) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten, or harass any other person.

**7) RELEASE AND LIMITS OF LIABILITY:** Sponsor, its affiliates, subsidiaries, advertising and promotional agencies, and their respective directors, officers, employees, representatives, and agents, and prize sponsors (the "Released Parties") will not be responsible for claims, injuries, losses or damages of any kind resulting, in whole or in part, directly or indirectly, from the awarding, delivery, acceptance, use, misuse, possession, loss or misdirection of the prize; participation in this Sweepstakes; or in any activity related thereto or from any interaction with, or downloading of, computer Sweepstakes information. Entrants, by participating in the Sweepstakes, hereby waive and release and agree to hold harmless the Released Parties from and against any and all losses, demands, damages, rights, claims, actions and liabilities of any kind arising out of or related to (i) entrant's participation in the Sweepstakes or (ii) entrant's participation in any prize-related activities (including, without limitation, any property loss, damage, personal injury or death caused to any persons). The prize winner will assume all liability for any injury, death, or damage caused, or allegedly caused, by participating in this Sweepstakes or use or redemption of the prize. UNDER NO CIRCUMSTANCES WILL THE RELEASED PARTIES BE RESPONSIBLE OR LIABLE FOR PUNITIVE, INCIDENTAL AND CONSEQUENTIAL DAMAGES AND ANY OTHER DAMAGES, OTHER THAN FOR ACTUAL OUT-OF-POCKET EXPENSES, AND ANY AND ALL RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, AND IN NO EVENT LEGAL OR OTHER PROFESSIONAL FEES. WITHOUT LIMITING THE FOREGOING, AND EXCEPT FOR WARRANTIES, IF ANY, SPECIFICALLY PROVIDED BY THE MANUFACTURER OF THE PRIZE, ANY PRIZE WON IS PROVIDED "AS IS" WITHOUT WARRANTY OR CONDITION OF ANY KIND (WHETHER EXPRESS, IMPLIED, OR COLLATERAL), INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES AND CONDITIONS OF MERCHANTABILITY, FITNESS FOR A PARTICULAR OR GENERAL PURPOSE, OR NON-INFRINGEMENT. Some jurisdictions may not allow the limitations or exclusion of liability for incidental or consequential damages or exclusion of implied warranties and conditions, so some of the above limitations or exclusions may not apply to you. Check your local laws for any restrictions or limitations regarding these limitations or exclusions.

**8) DISPUTES:** Entrants agree that any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or its associated winner selection and/or notification will be resolved individually, without resort to any form of class action and exclusively and exclusively by the United States District Court for the Northern District of Georgia, or the appropriate Georgia state court located in Gwinnett County, Georgia. Except where restricted or prohibited by law, all issues and questions concerning the construction, validity, interpretation and enforceability of the Official Rules, or the rights and obligations of the entrants and Sponsor in connection with the Sweepstakes will be governed by, and construed in accordance with, the laws of Georgia, without giving effect to its choice-of-law or conflict-of-law rules.

**9) PRIVACY AND OPT-OUT MECHANISM:** The personal information collected through this Sweepstakes is subject to Boehringer Ingelheim, Inc., Data Policy, located at <https://www.boehringer-ingelheim.com/data-privacy>. By entering the Sweepstakes, you agree to the use of your personal information as described in the above referenced Privacy Policy. If you do not wish to receive and would like to be removed from subsequent mailings regarding

sweepstakes or contests sponsored by Sponsor, contact us at by writing Sponsor at Boehringer Ingelheim, c/o broadhead, 123 N. Third St. Suite 400, Minneapolis, MN 55401.

**10) WINNERS' LIST REQUESTS:** To obtain a copy of the Winner's List, send after June 21, 2019, a self-addressed stamped envelope to: LONGRANGE Paid in Pounds Sweepstakes, c/o broadhead, 123 N. Third St. Suite 400, Minneapolis, MN 55401.

**11) OFFICIAL RULES:** To obtain a copy of the Official Rules send a self-addressed stamped envelope before June 30, 2019 to: LONGRANGE Paid in Pounds Sweepstakes, c/o broadhead, 123 N. Third St. Suite 400, Minneapolis, MN 55401.

**12) SPONSOR:** Boehringer Ingelheim Vetmedica, Inc., 3239 Satellite Blvd., Duluth, Georgia 30096.

Te Pari is a registered trademark licensed or owned by Te Pari Prodcuts Limited in New Zealand and other countries.

### CONSUMER DISCLOSURES

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THE LONGRANGE® PAID IN POUNDS SWEEPSTAKES. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING OVER MAIL-IN ENTRIES. You have not yet won.**

PRIZE PACKAGE: Te Pari® T10 Scale indicator, Te Pari 40" Heavy Duty Loadbar set, and Te Pari V20 Revolution Injection Gun. Approximate retail value: \$4,345.

SPONSOR: Boehringer Ingelheim Vetmedica, Inc., 3239 Satellite Blvd., Duluth, Georgia 30096.

RESTRICTIONS ON RECEIPT OF PRIZE: A selected winner will be required to execute and return an Affidavit of Eligibility and Liability Release, which must include the winner's tax identification number for tax reporting purposes, and, where permitted by law, a publicity release, within 14 days following the first attempted notification by Sponsor.

ENTRY PERIOD: The Sweepstakes begins 12:01 am CT on 9/1/18 and ends 11:59 pm CT on 5/31/19 ("Entry Period").

ODDS OF WINNING: Odds of winning depend on number of eligible entries received during the Entry Period.

