



## IKEA 30TH ANNIVERSARY SWEEPSTAKES

# OFFICIAL SWEEPSTAKES RULES

**NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE WILL NOT ENHANCE CHANCES OF WINNING. VOID WHERE PROHIBITED.**

- Sweepstakes Period:** The IKEA 30th Anniversary Sweepstakes (the “Sweepstakes”) begins June 12, 2015 at or after 10:00 a.m. Eastern Time (“ET”) and ends July 11, 2015 at 11:59 p.m. ET (“Sweepstakes Period”), and will be divided into thirty (30) random drawings (each, a “Daily Sweeps”) announced on the @IKEAUSA Instagram® page on or about 10:00 a.m. ET and ending at 11:59 p.m. ET daily, as indicated in the chart below.

DAILY SWEEPS	REQUIRED HASHTAGS	START/END DATE* (10:00 a.m. ET to 11:59 p.m. ET)	WINNER NOTIFIED (by 5 p.m. ET)
1	#IKEA30in30win #late80s	6/12/2015	6/15/2015
2	#IKEA30in30win #late80s	6/13/2015	6/16/2015
3	#IKEA30in30win #late80s	6/14/2015	6/17/2015
4	#IKEA30in30win #late80s	6/15/2015	6/18/2015
5	#IKEA30in30win #late80s	6/16/2015	6/19/2015
6	#IKEA30in30win #early90s	6/17/2015	6/20/2015
7	#IKEA30in30win #early90s	6/18/2015	6/21/2015
8	#IKEA30in30win #early90s	6/19/2015	6/22/2015
9	#IKEA30in30win #early90s	6/20/2015	6/23/2015
10	#IKEA30in30win #early90s	6/21/2015	6/24/2015
11	#IKEA30in30win #late90s	6/22/2015	6/25/2015
12	#IKEA30in30win #late90s	6/23/2015	6/26/2015
13	#IKEA30in30win #late90s	6/24/2015	6/27/2015
14	#IKEA30in30win #late90s	6/25/2015	6/28/2015
15	#IKEA30in30win #late90s	6/26/2015	6/29/2015
16	#IKEA30in30win #early2000s	6/27/2015	6/30/2015
17	#IKEA30in30win #early2000s	6/28/2015	7/1/2015



18	#IKEA30in30win #early2000s	6/29/2015	7/2/2015
19	#IKEA30in30win #early2000s	6/30/2015	7/3/2015
20	#IKEA30in30win #early2000s	7/1/2015	7/4/2015
21	#IKEA30in30win #late2000s	7/2/2015	7/5/2015
22	#IKEA30in30win #late2000s	7/3/2015	7/6/2015
23	#IKEA30in30win #late2000s	7/4/2015	7/7/2015
24	#IKEA30in30win #late2000s	7/5/2015	7/8/2015
25	#IKEA30in30win #late2000s	7/6/2015	7/9/2015
26	#IKEA30in30win #early2010s	7/7/2015	7/10/2015
27	#IKEA30in30win #early2010s	7/8/2015	7/11/2015
28	#IKEA30in30win #early2010s	7/9/2015	7/12/2015
29	#IKEA30in30win #early2010s	7/10/2015	7/13/2015
30	#IKEA30in30win #early2010s	7/11/2015	7/14/2015

*\*Each Daily Sweeps begins at the time when IKEA posts the next 30<sup>th</sup> Anniversary post on its @IKEAUSA Instagram® profile.*

- 2. How to Enter:** During the Sweepstakes Period, you may enter for each Daily Sweeps on your web enabled mobile device via the Instagram® application or via Twitter® (collectively, the “Site”) by uploading a photo in response to the most recent IKEA 30th Anniversary post on the Sponsor’s Instagram® page and use the hashtags #IKEA30in30win as well as one (1) additional hashtag as designated in the chart above, according to the date of your entry. The Site’s computer timestamp is the official timekeeper for purposes of this Sweepstakes.

All entries submitted (as applicable) shall herein be referred to as (the “Sweepstakes Entry”). Each eligible Sweepstakes Entry will receive one (1) entry into the corresponding Daily Sweeps, as described above. There will be one (1) Daily Sweeps every day starting on June 12, 2015 through July 11, 2015. All Sweepstakes Entries must be submitted and received by 11:59 p.m. ET on the day that particular Daily Sweeps is announced, as indicated in the chart above. Limit one (1) Sweepstakes Entry per person, per Daily Sweeps, regardless of method of entry. Sweepstakes Entries will not be carried forward for subsequent Daily Sweeps, if any. Sweepstakes Entries must include a photo and the two (2) corresponding hashtags to be eligible and must be 140 characters or less including both hashtags if entering via Twitter®. Sweepstakes Entries must be uploaded in accordance with the Instagram® Terms of Use (<http://instagram.com/about/legal/terms/>) and/or Twitter® Terms of Service (<https://twitter.com/tos>). You must have an Instagram® account to enter via Instagram® and have your account privacy settings set to “Off”. If you do not have an Instagram® account,



download the app from the App Store or Google Play on your smart phone and follow the instructions within the app to create an account. Instagram® accounts are free. You must have a Twitter® account to enter via Twitter® and have your account settings set to “unprotected” or “public”. If you do not have a Twitter® account, visit <http://www.twitter.com/> to create one. Twitter® accounts are free. Potential winners will be required to show proof of being the authorized account holder of the Site associated with the Sweepstakes Entry. All Sweepstakes Entries must be unique. The person uploading the Sweepstakes Entry will be deemed the Entrant (the “Entrant”). If applicable, you must make all those depicted in the photo aware that you are entering a photo on their behalf and attest that all depicted have agreed that you may submit such photo. Sweepstakes Entries will not be judged. In the event of a dispute as to the identity of an Entrant, the Entrant will be deemed the name appearing on the Sweepstakes Entry. You must have internet access in order to enter the Sweepstakes. All entries submitted become the sole property of IKEA NORTH AMERICA SERVICES, LLC and will not be returned. By participating, Entrants agree to be bound by these Official Rules.

- 3. Photo Requirements:** In order for your entry to qualify for the Sweepstakes, the Sweepstakes Entry and the circumstances surrounding your Sweepstakes Entry must satisfy the following conditions: (a) the account privacy settings for your Instagram® account must be set to “off” and/or the account settings for your Twitter® account must be set to “unprotected” or “public”; (b) the Sweepstakes Entry must be tagged with the hashtag #IKEA30in30win AND the appropriate secondary hashtag listed in the chart above, for the designated Daily Sweeps; (c) the Sweepstakes Entry must contain content related to or of IKEA (e.g. store, products, food, etc.); (d) the Sweepstakes Entry must be uploaded during the applicable Sweepstakes Period; (e) the Sweepstakes Entry must be uploaded in accordance with the Instagram® Terms of Use and/or the Twitter® Terms of Service; and (f) any other terms or conditions set forth in these Official Rules.

By uploading your Sweepstakes Entry, you agree that your Sweepstakes Entry conforms to the Photo Guidelines and Content Restrictions as defined below (collectively, the “Guidelines and Restrictions”) and that IKEA NORTH AMERICA SERVICES, LLC, in its sole discretion, may disqualify you from the Sweepstakes if it believes that your Sweepstakes Entry fails to conform to the Guidelines and Restrictions or is otherwise not in compliance with these Official Rules. Sponsor reserves the right to remove any posted Sweepstakes Entry, in its sole discretion, even if the Sweepstakes Entry has already been made available to the public. Participation is subject to disqualification of all Sweepstakes Entries, if multiple accounts are used by the same person. As applicable, normal Internet access and usage charges imposed by Entrants’ online/mobile service will apply. By uploading your Sweepstakes Entry, you further acknowledge that your Sweepstakes Entry may be posted on the IKEA NORTH AMERICA SERVICES, LLC Instagram® page and/or Facebook® page and/or Twitter® page and/or Google+® page and/or IKEA-USA.com website and that it will be sharable by others.

**Photo Guidelines:**

- The Sweepstakes Entry must be Entrant’s own original work;
- Entrant must obtain consent from any identifiable person(s) appearing in the image to their likeness being used as set forth in these Official Rules, including Sponsor’s right to use the image for any future commercial purpose without restrictions. Upon request, you will obtain written consent of any such persons for Sponsor. If any person appearing in the image is under the age of majority in their state of residence, the written consent and signature of a parent or legal guardian is required;



- The image must not contain any personally identifiable information of any person.
- The Sweepstakes Entry must be in English;
- The Sweepstakes Entry caption and/or tweet copy must be in English; and
- The Sweepstakes Entry cannot have been submitted previously in a promotion of any kind.

Content Restrictions:

- The Sweepstakes Entry must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
- The Sweepstakes Entry must not disparage IKEA or any other person or party affiliated with the Promotion;
- The Sweepstakes Entry must not contain brand names or trademarks other than IKEA;
- The Sweepstakes Entry must not contain images or artwork not created by Entrant;
- The Sweepstakes Entry must not contain material that is inappropriate, indecent, obscene, hateful, tortious, defamatory, slanderous or libelous;
- The Sweepstakes Entry must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age;
- The Entry must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any state where Entry is created; and
- The Sweepstakes Entry must not show IKEA products or store property being used in a way that is deemed unsafe or inappropriate.

All Sweepstakes Entries and materials submitted become the sole property of IKEA NORTH AMERICA SERVICES, LLC and will not be returned. By participating, Entrants agree to be bound by these Official Rules.

4. **Prizes:** A total of thirty (30) winners, one (1) winner selected per Daily Sweeps, will receive an IKEA Gift Card, valued at approximately \$30 (APR = \$900). All prizes will be awarded and are not transferable or redeemable for cash. The winner is responsible for all federal, state and local taxes on the prize and for delivery and assembly of IKEA merchandise, where required. IKEA NORTH AMERICA SERVICES, LLC is not responsible for lost or stolen gift cards. Prize is valid in IKEA US stores only. Any portion of prize not used by winner is forfeit and no cash substitute will be offered.
5. **Selection of the Winner:** IKEA NORTH AMERICA SERVICES, LLC will randomly select one (1) winner from all eligible Sweepstakes Entries received per Daily Sweeps, for a total of thirty (30) winners. The odds of winning will depend on the number of eligible Sweepstakes Entries received during the corresponding Daily Sweeps. If during the Sweepstakes Period there are no Sweepstakes Entries that satisfy all of the Photo Requirements set forth in these Official Rules for an individual Daily Sweeps, IKEA NORTH AMERICA SERVICES, LLC reserves the right to select a random winner, in its sole direction, from among the full list of Entrants for that day's Daily Sweeps. Each Daily Sweeps winner will be notified via comment from @IKEAUSA on the Entrant's winning Sweepstakes Entry on or before 5:00 p.m. ET on the date specified in the above chart for each Daily Sweeps. The winner will be asked to send an email to social.us@ikea.com to accept or decline the prize. Selection of winner is final. IKEA NORTH AMERICA SERVICES, LLC and its agents will not be liable for inability to notify the winner, whether due to inaccurate entry information, change of email address or otherwise. The



winner will have ten (10) business days from notification to fill out affidavit form to claim their prize and a winner who does not respond in this time period will be deemed to have forfeited the prize and an alternate winner may be selected. Prizes will be delivered within 3-4 weeks after winner confirmation.

6. **Release:** IKEA NORTH AMERICA SERVICES, LLC will require the winner to sign and return an affidavit of eligibility and liability release form and a W-9 form (W-9 only required if value of prize is \$600 or more) as a condition to receipt of the prize. If such documents are not returned within the time period requested, or if an Entrant is found to be ineligible or if he/she does not comply with the Official Rules, then the potential winner will be disqualified and an alternate winner may be selected.
7. **Eligibility:** Sweepstakes open to legal residents of the United States who are 18 years old or age of majority at time of entry. The Sweepstakes is void in Puerto Rico, Guam, U.S. Territories and outside of the United States, and where restricted or prohibited by law. Employees of IKEA and its affiliates and their advertising, promotion and production agencies and their immediate families and household members are not eligible to participate. The Sweepstakes is subject to all state, federal and local laws and regulations and is void where prohibited. Participation constitutes Entrant's full and unconditional agreement to these Official Rules, which are final and binding in all matters related to the Sweepstakes. Winning the prize is contingent upon fulfilling all requirements set forth in the Official Rules.
8. **Entry:** Entries submitted to Instagram® or Twitter® will be deemed made by the authorized account holder, at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to an Instagram® or Twitter® account. In the event of a dispute, the entrant may be required to provide proof that he/she is the authorized account holder of the Instagram® or Twitter® account associated with the winning entry. Entries may only be submitted by a single registered Instagram® or Twitter® user; group submissions are not permissible. Multiple entries per Instagram® or Twitter® account are permitted during the Sweepstakes Period, but only one entry per person may be selected as a winner. Normal internet access and Device usage charges imposed by your on-line service may apply. Photographs, clips or videos submitted cannot contain copyrighted materials owned by third parties and must be Entrant's original creation and not copied, in whole or in part, from any other work.
9. **Release, Limitations on Liability:** By entering this Sweepstakes, each Entrant releases and holds harmless IKEA NORTH AMERICA SERVICES, LLC and its parent companies, employees, officers and agents from any and all liability for loss, harm, damage, injury, cost or expense whatsoever including without limitation, personal injury, death or damage to or loss of property in connection with participation in and use or misuse of the prize or for any cause of action based on publicity rights, defamation or invasion of privacy or merchandise delivery.
10. **Publicity Release:** Except where legally prohibited, winner consents to the use of his/her name and likeness, photograph, voice, opinions, and city and state of residence in print, broadcast, Internet and other media for advertising, promotional and/or marketing purposes without additional compensation, limitation, restriction, notice, review or approval.
11. **No Tampering; Right to Cancel, Modify:** IKEA NORTH AMERICA SERVICES, LLC and its agents are not responsible for incorrect or inaccurate entry of information, technical malfunctions, human error, lost/delayed data transmission, omission, interruption, deletion, defect, line



failures of any telephone network, computer equipment, software or any combination thereof, entry materials that have been tampered with, or entries that are illegible, incomplete, late, lost or damaged or for any injury or damage to participant's or any other person's computer related to or resulting from participation or downloading any material in this promotion. IKEA NORTH AMERICA SERVICES, LLC may prohibit an Entrant from participating in the Sweepstakes or winning a prize if, in its sole discretion, it determines that said Entrant is attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception, or other unfair playing practices or intending to annoy, abuse, threaten or harass any other Entrants or IKEA NORTH AMERICA SERVICES, LLC's representatives. IKEA NORTH AMERICA SERVICES, LLC reserves the right to cancel, terminate, modify or suspend this promotion if it becomes technically corrupted or if is not capable of running as planned, including due to infections by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other causes beyond the control of IKEA NORTH AMERICA SERVICES, LLC which corrupt or affect the administration, security, fairness, integrity or proper conduct of this promotion. This Sweepstakes is void where prohibited or restricted by law and is subject to all applicable federal, state and local laws. IKEA NORTH AMERICA SERVICES, LLC reserves the right to correct typographical errors in any Sweepstakes-related materials.

- 12. Disputes:** By entering the Sweepstakes, Entrants agree that any disputes, claims, and causes of action arising out of or connected with the Sweepstakes, or any prize awarded, shall be resolved individually, without resort to any class action and all claims, awards and judgments shall be limited to actual out of pocket costs incurred, including costs associated with entering Sweepstakes, but in no event attorneys' fees. No Entrant is permitted to obtain any award for, and waives all rights to claim punitive, incidental, or consequential damages. Except where prohibited, all issues and questions concerning the validity, construction, and enforceability of these Official Rules, or the rights and obligations of the Entrants and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the Commonwealth of Pennsylvania without giving effect to any choice of law or conflict of law rules (whether of the Commonwealth of Pennsylvania, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the Commonwealth of Pennsylvania. In addition, any dispute relating to the Sweepstakes or Official Rules shall be brought in the appropriate state or federal court having jurisdiction over the subject matter located in the county of Montgomery, Pennsylvania. Entrants hereby irrevocably consent to the personal jurisdiction of said courts and waive any claim of forum non conveniens or lack of personal jurisdiction they may have.
- 13. Privacy:** By entering the Sweepstakes, Entrants may be sharing their personal information with IKEA NORTH AMERICA SERVICES, LLC. Personal information collected by IKEA NORTH AMERICA SERVICES, LLC will only be used for administration of the Sweepstakes and awarding the prize. For information about how IKEA NORTH AMERICA SERVICES, LLC uses your personal information, please review Sponsor's privacy policy located at [http://www.ikea.com/ms/en\\_US/privacy\\_policy/privacy\\_policy.html](http://www.ikea.com/ms/en_US/privacy_policy/privacy_policy.html).
- 14. Third Parties:** This Contest is in no way sponsored, endorsed or administered by, or associated with Instagram® or Twitter®. You are providing your information to IKEA and you release and hold harmless Instagram® or Twitter® from any and all liability, claims or actions of any kind whatsoever for any injuries, damages or losses of any kind in connection with, either directly or indirectly, this Contest. Instagram® and Twitter® are properties of their respective owners.



15. **List of Winners:** For a copy of the winners' list, please send a self-addressed stamped envelope marked, "IKEA 30<sup>th</sup> Anniversary Sweepstakes," to **IKEA NORTH AMERICA SERVICES, LLC, 420 Alan Wood Rd, Conshohocken, PA 19428, Attn: Marketing Dept.**
  
16. **Sponsor:** IKEA North America Services, LLC, 420 Alan Wood Rd, Conshohocken, PA 19428; Attn: Marketing Dept.