

James Bint Selfie Competition

Part of the Belgian pavilion at the world expo in Milan.

Rules and regulations

The following terms and conditions apply to the James Bint Selfie competition at the Belgian pavilion during the world expo 2015 in Milan (Italy).

By entering into the competition, entrants agree to be bound by the following terms and conditions :

1. The event is organised on behalf Belgapom e.b., the Union of the Belgian potato trade and processing industry with seat at the Willebroekkaai 37 in BE-1000 Brussels and offices at the Sint-Annaplein 3 in BE-9290 Berlare (Belgium).
2. The competition is open all persons who are aged 18 and over. However, the competition is closed specifically to (i) Any person, whom, in the promoter's reasonable opinion, should be excluded due to their involvement or connection to the competition; (ii) any other company, organisation or person assisting with the contest.
3. Acceptance of the rules is a condition of entry and entry instructions form part of the rules. Entry indicates acceptance of the rules.
4. The competition begins on 1 May 2015 and ends on 31 October 2015.
5. Entries may be submitted by Instagram to the @jamesbint_be
6. Promoter's decisions as to the administration and operation of the competition and the selection of potential winners are final and binding in all matters related to competition.
7. Once submitted, images may be displayed in the 'Selfie' gallery on the James Bint website (www.jamesbint.be) and may be used freely by Belgapom in promotional materials.
8. The jury will select potential competition winners (number 1, 2 and 3 - 2 and 3 are potential reserve winners) from all eligible entries received during the competition period and this on monthly basis after closure of the competition. Potential winners will be notified via the Instagram account @jamesbint_be and will be invited to contact the Belgapom secretariat by mail (belgapom@fvphouse.be). As such a total of 6 winners and 12 reserves will be notified via the Instagram @jamesbint_be account. After a period of 2 weeks without any reaction from the first listed winner, the 2nd listed winner of that month will be contacted. After 2 further weeks without reaction of the 2nd potential listed winner, the 3rd one will be contacted.

The communication language with the potential winners will be English or French.

Any decision made the jury in the framework of this competition is final and is not subject of any discussion nor legal procedure.

9. Receiving a price is contingent upon compliance with rules and regulations. In the event a potential winner is disqualified for any reason, the organiser will award the applicable price to an alternate winner.

10. The competition price will be a fully organised trip to Belgium to discover the Belgian food sector (including travel expenses (economy flight from an international airport in the neighbourhood of the winners' location to Brussels and back - booked by the organiser of the competition-, all transports in Belgium related to the organised trip (excl. personal transport initiatives), hotel costs (excl. extras such as drinks or other purchases), guided

visits and entries to the Belgian food sector (Belgian chocolates, beers, fries and others), breakfast and one warm meal a day)). All other costs are on behalf of the winner.

The 7 days (6 nights) trip will be organised in the period of 3 till 17 April 2016 (to be checked with the common best availability of the six selected winners).

In total six winners (one per month the competition is running) will be selected by a jury. The reserve winners which are finally not selected will receive an exclusive James Bint t-shirt and the luxury book “the potato in the land of the fries” by post.

Prices are non-transferable and no substitution will be made except as provided herein at the Promoter’s sole discretion. Organiser reserves the right to substitute the prize for one of equal or greater value if the designated prize should become unavailable for any reason.

11. By submitting entry materials, you warrant and represent that: (a) it is an original authorship and that you have all necessary rights in and to the entry materials to enter the competition; (b) it does not infringe upon copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity; (c) you have obtained participation from any person whose name, image or likeness is used in the entry materials (if a minor is featured, permission must be obtained from minor’s parent/legal guardian); and (d) that publication of the entry materials via various media including web posting will not infringe on the rights of any third parties. Any such entrant will indemnify and hold harmless, Promoter from any claim to the contrary.

12. Except where prohibited, participation in the competition constitutes each winner’s consent to Promoter’s and its agents’ use of winner’s name, likeness, photograph for promotional purposes in any media, worldwide, without further payment or consideration and constitutes entrant’s consent to give organiser a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such entry materials in whole or in part on a worldwide basis, and to incorporate it into other works, in any form, media or technology now or later developed, including for promotional or marketing purposes.