

SAIT Joy of Food Terroir Contest Rules

The rules and regulations below govern the Board of Governors of the Southern Alberta Institute of Technology's ("SAIT") Joy of Food Terroir contest ("Contest").

Rules are binding

Subject to applicable laws, these rules and regulations (the "Rules") govern all aspects of the Contest and are binding upon all entrants. In the event of any inconsistency between the Rules and the conditions and explanations appearing in any other documents, the Rules shall take precedence. This Contest is void where prohibited by law and is subject to all federal, provincial and municipal laws and regulations. This Contest is subject to the laws of the Province of Alberta and the federal laws of Canada applicable herein and any disputes arising pursuant to the Contest will be submitted to Courts located in Calgary, Alberta. SAIT reserves the right to make changes to the Contest and these Rules including the right to substitute the prize with a prize of equal or greater value where necessary, due to changing business, operational and/or marketing considerations.

Eligibility - Entrants

The Contest is open only to SAIT students registered in programs within the School of Hospitality and Tourism ("Program"). Entrants must be legal residents of Canada and of the age of majority in their province of residence at the time of entry into the Contest. Residents of Quebec are excluded from participating in the Contest. Any entrant under the age of majority must have written permission from the entrant's parent or legal guardian and by entering the Contest represents and warrants that such written permission has been granted.

SAIT reserves the right in its sole discretion to disqualify at any time an entrant who does not meet the Contest's eligibility criteria, fails to comply with these Rules, attempts to enter the Contest in any manner or through any means other than as described in these Rules, or attempts to disrupt the Contest or to circumvent any of these Rules.

Contest period

The Contest opens at 12:00 pm (MST) on May 5, 2026 and closes at midnight (MST) on May 20, 2026 (the "Contest Period"). A random draw will be held after the Contest Period on May 22, 2026 and the names of the winners will be announced on SAIT's Instagram page @saithospitality.

How to enter

There is no fee to enter the Contest and no purchase is required. To enter the Contest, entrants must:

- i. create and share an Instagram post (Instagram stories do not count as an Entry) that highlights the Entrant's Program and answers the question- "How would you celebrate the joy of food using Alberta Chicken?"
- ii. be following @albertachicken, @terroirsymposium and @saithospitality; and
- iii. must tag SAIT @saithospitality; and
- iv. Instagram profile must be public.

("Insta Post").

SAIT is not associated with Instagram and takes no responsibility for an entrant's registration with or use of Instagram. Each entrant is solely responsible for complying with Instagram's membership requirements and terms of use, as necessary. The Contest is in no way sponsored, endorsed or administered by, or associated with, Instagram. SAIT reserves the right to remove any comments or posts, from its Instagram account which are deemed offensive or inappropriate or for any other reason, at its sole discretion.

Entrants may only submit one entry. Entries must meet the requirements of these Rules.

Eligibility – Insta Posts

Any Insta Post you submit must meet all of the following criteria to be eligible for the Contest:

- i. The Insta Post must not contain, depict or refer to any crude, vulgar, obscene, sexually explicit, disparaging, discriminatory, offensive, illegal or otherwise unsuitable activity or content (all as determined by SAIT in its sole discretion).
- ii. The Insta Post must not contain, depict or refer to any content that disparages or refers negatively to SAIT, the Contest or any other person or entity (all as determined by SAIT in its sole discretion).
- iii. The Insta Post must not conflict with any of SAIT's core values, or otherwise be objectionable to SAIT (as determined by SAIT in its sole discretion).
- iv. The Insta Post must not contain any content that violates any law or any third party's rights (including privacy, personality and intellectual property rights)

SAIT reserves the right, in its sole and absolute discretion, to disqualify any Insta Post if SAIT determines that the Insta Post does not comply with these eligibility requirements or otherwise with these Rules, or if SAIT determines that an entrant is not eligible for the Contest or has not complied with these Rules.

Prizes

There are one prize to be won. The prize consists of:

- i. 1 ticket to the Terroir VIP Opening Reception on Friday, May 29, 2026 (valued at \$115)
- ii. 1 ticket to the Terroir Symposium Day on Sunday, May 31, 2026 (valued at \$150)
- iii. 1 ticket to any one of the following workshops:
 - a. **Spice 101: Flavour Connects Us All** - Thursday, May 28 at SAIT - \$55
 - b. **Pizza with Master Pizzaiolo Daniele Uditi** - Saturday, May 30 at Pizza Letty - \$150
 - c. **Chemistry of the Cocktail: Spotlight on the G&T** - Saturday, May 30 at Calgary Opera - \$55
 - d. **The Art of Choux with Bettina Schormann** - Saturday, May 30 at The Tastemarket Canadian Kitchen by SAIT - \$80

Ownership

You must be the sole owner of all rights in any Insta Post you post, and by posting an Insta Post you represent and warrant that you are the sole author and copyright holder in that Insta Post and that the Insta Post meets all of the eligibility requirements set out in these Rules. Any Insta Post(s) that you post if it is owned by someone else, it shall not be eligible for the Contest. You are responsible for ensuring that SAIT's reproduction, display or publications of the Insta Post you submit raise no legal claims. If ownership of any Insta Post(s) you submit is contested in any manner, SAIT retains the sole and absolute discretion to disqualify that Insta Post and discontinue use of that Insta Post.

By submitting a Insta Post, you waive all moral rights you may have with respect to the Insta Post and you grant SAIT the unrestricted, royalty-free, perpetual, irrevocable, worldwide right (but not the obligation) to use and reproduce the Insta Post in whole or in part, for any purpose, without any fee or other form of compensation, and without further notification or permission, including the following purposes:

- i. reproducing, publishing and displaying some or all of the Insta Post(s) in print or electronic form and on SAIT's website and SAIT's social media channels;
- ii. using your name as a credit along with the Insta Post(s) and
- iii. displaying the winning entry in the Contest.

You retain copyright in your Insta Post.

Modifications

You grant to SAIT the unlimited right:

- i. to edit or modify your Insta Post in any manner; and
- ii. to use, adopt and modify any or all portions of your Insta Post in combination with other materials.

No Remuneration

You acknowledge and agree that you are granting all rights set out in these Rules to SAIT on a fully-paid-up and royalty-free basis, that you will receive no further financial or other remuneration, and that SAIT may exercise all of its rights set out in these Rules without providing any further financial or other remuneration to you.

Subject and Participant Releases

If a Insta Post shows any individual in such a way that the individual can be recognized, the entrant must obtain written consent from that individual to permit SAIT to copy, display, transmit and otherwise use the Insta Post and the entrant must give SAIT the original copy of that consent upon SAIT's request. Insta Posts that are submitted with inadequate documentation, as determined solely by SAIT, will not be eligible for the Contest. SAIT assumes no responsibility for any claims for infringement of the right of privacy or personality with respect to any Insta Post.

Skill-Testing Requirement

To receive the prize, you must answer the following skill testing question: 810 multiplied by 4, divided by 5, minus 15 $(810 \times 4) / 5 - 15$].

Odds of Winning

The odds of winning a prize will be determined by the number of eligible entries received during the Contest Period.

Prize Redemption

The prize winners will be notified by Instagram DM within three (3) business days of the random draw. If a prize winner cannot be contacted after two (2) business days, or the prize winner does not meet the criteria contained in these Rules, another entrant may be randomly selected from the remaining eligible entries. If the prize winner is a minor (under the age of 18), a parent or legal guardian must accompany the prize winner to pick up their prize.

The prize winner must collect their prize in person, within thirty (30) days at the School of Hospitality and Tourism office (Room G230) on SAIT's Main Campus at 1301 – 16 Avenue NW, Calgary, Alberta, Monday through Friday during the hours of 8:00 a.m. (MST) and 4:30 p.m. (MST). If a prize winner cannot collect their prize then the prize shall lapse.

Acceptance of Prize

The prizes must be accepted as awarded and cannot be exchanged for cash or other goods and services. A prize winner may be required to verify their identity and provide proof of being a current SAIT student prior to receiving the prize. If the identity of a winner is disputed, another entrant may be randomly selected from the remaining eligible entries.

Prize Affidavit, Eligibility Release Form

If you are a prize winner, you will be required to complete and sign a Prize Acknowledgement and Release form in order to obtain your prize. If a prize winner is a minor, the minor's parent or legal guardian must also sign the Prize Acknowledgement and Release form.

Publicity and Use of Personal Information

By participating in the Contest, entrants consent to the use of their names, cities of residence, photographs and/or images on video tape (the "Personal Information") for publicity purposes in all media carried out by SAIT without payment or compensation or liability for use of same.

SAIT is committed to collecting and using the Personal Information requested from you, such as your name, e-mail address, and telephone number, solely and exclusively for the purposes of the Contest as provided in these Rules. This collection is authorized by section 4 (c) of Alberta's Protection of Privacy Act ("POPA"). For questions about the collection of personal information, contact SAIT's Privacy Officer at access.privacy@sait.ca or by phone at 403.389.2707.

Limitation of Liability

By signing the Prize Acknowledgement and Release form, the prize winner releases SAIT, its governors, officers, employees, agents, consultants and representatives from any and all liability arising out of, pursuant to, or as a result of the carrying out of the Contest, including liability arising from the participation in the Contest, acceptance and use of a prize(s), and compliance with the Rules. SAIT is not responsible for any prize awarded or not awarded as a result of technical, mechanical, computer, telecommunications disruption or other similar errors however caused.

By participating in the Contest, each Entrant agrees to release, indemnify and hold harmless SAIT, its governors, officers, employees, agents, consultants and representatives, including without limitation, any promotional or advertising entities retained by SAIT in connection with the Contest, from and against any and all actions, causes of action, liabilities, demands, claims, losses, costs and expenses of whatever nature and kind arising from, related to or connected, whether directly or indirectly, the Contest, the Contest prize, the Contest publicity rights and/or an Entrant's privacy rights, such indemnity to survive the closure and termination of the Contest and the award of the Contest prize.

SAIT assumes no responsibility for any problems or technical malfunction of any telecommunication network or line, computer online systems, servers, access providers, computer equipment, software, failure of any e-mail to be received by SAIT on account of technical problems or traffic congestion on the internet or any website, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from downloading any material in the Contest. SAIT is not responsible for any problems resulting from mechanical error, including, but not limited to, the prize awarded or not awarded due to computer error or failed network connections, however caused.

Suspension or Termination of Promotion and Contest

SAIT reserves the right, in its sole discretion to cancel or suspend the Contest should a virus or other cause beyond the reasonable control of SAIT corrupt the security or proper administration of the Contest. Any attempts to deliberately damage any website or undermine the legitimate operation of this Contest is a violation of criminal and civil laws, and should such an attempt be made, SAIT reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution. Entries are subject to verification and will be declared invalid if falsified, altered or tampered with in any way.