

Legal Video Release

By selecting the "accept" below: (i) I agree to be videotaped, audio recorded or photographed by The American Dental Hygienists' Association and Premier Dental, and (ii) I hereby grant The American Dental Hygienists' Association and Premier Dental, and their respective subsidiaries, affiliates and designees, permission to use my name, biographic material, voice, likeness, and portrait (as all of which constitute my "Likeness") that may have been captured by audio, video, verbally, in writing, on film or electronically (collectively, my "Recordings") as part of my participation in the videos created from this booth for advertising, marketing, promotional activities and other purposes of trade throughout the world, in any media now or hereafter known or created (collectively, "Materials").

Once I choose to submit my recorded video, I understand that I waive (i) all rights to inspect and/or approve the Materials containing my Likeness and Recordings, (ii) any rights in ownership to the Materials or any portion thereof; and, (iii) any moral rights that I may have in the Materials.

I understand that, apart from a PremierAir® instrument which I will receive free of charge for submitting a video, I am not entitled to, and will not receive, any royalties or other compensation arising out of, or related to, the use of the Materials. I understand further that The American Dental Hygienists' Association and Premier Dental may modify or edit my Likeness and Recordings at any time.

Your name and email address provided via touch screen data entries and/or video recordings, videotape and/or photographs made by The American Dental Hygienists' Association and Premier Dental, may be used by The American Dental Hygienists' Association and Premier Dental for marketing purposes, as The American Dental Hygienists' Association or Premier Dental deems appropriate.

Once submitted, my video will be automatically entered into a contest sponsored jointly by The American Dental Hygienists' Association and Premier Dental. Please read the following rules for the **Premier®/ADHA 'What Inspires You?' Contest** sponsored by Premier Dental Products Company ("Company") and the ADHA ("Co-sponsor"). By participating in the Contest, you agree to be bound by these rules and represent that you satisfy the eligibility requirements.

1. **No Purchase Necessary.** A purchase will not improve your chances of winning. Any U.S. licensed hygienist who records and submits a video "Entry" at this video kiosk during the 2018 ADHA meeting in Columbus, OH or online through the contest platform and meets the eligibility requirements listed in Section 2 will be automatically entered into the Contest. There may only be one Entry per person.

2. **Eligibility.** The Contest is open to all U.S. licensed hygienists who are residents of the United States. Employees or representatives of (1) Company; (2) affiliates of Company; or (3) any entity involved in the design and implementation of the Contest are not eligible to participate.

3. **The Contest.** Each eligible person who records and submits a video from June 6-30, 2018 will be considered an "Entrant." All entries must be submitted by June 30, 2018 (the "Selection Date"). Entries received after that time are void. The Prize (as defined below) winners will be chosen by online voting from ADHA members during the voting period from July 15-August 11, 2018 from the top 30 videos selected as the most inspiring by the ADHA. Three (3) winners—one grand prize winner and two runner-up winners--will be selected from all Entrants basis the number of votes received on August 12, 2018. The Prize winners will be notified via email and announced in various communications from the ADHA and Premier Dental Products Company. The decision with respect to the Prize winners shall be

final. The odds of winning depend on the total number of valid Entries received. If an Entrant is selected as a Prize winner but is disqualified or does not accept the prize for any reason, a new Entrant will be selected based on the individual receiving the next highest vote total.

4. **Prizes.** There will be three prizes awarded. The 'Grand Prize' is a \$500 VISA gift card and a PremierAir instrument wallet with nine instruments (4 hygiene, 3 explorers and 2 probex) – a \$250 value. Two 'Runner-Up' prizes will be awarded—each a \$250 VISA gift card and a PremierAir instrument wallet with nine instruments (4 hygiene, 3 explorers and 2 probex) – a \$250 value. **ALL TAXES ASSOCIATED WITH THE RECEIPT OF ANY PRIZE ARE THE SOLE RESPONSIBILITY OF THE PRIZE WINNER. THE PRIZE WINNER AGREES TO REPORT THE PRIZE WINNINGS UNDER APPLICABLE SUNSHINE LAWS AND TO PROVIDE THE COMPANY WITH ANY INFORMATION NECESSARY FOR ITS SUNSHINE LAW REPORTING OBLIGATIONS.** All expenses associated with winning or receiving the Prize are the sole responsibility of the Prize winner. No substitution or transfer of the prize is permitted.

5. **General.** Any person who violates these Rules is automatically disqualified from the Contest. Any attempt by a participant or any other individual to deliberately undermine the legitimate operation of the Contest may be a violation of the civil and criminal law and should such an attempt be made, Company reserves the right to seek damages from any such participant or individual to the fullest extent permitted by law. The Contest is governed by the laws of the United States. All applicable federal, state and local laws and regulations apply. The Contest is void where prohibited.

6. **General Release.** By entering the Contest, the participant releases Company and its affiliated companies, directors, officers, employees, representatives and agencies from any liability whatsoever for any claims, costs, injuries, losses or damages of any kind arising out of or in connection with the Contest or with the acceptance, possession or use of any prize (including, without limitation, claims, costs, injuries and losses related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light). Further, Company is not responsible or liable for: (a) any failure of a participant to properly complete an Entry, (b) any stolen, incomplete, incorrect, lost, late, damaged or illegible Entries, (c) any computer, internet, telephone or other technical complications that make submission of an Entry difficult or impossible or (d) any printing or typographical errors in any materials associated with the Contest.

7. **Prize Conditions.** As a condition of receiving the Prize, the Prize winner shall, if requested, execute an affidavit of eligibility, liability release and consent to the use of their name, hometown, likeness and/or prize information for promotional and other purposes without further payment, except where prohibited by law. In the event of a failure to return documents as specified, or if prize notification is returned undeliverable, or if the participant cannot be reached at an e-mail or physical address that was provided with participant's Entry, the participant will be disqualified.

8. **Miscellaneous.** The Contest and all accompanying materials are copyright 2018 by Company. PREMIER is a registered trademark of Company. Participants agree to be bound by these official rules. Company reserves the right to modify these rules or cancel the Contest at any time in its sole discretion.

9. **Winner List and Official Rules.** To obtain the name of the Prize winners or an additional copy of these rules, mail a request (along with a self-addressed, stamped envelope) to Premier Dental Products Company, [1710 Romano Drive, Plymouth Meeting, PA 19462](#). Reference **Premier®/ ADHA 'What Inspires You?' Contest**

The name that I have entered is my real name. My acts and statements contained in the recordings will not violate any right of any other person, company, or entity. I certify that I am at least 18 years old.

I release The American Dental Hygienists' Association and Premier Dental from any claim I might have against it because of the use of my Likeness, Recordings and the Materials, including, but are not limited to, any claim based on defamation, rights of publicity or invasion of privacy. I hereby grant this permission and agree to the terms and conditions set forth and confirm that no further consents or permissions are required by The American Dental Hygienists' Association and Premier Dental in order to use my Likeness, Recordings or the Materials.

I have read and understand this release. I acknowledge and agree that by selecting the "I Agree" button I consent to the term and conditions of this Release.