

CONTEST RULES

The contest rules are available on the survey's website. Those who do not have access to the online survey and who wish to consult the rules may inquire in-store.

How to enter

Click on the link you received in the email invitation to complete the survey by email. Fill out the survey and the electronic entry form to subscribe to the contest for one (1) chance to win one of the prizes offered. Limit of one entry per person, per week. Any entry above this limit will be rejected.

No purchase necessary. Candidates may still participate in the contest by submitting a 50-word essay by mail or email, describing their best shopping experience at the SAQ. The text must be accompanied by the participant's contact information and sent to the following address:

SAQ Satisfaction Survey
AD HOC RESEARCH Inc.
400, de Maisonneuve Blvd W., Suite 1200
Montreal (Quebec) H3A 1L4

Candidates who wish to submit their essay by email must send it to the following address: SAQSatisfaction@adhoc-opinion.com. Each essay sent in corresponds to one chance to win. Limit of one entry per person, per week. Any incomplete entry or entry numbering above this limit will be rejected. Participants who require additional information on the contest may call the SAQ customer service at 1 866-873-2020.

Prize

Prize description:

- One (1) monthly draw for a prize of 500,000 SAQ Inspire¹ points (value of \$500) (\$500 X 12 months as per contest dates outlined in the table below);
- Two (2) draws for a prize of 1,000,000 SAQ Inspire¹ points (value of \$1,000 each) (\$1000 X 2 among all eligible entries received between March 28th, 2021 and March 26th, 2022).

Total prize value: \$8,000.

¹ The winner must be a member of the SAQ Inspire program and must provide his/her card number in order for the points to be deposited.

Contest Period and Closing Date

The contest will take place from **March 28th 2021 until March 26th 2022**. Completion dates and draw dates are outlined below.

Winner Selection

Each completed questionnaire is identified by a unique number automatically recorded in a computerized file. The draw will be carried out with the aid of random number generating software. The odds of being selected will depend upon the number of eligible entries received. Winners will not have to answer a skill-testing question to receive their prize and will be notified by phone or email. Their names will be announced on www.saq.com and their prize (Inspire points) will be deposited on their Inspire card within 10 days of receiving the signed Winner's Declaration form.

Eligibility

To enter the draw, participants must be residents of Quebec or any other province, must have reached the age of majority and not be an employee, or domiciled with an employee, of the SAQ or any of its subsidiaries or its advertising or promotional agencies. The contest is subject to all applicable Federal, Provincial and Municipal laws. In Quebec, any litigation in respect to the conduct or organization of a sweepstake may be submitted to the *Régie des alcools, des courses et des jeux* for ruling. Any dispute as to the awarding of a prize may only be submitted to the *Régie* for the purpose of assisting parties settle the issue.

Draw Dates and Completion Eligibility Dates

In total, 14 prizes will be drawn amongst all eligible entries for both monthly and six-monthly draws. All draws will take place at the offices of *Ad Hoc Research* at noon (400, de Maisonneuve Blvd. W., Suite 1200, Montreal).

Here are the draw dates and corresponding eligible survey completion dates:

Survey completion date	Monthly draw for a prize of 500,000 Inspire points (value \$500 each)	Six-monthly draw for a prize of 1,000,000 Inspire points (value \$1,000 each) (2 draws per year)
March 28 st to April 30 th , 2021	May 5 th , 2021	October 4 th , 2021
May 1 st to 31 st , 2021	June 4 th , 2021	
June 1 st to 30 th , 2021	July 5 th , 2021	
July 1 st to 31 st , 2021	August 4 th , 2021	
August 1 st to 31 st , 2021	September 3 rd , 2021	
September 1 st to 30 th , 2021	October 4 th , 2021	
October 1 st to 31 st , 2021	November 5 th , 2021	April 4 th , 2022
November 1 st to 30 th , 2021	December 3 rd , 2021	
December 1 st to 31 st , 2021	January 7 th , 2022	
January 1 st to 31 st , 2022	February 4 th , 2022	
February 1 st to 28 th , 2022	March 4 th , 2022	
March 1 st to 26 th , 2022	April 4 th , 2022	

Note: To be eligible for the monthly draw, participants must have completed the questionnaire between 00:01 am on the 1st day of the month and 11:59 pm on the last day of the month.

To be eligible for the biannual draw, respondents must have completed the questionnaire between:

- October 4th, 2021 draw: 12:01 AM on March 28th, 2021 and 11:59 PM on September 30th, 2020.
- April 4th, 2022 draw: 12:01 AM on October 1st, 2021 and 11:59 PM on March 26th, 2022.

Awarding of prize:

To be declared a winner, the selected participant must:

- Be reached by phone or email, at the contest organiser's sole discretion, within ten (10) business days following the draw. If a selected participant cannot be reached or fails to respond within the prescribed period, such participant will lose all rights to the prize and another participant will be selected.
- Sign and return to the contest organizer, within ten (10) business days following reception, an acknowledgment of prize, including a standard compliance statement relating to official contest rules. He must also enter his Inspire card number in order for the points to be deposited. If the participant fails to sign and return the acknowledgment of prize within ten (10) business days following reception, the participant will lose all rights to the prize and another participant will be selected.