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Shake It to Estonia Competition CONDITIONS OF ENTRY

- 1 **Shake It to Estonia** Competition (the "**Competition**") is promoted by Estonian Tourist Board, Enterprise Estonia (the "**Promoter**"), Lasnamäe 2, 11412 Tallinn, Estonia.
- 2 Information on how to enter and prizes form part of these conditions of entry. By entering into this Competition, you agree to be bound by these Conditions of Entry.
- 3 The Competition commences on Wednesday 15 October 2014 at 10:00 Tallinn time and will close at 20:00 Tallinn time on Sunday 30 November 2014 (the "**Competition Period**").
- 4 Entries received other than during the Competition Period will not be valid. We do not accept any responsibility for entries that are lost or delayed for any reason. Submission of an entry will not be proof of receipt and no responsibility will be accepted for entries that we do not receive. Illegible or incomplete entries will be disqualified.
- 5 Competition entry is open to residents of any country in the *European Union (EU)*, the *European Economic Area (EEA)* or *Switzerland* ("**Europe**"), regardless of nationality, provided they are aged 18 or over only ("**Eligible Entrants**"), and are not directors, management, and/or employees (or the immediate families thereof) of EEL or Enterprise Estonia, or any of their related group companies.
- 6 To enter the Competition, Eligible Entrants must:
 - ✓ Follow Instagram page "VisitEstonia" (user name: @visitestonia); and act as follows:
 - ✓ Make a 15-second long Instagram video of your "Best shake";
 - ✓ Post the video on your Instagram account, using a hashtag #shakeittoestonia;
 - ✓ In your video posting, tag 2 (two) of your friends and Visitestonia account (@visitestonia);
 - ✓ Entrants must be able to receive comments on their Instagram account (or be tagged).
 - ✓ Your account must be public.
- 7 During the Competition Period "Best videos" will be selected by the Promoter (as judged by a panel of representatives from the Promoter) and posted to Promoters Facebook (www.facebook.com/visitestonia) and/or Instagram page (@visitestonia). Minimum of 7 (seven) videos will be chosen. This does not mean or/nor does it guarantee winning the Competition. After the end of Competition Period the Promoter will



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compose and post to Promoters Facebook (www.facebook.com/visitestonia) and/or Instagram page (@visitestonia) compilation of “Best videos” previously chosen and posted. This does not mean or/nor does it guarantee winning the Competition.

- 8 Only Eligible Entrants (as defined in clause 5) can win the Prize. One winner (the “**Winner**”) will be selected by the Promoters panel of judges on Wednesday, 3 December at 14:00 Tallinn time (the “**Prize Draw Date**”) from entries received from Eligible Entrants during the Promotion Period. Promoter’s decision is final and no correspondence will be entered into.
- 9 The Winner of the Competition as determined by clause 8 (the “**Winner**”) will receive a trip To Estonia for the Winner and his/hers 2 (two) guests. The Winner will be entitled to nominate 2 (two) guests who will travel with him/her to Estonia. Such guests may be the persons tagged by him/her in his/hers Entry (if such persons agrees), or another person’s nominated by the Winner. The Winner and his/hers 2 (two) guests will receive trip to Estonia (the “**Prize**”), including:
 - (a) Return economy class flights for the Winner and his/hers guests (maximum of 2 additional persons) from the Winner’s nearest major international airport in Europe (the “**Departure Airport**”) to Tallinn, Estonia (the “**Arrival Airport**”) and return, with carrier chosen by Enterprise Estonia (or train/bus travel in lieu thereof in the case of the Winner residing in Estonia or a neighbouring country), between 15 January 2015 and 31 May 2015 (dates and times to be agreed between the Winner and Enterprise Estonia no later than 6 weeks before preferred travel departure date), valued at a maximum of €3,000;
 - (b) Accommodation for the Winner and his/hers 2 (two) guests for three (3) nights at a 4*-star hotel located in Tallinn in a single-occupancy rooms (double-occupancy room may be chosen for 2 persons, if desired). Hotel to be determined by the Promoter in its absolute discretion between the dates agreed by Enterprise Estonia for the flights described in clause 9(a) (the “**Hotel**”), valued at a total sum of maximum of €900 (€ 100 / night / person);
 - (c) Return transfers (arrival + departure) between Tallinn Airport (or bus/train station) and the Hotel, valued at a total sum of maximum of €50;
 - (d) One three-course dinner at one of the restaurants in Tallinn (restaurant to be determined by the Promoter in its absolute discretion), where representative of the Promoter will join the Winner and his/hers 2 (two) guests. Three-course dinner is valued at a total sum of maximum of €100;
 - (e) Two randomly selected activities from “Shake it To Estonia” app activities in Tallinn for the Winner and two guests of the



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Winner. Activities will be selected by the Promoter and confirmed with the Winner;

(f) By prior agreement it may be possible to switch one night in Tallinn for one night in one of the other major cities in Estonia with the agreement from the Promoter (dates and location to be agreed between the Winner and Enterprise Estonia no later than 6 weeks before preferred travel departure date). In that case other additional costs, such as transportation to the city and back to Tallinn will be the responsibility of the Winner.

- 10 Unless expressly stated in clause 9, all costs and expenses associated with taking the Prize become the responsibility of the Winner, including costs associated with passports, visa applications or vaccinations, transport to/from Winner's departure and/or return point to/from the Departure Airport; travel insurance, transport in Estonia other than from the Arrival Airport to the Hotel and return, meals, beverages, service charges, spending money, any sightseeing activities or excursions, taxes and surcharges on the Prize or any element thereof, (other than departure/arrival taxes, fuel surcharges, and any other applicable taxes related to the Flights, applicable accommodation taxes on the Hotel stay, and VAT on the Flights and the Hotel stay, if any), any other costs of a personal, ancillary or related nature not expressly stated in these conditions of entry. All such costs and expenses are the responsibility of the Winner.
- 11 Estonian Tourist Board, Enterprise Estonia will use its reasonable endeavours to notify the Winner by email within 1 (one) business day of the close of the Prize Draw Date by public message (the Winner will be tagged in public @visitestonia post) to the Winner's Instagram account (if no other contact information is available). The Winner must confirm receipt of such notification within 5 (five) business days of the notification and may be asked to provide proof/confirmation of their details, including their age. If the Winner does not respond as described Estonian Tourist Board, Enterprise Estonia reserves the right to disqualify them, and award the prize to the next correct entry based on the criteria stated above.
- 12 The Prize must be taken as stated and no compensation will be payable if a winner is unable to use the prize as stated. The Prize is not exchangeable or redeemable for cash or other goods or services. The Prize cannot be transferred to any other person, unless agreed to by Estonian Tourist Board, Enterprise Estonia in advance. If the Prize is not used as stated it will be forfeited. A Prize will not be awarded to a person who, for any reason, would not be allowed by law to purchase or use the Prize, where the supply to that person would be unlawful or where an entrant or entry is in breach of these Terms and Conditions.
- 13 Estonian Tourist Board, Enterprise Estonia, its related group companies, and its officers, employees and agents will not be liable for any loss,



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damage or personal injury whatsoever (including but not limited to direct, indirect and consequential loss) suffered or sustained in connection with this Competition, the advertising of this Competition or the use of the Prize, except for any liability which cannot be excluded by law.

- 14 Subject to any applicable law Estonian Tourist Board, Enterprise Estonia reserves the right to suspend, cancel, terminate, amend, vary or modify this Competition or any part of it at any time.
- 15 Estonian Tourist Board, Enterprise Estonia reserves the right at its absolute discretion to disqualify entries which it considers do not comply with these terms and conditions, or any entrant who it reasonably believes has interfered with, or unfairly benefited from interference with, the fair running of this Competition and/or its results. Estonian Tourist Board, Enterprise Estonia shall also have the right to undertake all such action as is reasonable to protect itself against fraudulent or invalid claims including, without limitation, to require further verification as to the identity, age and other relevant details of an entrant.
- 16 Estonian Tourist Board, Enterprise Estonia will not be liable for any act, omission, event or circumstance (including without limitation any interruption to this Competition or any technical failure or malfunction associated with it) which occurs due to force majeure or any other factor beyond the reasonable control of Promoter.
- 17 Estonian Tourist Board, Enterprise Estonia collects personal information and data (**information**) from **Entrants** so that Entrants can participate in this Competition. Except as set out in clause 17, all personal information provided by Entrants will only be used and disclosed for the purposes of running this competition. All personal information will be held on the computers and manual records of Estonian Tourist Board, Enterprise Estonia.
- 18 Entry details remain the property of Estonian Tourist Board, Enterprise Estonia. Estonian Tourist Board, Enterprise Estonia may use Eligible Entrants' entries, names, cities of residence, and any images of the Eligible Entrants (including photographs and film footage of the Winner enjoying the Prize) to promote, market and publicise this Competition and any other Estonian Tourist Board, Enterprise Estonia events, series, products, services or promotions, without further notice or compensation to the Eligible Entrant.
- 19 Prize for this Competition will be supplied by Ettevõtlike Arendamise Sihtasutus (trading as "Enterprise Estonia") of Lasnamäe 2, 11412 Tallinn, Estonia, a foundation Registered in Estonia under company registration number 90006006 and VAT/tax authority number EE100750195 ("**Enterprise Estonia**").

This Competition is governed by the laws of Estonia. Any dispute arising under these terms of use shall be subject to the exclusive jurisdiction of the Estonian courts in Estonia.



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Corporate Contacts for this Competition:

Enterprise Estonia:

Ettevõtluse Arendamise Sihtasutus
Lasnamäe 2, 11412 Tallinn, Estonia

Contacts:

Ms Shardee REBAS, Digital Marketing Executive | Email: shardee.rebas@eas.ee

Ms Aleksandra SÕSUN, Market Manager | Email: Aleksandra.Sosun@eas.ee