

1. Introduction

This **#QuantifiedFarm Conference** contest (the “**Contest**”) is sponsored by Decisive Farming (“**DF**”). This document constitutes the official rules of the Contest (the “**Rules**”) and the Rules exclusively govern all aspects of the Contest. Entry of a participant in this Contest constitutes that participant’s irrevocable acceptance of and agreement to be bound by all Rules of the Contest.

2. Timing of Contest

The Contest begins at **9:00 am Mountain Time on November 15, 2019** and ends on **November 21, 2019 at 5:00 pm Mountain Time** (the “**Contest Period**”).

DF reserves the right, in its sole discretion, to adjust any of the dates, timeframes and/or other mechanics stipulated in these Rules, to the extent deemed necessary by DF, for purposes of verifying compliance by any Eligible Participant (as defined below) or other information with these Rules, or as a result of any problems, or in light of any other circumstances which, in the opinion of DF, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules, or for any other reason.

3. Eligibility to Enter

The Contest is only open to Western Canadian growers who meet **all** of the following criteria:

- a. are legal residents of Alberta, Manitoba or Saskatchewan;
- b. have reached the legal age of majority in their province of residence;
- c. are recognized by DF as Growers or employees of Growers (as defined below);
- d. meet all other

requirements set out in the

Rules. A “**Grower**” is:

- a. an individual actively engaged in producing a crop on land in Alberta, Manitoba or Saskatchewan owned by or leased to such individual for that purpose; or
- b. a corporation actively engaged in producing a crop on land in Alberta, Manitoba or Saskatchewan owned by or leased to such corporation for that purpose; or
- c. a partnership (a “**Partnership**”) where the Partnership is a demonstrably distinct farming operation in Alberta, Manitoba or Saskatchewan:
 - i. comprised of only those members of the Partnership (“**Partners**”) engaged in producing a crop on land, or with assets or equipment, that is owned by the Partnership or contributed by the Partners; and
 - ii. distributes all or a portion of revenue, if any, from

such crop among Partners. (“**Eligible Participants**” or

each an “**Eligible Participant**”).

Employees of DF and members of their respective households (individuals with whom they reside in the normal and customary course of their residency) are not eligible to enter the Contest.

4. How to Enter

No purchase of DF products is necessary to enter the Contest. A purchase of DF products will not increase an Eligible Participant’s chance of winning. Chances of winning cannot be determined by DF prior to the end of the Contest Period and will be dependent on the number of Eligible Participants participating in the Contest and the number of Entries (as defined below) received.

During the Contest Period, Eligible Participants may enter the Contest by liking or retweeting the contest social post on Twitter or Facebook.

The Contest is in no way sponsored, endorsed or administered by, or associated with Twitter. Twitter is hereby completely released of all liability by each entrant in this Contest. Any questions, comments or complaints regarding the Contest must be directed to DF and not to Twitter. You may only use one (1) Twitter Account to participate in this Contest.

(“**Entries**” or each an “**Entry**”).

The Eligible Participant shall ensure that their participation in the Contest is conducted in an ethical and professional manner and that all such participation is carried out in accordance with all applicable laws, regulations, guidelines, industry standards and community standards.

5. Prize

Subject to these Rules, the following prize (“**Prize**”) is available to be won:

- a. There is one (1) Grand Prize available to be won consisting of two (2) tickets to the Quantified Farm Conference valued at approximately \$1,050.00 Canadian dollars;
- b. All other expenses are not included (flights, hotel, meals outside of the conference)

The Prize must be accepted as awarded and cannot be substituted, sold, transferred, assigned or redeemed for cash. Notwithstanding the preceding sentence, DF reserves the sole and unfettered right, without any liability, to allow for a transfer of the Prize from a Winner (as defined below).

The Prize will either be:

- i. delivered to the Winner (as defined below) by DF (at DF’s expense) at the location specified by the Winner in writing provided that such location must be in Alberta, Manitoba or Saskatchewan; or
- ii. the Winner shall pick up the Prize at the location specified by DF in writing provided that such location must be in Alberta, Manitoba or Saskatchewan.

The decision of whether the Prize will be delivered by DF or picked up by the Winner as described above will be determined by DF and communicated to the Winner at the time the Winner is selected.

Without limiting anything contained in these Rules, the Winner (as defined below) agrees to comply with the following conditions at all times with respect to the Prize:

- a. all ownership of the Prize rests with the Winner once the Winner has claimed the Prize from the specified location;

6. Winner Selection

Grand Prize: A random draw to select a Winner from the total number of Eligible Participant Entries duly received by DF during the Contest Period will be conducted on November 22, 2019 at 3:00 PM Mountain Time in Calgary, Alberta.

Winner shall be notified by telephone, email, regular mail or via Twitter on November 22, 2019. If the Winner does not respond to the notification and otherwise comply with all other Rules, the Selected Entrant will not be declared a Winner nor receive the applicable Prize and DF shall draw for another Selected Entrant.