

"I Do Fashion Week" RETAILER GIVEAWAY TERMS AND CONDITIONS (T&C)

By entering the "I Do Fashion Week" RETAILER GIVEAWAY you agree to be bound by the following T&C:

Promoter: Essense of Australia, Inc., 15500 W. 113th St. Suite 300, Lenexa, Kansas 66219, USA. The "I Do Fashion Week" RETAILER GIVEAWAY is in no way sponsored, endorsed or administered by, or associated with Instagram.

Entry Period: 12:01 AM CST on February 29, 2024 to 11:59 PM CST on March 8, 2024

Social Media Platform: Instagram only

Eligibility:

- Any retailer/bridal boutique that is a wholesale customer for one of the three participating brands of the Promoter (being Essense of Australia, Martina Liana, and Stella York) and who is confirmed to attend either the Promoter's US event in Charleston, SC between March 3-6, 2024 or the UK event in Birmingham, England between March 3-5, 2024.
- Entries must be shared on the retailer/bridal boutique's public Instagram account. Personal Instagram accounts are not eligible
- Content must be shared on a retailer/bridal boutique's main Instagram feed. Instagram Live or Instagram Story posts are not eligible.
- No purchase necessary. Winners will not be required to pay to enter the "I Do Fashion Week" RETAILER GIVEAWAY.
- Employees of the Promoter or affiliated and related companies are not eligible to enter.

How to enter:

1. SHARE:

Post original #IDoFashionWeek content, tag @essenseofaustralia, @martinalianabridal, or @missstellayork, and add #IDoFashionWeek in your post.

Prizes:

- Grace & Goddess Accessories and Self-Care Prize Package valued at over \$9,000 USD. Prize includes: a Grace & Goddess Accessories pack (estimated

retail value \$8,100 USD) and self-care products from Vitruvi, Grace & Stella, Supergoop, Patchology, and Voluspa (estimated retail value of \$1,034 USD).

Legal Limitations:

- Winner will be selected at random by the Promoter from all entrants by March 12, 2024 and they will be notified on or after this date by their Sales Representative.
- Retailers must tag at least one of the following brands: i) Essense of Australia, ii) Martina Liana, or iii) Stella York, and include #IDoFashionWeek hashtag in their post(s).
- Prizes are non-negotiable, not transferable or redeemable for cash.
- No substitution is permitted unless already communicated by the Promoter.
- Posts must be public and on retailer's/bridal boutique's dedicated Instagram account. Personal Instagram accounts are not eligible.
- The Promoter will not be held liable if a named prize becomes unavailable or cannot be fulfilled. The Promoter reserves the right to substitute that prize for a prize of equal or higher value.
- The Promoter's decision is final. No correspondence will be entered into.

Privacy:

The Promoter may be collecting personal data from the entrants and potential winners in order to confirm their eligibility. It will treat such data in accordance with the privacy policy located at <https://www.essensedesigns.com/privacy-policy/>. In addition, the Promoter may use and share an entrant's personal data with third parties solely to the extent necessary to fulfill its obligation to administer and sponsor the "I Do Fashion Week" RETAILER GIVEAWAY. All information provided is being provided solely to the Promoter.