

2026 Spruce Meadows International Christmas Market

\$500 Shopping Spree Contest — Official Rules and Regulations

1. Contest Sponsor

The **2026 Spruce Meadows International Christmas Market \$500 Shopping Spree Contest** (the “Contest”) is sponsored by **Spruce Meadows Ltd.** (the “Sponsor”).

2. Contest Period

The Contest begins **September 24, 2026** and concludes with the final prize draw on **December 2, 2026**.

There are **two (2) prize draws** during the Contest:

Prize Draw	Eligible Friday Market Dates
November 10, 2026	November 13, November 20, 2026
November 25, 2026	November 27 and December 4, 2026

3. Eligibility

The Contest is open to **legal residents of Alberta, Canada, who are 18 years of age or older** at the time of entry.

Employees, representatives, agents and immediate family members of Spruce Meadows Ltd., its affiliates, sponsors, advertising and promotional agencies, and any other parties directly involved in the administration of the Contest are not eligible to enter.

4. How to Enter — Ticket Purchase

Eligible participants may enter the Contest by purchasing tickets to any of the four designated Friday evenings of the **2026 Spruce Meadows International Christmas Market**.

The following ticket types are eligible for entry:

- **General Admission (GA) tickets**
- **Senior tickets**
- **Adult-Only Evening Shopping tickets (18+)**

The four eligible Friday Market dates are:

- **Friday, November 13, 2026**
- **Friday, November 20, 2026**
- **Friday, November 27, 2026**

- **Friday, December 4, 2026**

Each eligible ticket purchased constitutes one (1) entry into the prize draw associated with that ticket's Friday date.

The Contest includes two prize draws:

First Draw — November 10, 2026

Eligible entries include tickets purchased for:

- Friday, November 13, 2026
- Friday, November 20, 2026

Second Draw — November 25, 2026

Eligible entries include tickets purchased for:

- Friday, November 27, 2026
- Friday, December 4, 2026

For example, if an eligible participant purchases four (4) eligible tickets for Friday, November 13, they will receive **four (4) entries into the November 10 draw.**

If an eligible participant purchases four (4) eligible tickets for Friday, November 27, they will receive **four (4) entries into the November 25 draw.**

Entries are based on the **number of eligible tickets purchased**, not the number of transactions or orders.

There is no limit to the number of eligible tickets an entrant may purchase or the number of entries they may receive, subject to ticket availability.

Tickets purchased for November 13 or November 20 are eligible only for the November 10 draw. Tickets purchased for November 27 or December 4 are eligible only for the November 25 draw.

5. No Purchase Necessary — Alternate Method of Entry

No purchase is necessary to enter or win the Contest.

Eligible participants may enter without purchasing tickets by sending an email to:

exhibits.programs@sprucemeadows.com

The email must include:

- Full name
- Telephone number
- Email address

- Which of the Fridays of the 2026 International Christmas Market they would pick up the prize at (this date will determine the draw which the entry is entered into)
- A written response of **100 words or more explaining why the entrant should win**

The email must be received by the applicable draw deadline (based on the Friday they indicate they want to attend the market) to qualify for that draw.

The written response is **solely an alternate method of entry and will not be judged, scored or evaluated.**

All eligible alternate entries will be included in the **same random draw** as eligible ticket-purchase entries for the applicable Friday prize.

An entrant may submit an alternate entry for each applicable Friday draw, provided all entry requirements are met.

6. Prize

There are **two (2) prizes** available to be won.

Each prize consists of a **\$500 shopping spree to the 2026 Spruce Meadows International Christmas Market**, awarded in the form of a **Visa Gift Card**.

The total approximate retail value of all prizes is **\$1,000 CAD**.

One winner will be selected for each of the two prize draws.

The prize must be used in accordance with any applicable terms and conditions established by the Sponsor, including any applicable restrictions on where or when the shopping spree may be redeemed.

The prize is non-transferable and has no cash value. The prize may not be exchanged for cash or substituted, except at the Sponsor's sole discretion.

7. Prize Draws

One (1) eligible winner will be selected at random for each of the two prize draws from **all eligible entries received through both the ticket-purchase entry method and the no-purchase alternate entry method** for the applicable draw.

The random draws will take place on:

- **November 10, 2026** — first \$500 prize draw. Eligible entries include entries associated with eligible tickets purchased for **Friday, November 13 and Friday, November 20**, as well as eligible alternate entries received for the first draw.
- **November 25, 2026** — second \$500 prize draw. Eligible entries include entries associated with eligible tickets purchased for **Friday, November 27 and Friday, December 4**, as well as eligible alternate entries received for the second draw.

Entries are not carried forward from one draw to the other. An entry eligible for the November 10 draw is not eligible for the November 25 draw, and an entry eligible for the November 25 draw is not eligible for the November 10 draw.

An entrant selected as the winner of the November 10 draw will **not be eligible to win the November 25 draw.**

The odds of being selected depend on the number of eligible entries received for the applicable draw.

8. Contacting the Selected Entrant

The selected entrant will be contacted using the email address or telephone number provided at the time of entry.

The selected entrant must respond within **24 hours** of being contacted.

If the selected entrant cannot be contacted within the specified period, does not respond, is found to be ineligible, does not comply with these Official Rules and Regulations, or declines the prize, the Sponsor reserves the right to select another eligible entrant by random draw.

9. Skill-Testing Question

Before being declared the winner, each selected entrant must correctly answer a mathematical skill-testing question without assistance.

The Sponsor may also require the selected entrant to provide proof of eligibility, including proof of Alberta residency and age.

10. Acceptance of Prize

By accepting the prize, each winner agrees to comply with all applicable rules, terms and conditions associated with the use of the \$500 shopping spree.

The winner acknowledges that the Sponsor is not responsible for any costs or expenses incurred by the winner beyond the stated prize.

Any applicable taxes, fees or expenses not specifically included in the prize description are the responsibility of the winner.

11. Release and Limitation of Liability

By entering the Contest, entrants agree to release and hold harmless Spruce Meadows Ltd., its affiliates, employees, representatives, agents, sponsors, advertising and promotional agencies, and their respective directors, officers and employees from any liability arising from or relating to participation in the Contest or acceptance, use or misuse of any prize, except where prohibited or limited by law.

The Sponsor is not responsible for lost, late, incomplete, illegible, misdirected or technically deficient entries, or for any technical failure, interruption, communication failure or other circumstance that may prevent an entry from being received or processed.

12. Publicity

By participating in the Contest, each winner agrees that the Sponsor may use their name, photograph, likeness and/or statement regarding the Contest or prize for the purpose of announcing the winner and promoting the Spruce Meadows International Christmas Market and related activities, without additional compensation, except where prohibited by law.

13. Privacy

Personal information collected through the Contest will be used for the purposes of administering the Contest, contacting selected entrants and fulfilling the prizes, and will otherwise be handled in accordance with the Sponsor's applicable privacy practices.

14. General Conditions

By entering the Contest, entrants acknowledge that they have read, understood and agreed to be bound by these Official Rules and Regulations.

The decisions of the Sponsor with respect to all matters relating to the Contest are final and binding, subject to applicable law.

The Sponsor reserves the right, subject to applicable law, to cancel, suspend, modify or amend the Contest or these Official Rules and Regulations if circumstances beyond its reasonable control affect the proper administration of the Contest.

The Sponsor reserves the right to disqualify any entrant who violates these Official Rules and Regulations, attempts to interfere with the administration of the Contest, or engages in any fraudulent, deceptive or inappropriate conduct.

15. Social Media Disclaimer

This Contest is in no way sponsored, endorsed, administered by or associated with **Facebook, Instagram, TikTok or any other social media platform** through which the Contest may be promoted.

16. No Purchase Necessary Statement

NO PURCHASE NECESSARY. Open to legal residents of Alberta who are 18 years of age or older. See the Official Contest Rules and Regulations for alternate entry details, eligibility requirements, prize information, draw dates and complete Contest terms.