



**CHEESE IMPORTERS**  
ASSOCIATION OF AMERICA

204 E Street, NE  
Washington, DC 20002  
Phone: 202-547-0899  
Fax: 202-547-6348  
[www.theciaa.org](http://www.theciaa.org)

## SIAL Retailer Application

The CIAA is offering U.S. based retailers of cheese the opportunity to apply for a drawing for an educational trip\* to Paris, France to attend SIAL from October 20-24, 2012. Ten participants will be chosen in a random drawing. In order to qualify for the SIAL Trip, you must be the dairy category manager, cheese buyer or deli buyer for a retailer with at least 20 retail establishments **OR** that purchased at least 500,000 lbs. of wholesale cheese last year and be a legal U.S. resident at least 21 years old.

By submitting your information below, you are stating that you are eligible to apply for the trip, have authority from your company to participate and you agree to the Official Rules for the CIAA Sponsored Retailer SIAL Paris Educational Trip. Both a trip brochure and the Official Rules may be found at: [www.theciaa.org](http://www.theciaa.org).

To apply use the form below.

**Applications must be received by July 30, 2012 for consideration.**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_

Cell: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_

Applicants must specify which of the following criteria they fulfill in order to be eligible for the lottery drawing:

Number of Retail Stores (no less than 20): \_\_\_\_\_ **OR**

Number of pounds of cheese sold per year (no less than 500,000 LBS): \_\_\_\_\_

By Signing below you are certifying that you agree to abide by the Official Rules for the CIAA Sponsored Retailer SIAL Paris Educational Trip. Also, if chosen, you have the permission of your employer to participate and you will provide such information as may be necessary to verify your eligibility.

Signature: \_\_\_\_\_

\* The Cheese Importers Association of America (CIAA) will hold a random lottery drawing for retail applicants for a trip to SIAL. In order to apply for the lottery, retailers must meet eligibility requirements as outlined above. The lottery drawing will be held in August 2012, and applicants selected by lottery will be notified by email and provided with further details; applicants not selected will likewise be notified via email. The CIAA will cover trip expenses up to \$6,500.00, but trip participants will have to pay for expenses in excess of that amount. The CIAA reserves the right to limit the number of winners from each company.

**CHEESE IMPORTERS ASSOCIATION OF AMERICA  
SPONSORED RETAILER SIAL PARIS EDUCATIONAL TRIP  
OFFICIAL SELECTION RULES**

Void outside the 50 United States and the District of Columbia, and where prohibited. Do not enter unless you meet all of the eligibility criteria. By participating, you agree to be bound by these Official Rules and the decisions of the Cheese Importers Association of America (CIAA), which are binding and final in all matters relating to selection of retailers for the CIAA Sponsored Retailer SIAL Paris Educational Trip.

**NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASING PRODUCT FROM A MEMBER OF CIAA WILL NOT INCREASE YOUR CHANCES OF WINNING.**

Applications for CIAA Sponsored Retailer SIAL Paris Educational Trip begins at 12:01 a.m. Eastern Daylight Time ("EDT") on 05/15/12 and ends at 11:59 p.m. EDT on 7/30/12 ("Application Period").

**SPONSOR:** Cheese Importers Association of America, 204 E Street, NE, Washington, DC 20002.

**PURPOSE:** CIAA is sponsoring an educational trip for ten (10) retail cheese buyers to attend the SIAL Paris Food Show October 20-24, 2012 for the purpose of educating retail cheese buyers about the variety, quality, and marketing opportunities of fine cheeses from throughout the world and promoting effective retailing of cheeses.

**HOW TO ENTER:** During the Application Period, visit [www.theciaa.org](http://www.theciaa.org) and follow the instructions provided to submit a completed SIAL Retailer Application to receive one (1) application. There is no cost to apply. Applicants are limited to one application. Applications may be submitted by mail to Cheese Importers Association of America, 204 E Street, NE, Washington, DC 20002 or fax to 202-547-6348. CIAA will send an e-mail to each applicant to confirm receipt of their application. All applications must be submitted by 11:59 p.m. EDT on 7/30/12 to be eligible. All applications become the property of Sponsor and will not be returned.

**LIMIT:** One (1) application per person and per email address. Any person filing multiple applications may be disqualified, at the discretion of the CIAA. Entries received from any person or email address in

excess of the stated limitation will be void. You may only use one email address to apply for the CIAA Sponsored Retailer SIAL Paris Educational Trip.

**ELIGIBILITY:** The CIAA Sponsored Retailer SIAL Paris Educational Trip application is open to persons who meet all of the following eligibility criteria:

1. Dairy category manager, cheese buyer, or deli buyer of a food retail business that has 20 or more retail establishments or which purchased at least 500,000 lbs of wholesale cheese between 1/1/11 and 12/30/11.
2. Applicant has permission of his/her food retailer employer to fully participate in the trip, if chosen.
3. Legal residents of the 50 United States and the District of Columbia; and
4. 21 years of age or older.

Employees of Sponsor, and any other organizations affiliated with the sponsorship, fulfillment, administration, trip support, advertisement, or promotion of the CIAA Sponsored Retailer SIAL Paris Educational Trip and each of their respective parents, agents, affiliates, subsidiaries, and advertising and promotion agencies, and members of their immediate families (regardless of where they reside) or household members, whether or not related, are not eligible to enter or win. "Immediate family members" shall mean spouses, parents, step-parents, children, step-children, siblings, step-siblings, and their respective spouses. "Household members" shall mean people who share the same residence at least three (3) months a year.

**WINNER SELECTION DRAWING:** On or about 8/6/12, Sponsor will conduct a random drawing from among all eligible applicants received to select ten (10) potential winners and four (4) alternates. Sponsor may, in its sole discretion, decline to select as potential winners more than one employee of a food retailer. In the event that more than one potential winner employed by a particular retailer is drawn, Sponsor, in its sole discretion, may determine which employee of the retailer will be deemed the potential winner. Odds of winning depend upon the number of eligible entries received.

**WINNER NOTIFICATION:** Potential winners will be notified via email, phone and/or mail and will be required to complete and return an Affidavit of Eligibility, IRS W9 form, and Release of Liability/Publicity within ten (10) days of date of notification. Also, potential winners will be required to provide such information as may

be necessary to verify their eligibility. If such documents are not returned within the specified time period, potential winner notification is returned as undeliverable, Sponsor is unable to contact potential winner or potential winner is not in compliance with these Official Rules, winner status will be forfeited and, at Sponsor's discretion, an alternate winner selected. Sponsor, in its sole discretion, will make final selection of winners.

**CIAA SPONSORED RETAILER SIAL PARIS EDUCATIONAL TRIP:**

An educational trip for one (1) to Paris, France, including roundtrip air transportation for one (1) from Newark, New Jersey or, in the Sponsor's sole discretion, another major U.S. gateway airport to Paris, France; four (4) nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, single occupancy); and ground transportation, meals, educational seminar and meetings, luggage fees, gratuities and other incidental expenses, total ARV of educational trip package is \$6,500.

Travel must be made through Sponsor's agent, on a carrier of Sponsor's choice. Certain blackout dates and travel restrictions may apply. Travel is subject to availability. All trip details are at Sponsor's sole discretion. Winner may upgrade or change itinerary with Sponsor's prior approval.

The trip is awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. Winner may not substitute, assign or transfer rights to the trip. Sponsor reserves the right, at its sole discretion, to modify the trip or provide substitution therefore. Winner is responsible for all applicable federal, state and local taxes, if any, as well as any other costs and expenses associated with trip acceptance and use not specified herein as being provided. □□

**PRIVACY:** Registration at [www.theciaa.org](http://www.theciaa.org) is required to apply for the CIAA Sponsored Retailer SIAL Paris Educational Trip. When you register, we collect personally identifying information about you, including your name, complete mailing address, and email address. By entering and providing the required registration information, you acknowledge that Sponsor may send you information. Your email address will not be sold or rented to third parties. IF YOU DO NOT WISH TO SHARE YOUR INFORMATION, PLEASE DO NOT ENTER THE CIAA SPONSORED RETAILER SIAL PARIS EDUCATIONAL TRIP SELECTION PROCESS.

**ARBITRATION:** Except where prohibited by law, as a condition of participating in this Selection Process, participant agrees that: (1) any and all disputes, claims, and causes of action arising out of or connected with this Selection Process, or any participation in the SIAL

Paris Education Trip, shall be resolved individually, without resort to any form of class action; and exclusively by final and binding arbitration under the rules of the American Arbitration Association and held at a AAA regional office in New York, NY; (2) the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration; and (3) judgment upon such arbitration award may be entered in any court having jurisdiction. Under no circumstances will participant be permitted to obtain awards for, and participant hereby waives all rights to claim punitive, incidental or consequential damages including attorney's fees or any other damages, other than for participant's actual out-of-pocket expenses (i.e., costs associated with participating in the CIAA Sponsored Retailer SIAL Paris Educational Trip Selection Process), and participant further waives all rights to have damages multiplied or increased.

**RELEASES:** By participating in the CIAA Sponsored Retailer SIAL Paris Educational Trip Selection Process, applicant agrees to release Sponsor, and any other organizations affiliated with the sponsorship, fulfillment, administration, educational trip support, advertisement or promotion of the CIAA Sponsored Retailer SIAL Paris Educational Trip and each of their respective parents, agents, affiliates, subsidiaries, advertising and promotion agencies, and educational trip sponsors, and each of their respective officers, directors, agents, representatives and employees, as well as each of their respective successors, representatives and assigns (collectively, the "Released Parties") from any and all actions, claims, injury, loss or damage arising in any manner, in whole or in part, directly or indirectly, from participation in the CIAA Sponsored Retailer SIAL Paris Educational Trip Selection Process and/or acceptance or use of the CIAA Sponsored Retailer SIAL Paris Educational Trip.

**OTHER:** Released Parties are not responsible for lost, late, incomplete, damaged, inaccurate, stolen, undelivered, garbled or misdirected entries or registrations; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the CIAA Sponsored Retailer SIAL Paris Educational Trip Selection Process, including, without limitation,

errors or difficulties which may occur in connection with the administration of the Selection Process, the processing of entries, the announcement of the trip winners, or in any Selection Process-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking or by any equipment or programming associated with or utilized in the Selection Process. Released Parties are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this Selection Process or downloading materials from or use of the website. Sponsor reserves the right, in its sole discretion to disqualify any person tampering with the application process, the operation of the web site or otherwise in violation of these Official Rules. Sponsor further reserves the right, in its sole discretion, to cancel, terminate or modify this Selection Process if the Selection Process is compromised by virus, technical corruption, non-authorized human intervention, or any other causes which, in the sole discretion of the Sponsor, corrupt or affect the administration, security, fairness, proper play or integrity of the Selection Process. Sponsor reserves the right in its sole discretion to disqualify any individual it believes has tampered with the application process. In the event of cancellation or termination, Sponsor reserves the right to select the winner in a random drawing from among all eligible, non-suspect entries received prior to date of cancellation or termination. In the event of a dispute regarding online application, application will be deemed made by the authorized account holder of the e-mail account associated with the application and he/she must comply with these Official Rules. The authorized account holder is the natural person who is assigned the e-mail address by the Internet Service Provider (ISP), on-line service provider, or other organization responsible for assigning email addresses. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SELECTION PROCESS IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR WILL DISQUALIFY ANY SUCH INDIVIDUAL AND RESERVES THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

Except where prohibited by law, application constitutes permission to use each applicant's name, hometown (city and state), voice, biographical information, likeness, photograph and any statements regarding the CIAA Sponsored Retailer SIAL Paris Educational Trip Selection in all media now known or hereafter discovered, for any purpose, including without limitation, in connection with, and to promote, market or advertise, the CIAA Sponsored SIAL Paris

Educational Trip, in whole or in part, without review, approval, credit or attribution, notification or payment from or to applicant or any person or entity, worldwide, in perpetuity, or on a winner's list, if applicable. The CIAA Sponsored Retailer SIAL Paris Educational Trip is subject to all applicable U. S. federal, state and local laws and regulations. Winners will be issued an IRS 1099-MISC tax form in the amount of the trip retail value as stated herein.

**WINNER'S NAMES:** For the name of the winner, available after 8/30/12, send a separate, self-addressed, stamped envelope to CIAA, 204 E Street, NE, Washington, DC 20002.