

THE "14 DAYS TO WIN" CONTEST FOR TRAVEL AGENTS

OFFICIAL CONTEST RULES AND REGULATIONS

The "14 Days to Win" contest for travel agents (the "**Contest**") is brought to you by Air Canada (the "**Contest Sponsor**"). The Contest starts on September 20, 2016 at 12:01 a.m. EST and closes on October 3, 2016 at 11:59 p.m. EST (hereinafter, the "**Contest Period**").

1. Eligibility

The Contest is open to Canadian residents having attained the legal age of majority in their respective province or territory of residence prior to entering the Contest and who are: (i) permanent full time employees of IATA & TIDS approved travel agencies in good standing with Air Canada; and (ii) who hold a valid IATA Canadian Travel Industry I.D. card (the "Eligible Participants"). Representatives or agents of Air Canada and its subsidiaries and affiliates, media partners, advertising and promotional agencies, and members of the immediate family (parents, children, siblings and spouse, regardless of where they are domiciled) of any of the aforementioned and persons with whom any of the aforementioned are domiciled are not eligible to enter the Contest.

2. How to participate in the Contest

All Eligible Participants who book an Air Canada flight in any fare to any destination (including Star Alliance codeshare partner transatlantic bookings on flights operated by Air Canada) through a GDS, aircanada.com/agents, via the Air Canada Corporate Rewards platform, or through an ac2u connected provider during the Contest Period for departures up to and including December 16, 2016, are eligible to enter (each such booking, hereinafter, an "**Eligible Tickets**"). The purchase of Flight Passes are excluded from qualifying as Eligible Tickets for participation. Eligible Tickets must be issued using 014 ticket stock for flights operated by Air Canada, Air Canada Rouge or under the Air Canada Express banner. Each Eligible Ticket is equal to one entry in the Contest draw. Therefore, the more bookings an Eligible Participant makes during the Contest Period, the more chances of winning they have. In order to enter, Eligible Participants must submit each of their Eligible Tickets at aircanada.com/agents by clicking on the Contest banner and filling out the Contest entry form. Duplicate tickets are not permitted.

3. Prizes

There are a total of twenty five (25) prizes for travel agents (the "Prizes") to be won during the 14 days Contest Period and two (2) Grand Prizes (The "Grand Prizes") to be won by the travel agency. **Total of twenty seven (27) Prizes.**

Twenty five (25) Prizes for travel agents (to be drawn from all Eligible tickets as per the table in section 4 below)

- Air Canada Vacations 4-night vacation for 2 adults to one of the two destinations listed directly here below. The package includes the round trip air transportation in Economy Class on an Air Canada flight and the hotel accommodation, courtesy of Air Canada Vacations. (3 Prizes)
 - The Mirage Hotel in Las Vegas, Nevada (approximate value is CDN \$3639)
 - OR**
 - The Luxury Bahia Principe Sian Ka'an in Cancun, Mexico (approximate value is CDN \$3808)

- \$500 Air Canada Gift cards (value of CDN \$500). (2 Prizes)
- \$250 Visa Gift cards (value of CDN \$250) (10 Prizes)
- \$250 luxury spa Gift cards (value of CDN \$250) (10 Prizes)

The approximate value of the daily prizes is CDN \$17,424.

Two (2) Grand Prizes for the Travel Agency

(To be drawn from all Eligible tickets submitted between September 20th, 2016 and October 3rd, 2016).

- Air Canada Vacations seven (7) consecutive night stay for two adults in a standard room category at the Hyatt Ziva Cancun, by Playa Resorts, Mexico. This package includes round trip transfers and the round trip air transportation in Economy Class on an Air Canada flight. (approximate value is CDN \$5444)
- Air Canada Vacations seven (7) consecutive night stay for two adults in a standard room category at the Hyatt Ziva Rose Hall in Jamaica. This package includes round trip transfers and the round trip air transportation in Economy Class on an Air Canada operated flight. (approximate value is CDN \$5444)

The approximate total value of all Prizes is CDN **\$28,312**. Exact value of the Prizes depends on point of departure and destination as well as time of travel.

Prizes must be accepted as awarded and may not be sold, transferred or converted to cash and will not be refunded if unused. No substitutions, changes or extensions are permitted. Contest Sponsor reserves the right at its sole discretion to substitute each Prize for another prize of equal or greater value.

Additional Terms and Conditions with respect to the two Grand Prizes

- Once issued in the name of the travelers, these tickets are non-refundable, non-transferable, have no cash value.
- Once booked, changes are not permitted.
- Travel must be completed by September 19, 2017.
- Confirmation is subject to availability.
- Blackout dates may apply to your booking. Blackout dates include all major holidays but is not limited to (Christmas, New Years, school break, Reading week and Easter)
- The prize may not be used towards Aeroplan mileage accumulation program.
- Air Canada Vacations reserves the right to substitute the destination or hotel the prize if for any unforeseen circumstances.

Additional Terms and Conditions with respect to the Economy Class ticket Prizes

Eligible flights must be flights operated by Air Canada, Air Canada Rouge or under the Air Canada Express brand. Flights operated by other airlines including Star Alliance® member airlines, codeshare and interline flights are excluded. Flight reservation is subject to availability and blackout dates below. Travel must be completed on or before September 19th, 2017 for the Grand Prizes and on or before November 30th, 2017 for the 4-night vacation to Las Vegas or Cancun. Travel does not qualify for Aeroplan mileage accumulation or for mileage accumulation in any other frequent flyer program. No changes permitted to reservations once date of travel is confirmed and tickets have been issued.

Air transportation Prize winners are responsible for all fuel, insurance, surcharges, taxes, fees and other applicable charges with a credit card at time of booking. Air transportation Prize winners and their travelling companion are responsible for: any and all costs, expenses and taxes not expressly described herein including, without limitation, applicable local air departure taxes, ground transportation, gratuities, merchandise, telephone calls, personal expenses of any nature for overnight layover, meals and beverages, service charges, in-flight meals and entertainment; costs incurred to and from the departure point (as the Prize originates and terminates there), obtaining sufficient personal travel insurance prior to departure, if desired; obtaining and carrying all necessary travel documentation, such as passports and visas and complying with customs immigrations regulations. The use of upgrade certificates is not permitted for flights. Use of the airfare tickets are subject to Air Canada's general conditions of carriage publicly available at www.aircanada.com.

The “14 Days to Win” contest for travel agents will be administered with the federal and provincial tax guidelines. The prize constitutes taxable income, except in limited circumstances. The travel agent is solely responsible for the reporting and payment of any applicable taxes with respect to any prize received under the “14 Days to Win” contest. Air Canada will report the prize amount on a “T4A or such other prescribed tax forms”.

As well, the following blackout dates apply during which flights cannot be booked:

BLACKOUTS FOR LAS VEGAS, NEVADA
20 December 2016 to 10 January 2017 13 April 2017 to 18 April 2017

BLACKOUTS FOR MEXICO & JAMAICA
20 December 2016 to 10 January 2017 25 February 2017 to 18 April 2017

4. Prize Draw

Daily Prizes: A daily random draw from all entries received the previous day from Eligible Participants will be held at 12:00pm at J. Walter Thompson offices located at 160 Bloor St. E., Toronto, Ontario M4W 1B9.

Below are the number of Prizes that will be drawn every day:

<u>Draw Date</u>	<u># of Prizes to be drawn</u>
DAY 1 - September 21, 2016	1
DAY 2 - September 22, 2016	2
DAY 3- September 23, 2016	2
DAY 4 - September 24, 2016	1
DAY 5- September 25, 2016	2
DAY 6- September 26, 2016	2
DAY 7- September 27, 2016	2
DAY 8 - September 28, 2016	2
DAY 9 - September 29, 2016	2
DAY 10 - September 30, 2016	2
DAY 11 - October 1, 2016	1
DAY 12 - October 2, 2016	2
DAY 13 - October 3, 2016	2
DAY 14 - October 4, 2016	2

Grand Prizes: a random draw from all entries received from Eligible Participants during the Contest Period to select each of the two (2) Prize winners will be held at J. Walter Thompson offices located at 160 Bloor St. E., Toronto, Ontario M4W 1B9 on **October 4th, 2016** at 12:00pm. Note, the first Agency drawn will receive the first Grand Prize and the second Agency drawn will receive the second Grand Prize

The odds of winning a Prize will depend upon the total number of entries received from Eligible Participants during the Contest Period.

5. Claiming of Prizes

In order to be declared a winner and be able to claim a Prize, the Eligible Participant selected by random draw will be contacted by e-mail by the Contest Sponsor or one of its agents or representatives, shortly following the draw and must confirm acceptance as a selected Eligible Participant within three (3) calendar days of contact. If the selected Eligible Participant cannot be contacted, another Eligible Participant will be selected by way of random draw. Before being declared a winner, each selected Eligible Participant will be required to answer a time-limited mathematical skill-testing question and sign a release and waiver form confirming, without limitation, that:

- He/she complies with the eligibility requirements;
- he/she has read the Contest rules and regulations and complies completely;
- he/she accepts the Prize as awarded;
- he/she acknowledges the Contest Sponsor's right to publish his/her picture, name and city of residence without compensation other than the Prize offered;
- he/she successfully answers a time-limited mathematical skill-testing question; and
- he/she releases and agrees to hold harmless of all liability the Contest Sponsor, its subsidiaries and affiliates, media partners, advertising, promotional agencies and each of the foregoing entities' directors, officers, employees, contractors and agents.

No correspondence will be undertaken except with the selected Eligible Participants whose Eligible Entry was draw. Once an Eligible Participant is declared a winner by Contest Sponsor, Contest Sponsor will send the Eligible Participant a letter containing the details on how to redeem the his/her Prize (i.e. reservation of the flights). The Economy Class ticket Prizes will be issued in the form of a promotion code ("Promo Code") which can be used when booking a flight directly on aircanada.com/agents. Selected Eligible Participants will be required to validate their IATA identification details prior to selecting their flights. (The IATA ID card is required to travel in the U.S or to the Caribbean destinations). The promotional code will be valid for the winner and a companion (the name of the companion cannot be changed once the tickets are issued).

Please visit www.myrewardcard.ca for the terms & conditions of the prepaid Visa Gift cards, www.spafinder.ca for the luxury spa Gift cards and www.aircanada.com/en/giftcard for the Air Canada Gift cards.

6. General Terms and Conditions

All entries submitted, and all information provided, by Eligible Participants must be complete and accurate. Contest Sponsor will not be held responsible for any and all telephone or internet interruptions, unclear telephone or e-mail messages and any late/incomplete/erroneously completely Prize claims or release and waiver forms.

All entries are subject to verification by the Contest Sponsor and may be disqualified if they are received outside of the Contest Period, are incomplete, illegible, irregular, photocopied or otherwise reproduced, submitted through illicit means or if they contain any false statements, or do not conform to or satisfy to any condition of these Contest rules and regulations.

By entering the Contest, Eligible Participants agree that the Contest Sponsor reserves the right to publish without compensation the full name, city of residence, and photograph of all winners and Eligible Participants waive all rights with respect to printed, broadcast and other forms of publicity.

Eligible Participants further agree that all entries submitted and their content become the property of the Contest Sponsor and will not be returned.

Eligible Participants agree to be bound by all decisions of the Contest Sponsor regarding the Contest which shall be final and binding in all respects.

Eligible Participants agree that the Contest Sponsor is not liable for any incorrect or inaccurate transcription of entry information or for any error or malfunction of any kind in connection with the Contest. If the Contest is not capable of running as planned for any reason, including tampering, unauthorized intervention, fraud, technical failures, or any other cause, the Contest Sponsor reserves the right, at its sole discretion, to, without advance notice, terminate or suspend the Contest, in whole or in part, or modify it in any way, without any further obligations to Eligible Participants.

Furthermore, if the Contest Sponsor determines, at its sole discretion, that any entry compromises the integrity of the Contest, the Contest Sponsor reserves the right to disqualify the entry at issue or terminate the Contest in its entirety without any further obligations to Eligible Participants. The Contest Sponsor further reserves the right, at its sole discretion, to disqualify any individual from the Contest and to ban the individual from any future contest of the Contest Sponsor who it finds or believes to be tampering with the entry process or the operation of the Contest; to be acting in violation of the Contest rules and regulations or in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.

By entering this Contest, Eligible Participants agree to release and hold harmless the Contest Sponsor, its subsidiaries and affiliates, media partners, advertising and promotional agencies and each of the foregoing entities' respective directors, officers, employees, agents, representatives, successors and assigns from any liability in connection with the Contest or, if declared a winner, the Prize awarded and use thereof.

The Contest is subject to federal, provincial and local rules and regulations.

By entering this contest, Eligible Participants expressly consent to the Contest Sponsor, media partners, advertising and promotional agencies, storing, sharing and using the personal information submitted with his/her entry only for the purpose of administering the contest and in accordance with the Contest Sponsor's Privacy Policy.

The Contest Sponsor may disclose such information to third parties in order to comply with applicable laws and regulations including provisions and authorities, government agencies, court orders, or other legal or fiscal reporting requirements, including without limitation for the purpose of issuing tax forms such as T4A and/or Relevé 1 forms. In all cases, the provisions of applicable federal or provincial laws regulating disclosure of personal information will take precedence. Please refer to our privacy policy, which is available for consultation at <http://www.aircanada.com/en/about/legal/privacy/policy.html>.

All issues and questions concerning the construction, validity, interpretation and enforceability of these official contest rules, or the rights and obligations of an Eligible Participant in connection with the Contest, shall be governed by and construed in accordance with the laws of the Province of Quebec and the laws of Canada applicable therein.

Eligible Participants may obtain the Prize winners' names between October 24th, 2016 and October 28th, 2016 by addressing their request, accompanied by a self-addressed envelope with sufficient postage to: J. Walter Thompson at 160 Bloor Street East, suite 1100, Toronto, Ontario M4W 1B9 to the attention of Ms. Beruzka Coluccio.