

The Eye Institute of Utah  
Moms & Dads LASIK Contest  
Rules, Terms & Conditions

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**1. ELIGIBILITY:** The Eye Institute of Utah Moms and Dads LASIK Contest (the "Contest") is open only to legal residents of Utah who would like to nominate a deserving mother or father. All employees, agents, and contractors of The Eye Institute of Utah as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. Grandchildren, spouses of married children, in-laws and children of spouses of any employee of The Eye Institute of Utah are also not eligible. All applicable federal, state and local laws and regulations apply. Void where prohibited or restricted.

**2. CONTEST PERIOD:** The Contest will take place in two phases:

**Phase #1 - Mothers Nominations**

Phase #1 is when nominations will open for mothers, and will begin at 12:00 p.m. Mountain Daylight Time ("MDT") on April 4, 2024 and will end at 12:00 p.m. MDT on April 25, 2024. The Mothers Contest Period consists of a nomination submission phase, which begins at 12:00 p.m. MDT on April 4, 2024 and ends at 12:00 p.m. MDT on April 25, 2024, and (the "Nomination Submission Phase") and a random drawing phase, which takes place between April 26, 2024 and May 3, 2024 ("Random Drawing Phase").

**Phase #2 - Fathers Nominations**

Phase #2 is when nominations will open for fathers, and will begin at 12:00 p.m. Mountain Daylight Time ("MDT") on May 13, 2024 and will end at 12:00 p.m. MDT on June 3, 2024. (the "Fathers Contest Period"). The Fathers Contest Period consists of a nomination submission phase, which begins at 12:00 p.m. MDT on May 13, 2024 and ends at 12:00 p.m. MDT on June 3, 2024 for fathers, and (the "Nomination Submission Phase") and a random drawing phase, which takes place between June 4, 2024 and June 12, 2024 ("Random Drawing Phase").

**3. CONTEST SUBMISSION:**

**a. Nomination Submission Phase:** During the contest visit <http://www.theeyeinstitute.com> to submit a contest entry form, nominating you, your mother or father, your husband or wife, your co-worker, or friend. (the "Submission"). One mother and one father will be selected at random to receive FREE LASIK, PRK or ICL surgery. There is no fee associated with submitting a nomination.

*Nomination Submission Requirements:*

- To nominate someone, you must submit a contest entry form via [www.theeyeinstitute.com](http://www.theeyeinstitute.com). Only entries submitted through The Eye Institute of Utah's website will be accepted.
- Participants must qualify for Vision Correction (LASIK, PRK or ICL) as determined by the physicians at The Eye Institute of Utah in order to be selected as one of the 4 winners of FREE LASIK (LASIK, PRK or ICL). Finalists will be required to come in for pre-screening evaluations before being selected as an official contest winner.
- Participants will grant The Eye Institute of Utah all rights to the story submissions and all benefits and advantages to be derived from there.
- Winners must be available for interview before and after their procedures.

During the nomination submission process, each nominee will be required to click where indicated to confirm that such participant agrees to be bound by these Official Rules. Any Submission that includes content that is deemed inappropriate, indecent, or obscene as determined by Sponsor in its sole discretion, will not be eligible. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, or misdirected entries, which are void. In addition, by entering, contestants represent and warrant that the entries that they submit: are their own original creations, do not infringe any other person's or entity's rights and have obtained permission from the people featured in the Submission to enter this Contest.

**4. RANDOM DRAWING PHASE:** Finalists will be determined by a random drawing that will take place between April 26, 2024 and May 3, 2024 for mothers, and between June 4, 2024 and June 12, 2024 for fathers. Each nominee will receive one entry per nomination received. Nominees can only be nominated once by an individual ("Nominator"), but there is no limit to the number of different individuals that can submit a nomination for the same mother or father. If The Eye Institute of Utah determines that submissions were submitted by falsifying the name of the Nominator, they reserve the right to disqualify the nominee from Contest eligibility. Finalists will need to come in for a full examination to determine if they are a surgical candidate as determined by the surgeons at The Eye Institute of Utah. If a finalist is not a candidate for LASIK, PRK or ICL surgery, a new winner will be randomly selected. Final winners will be announced publicly within the first two weeks after the contest concludes.

**5. PRIZES: FOUR (4) LASIK WINNERS SELECTED:** FREE Vision Correction (LASIK, PRK or ICL) will be performed on the four winners (2 moms and 2 dads) by surgeons at The Eye Institute of Utah. The four winners must qualify for Vision Correction (LASIK, PRK or ICL) as determined by the physicians at The Eye Institute of Utah in order to receive FREE LASIK surgery. Approximate Retail Value: Ranges from between \$5,100 to \$8,200, depending on the Vision Correction procedure. No cash equivalent will be made available on prize. No substitution will be made except as provided herein at the Sponsor's sole discretion. The mother finalists will be notified and pre-screened for candidacy between April 26th and May 3rd, 2024, and surgery will take place in May on a date coordinated directly with the winners. The father finalists will be notified and pre-screened for candidacy between June 4th and June 12th, 2024. LASIK, PRK or ICL surgery will be performed on the winning fathers in June on a date coordinated directly with the winners. The Eye Institute of Utah may accommodate or select an alternative surgery date if needed based on winner's and doctor's availability. All winners must sign a waiver in the event

that media coverage is present. If the winner is not a candidate for a qualifying procedure, another person will be selected.

**6. POST-OPERATIVE DROPS:** Although the Contest will award the winners with FREE Vision Correction surgery (LASIK, PRK or ICL), the winner may be responsible for purchasing postoperative drops as prescribed by their doctor. If you have medical insurance, your pharmacy can bill your drops to your insurance, so the cost can vary depending on your individual insurance plan. Self-pay costs can vary and drops can cost as much as \$300. Certain drops may have discount coupons or generic substitutions available upon request.

#### **7. BENEFITS AFTER CONTEST**

All nominees who were NOT selected as winners of the Contest will receive a special, limited time \$1,600 savings on Vision Correction surgery performed at The Eye Institute of Utah. This offer will allow nominees to save \$800 off per eye on a LASIK, PRK or ICL procedure performed at The Eye Institute of Utah prior to August 31<sup>st</sup>, 2024. Must be determined a viable candidate for Vision Correction surgery by the doctors at The Eye Institute of Utah to be eligible. Not redeemable for cash. Offer is non-transferrable. Cannot be combined with any other offer or savings. An email will be sent to you at the conclusion of our contest with details on our LASIK offer.

#### **8. MARKETING, EMAIL AND MEDIA AGREEMENT**

By entering or participating in the Contest, both the Nominator and Nominee agree to be interviewed by The Eye Institute of Utah and hereby grant permission to use Participant's name and likeness in photographs or video relating to the Contest in any and all of its publications and in any and all other media, whether not known or hereafter existing, controlled by The Eye Institute of Utah, in perpetuity, and for advertising, marketing, or other used by The Eye Institute of Utah. I will make no monetary or other claim against The Eye Institute of Utah for use of the interview, photograph, or video, and I hereby release The Eye Institute of Utah from all liability from use of such interview, photographs, or video. I also understand that the photograph, video, etc. will be included on the web and once posted; anyone has access to those items which can be downloaded and copied. The Eye Institute of Utah is not responsible for any outside use of the photo or video and will not be held accountable for any misuse. I also understand that by entering this contest, I have opted in to receive future email communications from The Eye Institute of Utah to stay informed about Contest updates and may receive future marketing emails from The Eye Institute of Utah. Participants will have the right to opt-out of email at any time.

**9. GENERAL RULES:** By entering or participating in the Contest, Participants agree to be bound by these Official Rules. Sponsor assumes no responsibility for electronic hardware, programming or software malfunctions, or failures, or line connections, accessibility or availability, or technical failures of any kind, or unauthorized human intervention, or the incorrect or inaccurate capture of any Submission or other information, or for the failure to capture any such information. Sponsor is not responsible for: (1) any incorrect or inaccurate information, whether caused by Participants, or by any of the equipment or programming associated with or utilized in the Contest; (2) technical failures of any kind, including, but not

limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the Submission process or the Contest; or (4) technical or human error which may occur in the administration of the Contest or the processing of entries. Further, if, for any reason, the Contest is not capable of running as planned by reason of infection by virus, bugs, worms, tampering, unauthorized intervention, fraud, technical failures, or any other causes which, in the sole opinion of the Sponsor, may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, Sponsor reserves the right, at their sole discretion, to cancel, terminate, modify or suspend the Contest, and select the winner for the Contest, from the entries received prior to the action taken or in other such manner as deemed fair and appropriate by Sponsor.

Participants, by participating in this Contest, hereby waive and release, and agree to hold harmless, Sponsor, and their respective parents, subsidiaries, affiliates, distributors, advertising and Contests agencies and all of their respective officers, directors, employees, representatives and agents, from and against, any and all rights, claims and causes of action whatsoever that they may have, or which may arise, against any of them for any liability for any matter, cause or thing whatsoever, including but not limited to any injury, loss, damage, whether direct, compensatory, incidental or consequential, to person, including death and property, arising in whole or in part, directly or indirectly, from their acceptance, possession, use or misuse of the prize in the Contest, or their participation in the Contest. Except where prohibited, Participant agrees that any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved under the laws of the State of Utah, without respect to any conflict of law issues, and Participant agrees that such shall be resolved individually, without resort to any form of class action, and exclusively by the Federal and State Courts of Utah.

**10. SPONSOR:** The Eye Institute of Utah 755 East 3900 South Salt Lake City, UT 84107