



As part of the 2024 Global Travel Advisor Day, sponsored by Sandals Resorts International ("Sponsor"), the American Society of Travel Advisors ("ASTA") is hosting a social media contest ("Contest") open to all travel advisors that are members with ASTA.

One winner will be selected for each of the following prizes:

- Grand Prize- One (1) Four (4)-night stay at the new Sandals Saint Vincent and the Grenadines Resort
- One (1) Registration for ASTA's Sold-Out 2025 River Cruise Expo in Vienna, Austria
- One (1) Registration to ASTA's 2025 Travel Advisor Conference (Location: Announced at a later date) (five (5) winners selected)
- One (1) Registration to ASTA's 2025 Caribbean Showcase (Location: Announced at a later date) (three (3) winners selected)
- One (1) Set of Two (2) Roundtrip Flights on Southwest Airlines
- One (1) \$150 BWH Hotels gift card, to be used for any hotel stay, or through the BWH online loyalty program

ASTA anticipates that additional prizes will be announced at a later date, and the prize listing will be updated accordingly.

CONTEST OVERVIEW & RULES

The Contest encourages entrants to spread awareness about Global Travel Advisor Day by posting on Instagram or Facebook with their reasons to use a travel advisor. Entrants must utilize a Global Travel Advisor Day Social Media graphic created by ASTA, located in the [ASTA Social Media Toolkit on Flickr](#). In order to be eligible for entry in the prize drawing, posts must contain the hashtag #GlobalTravelAdvisorDay2024. In addition, the caption of the post must contain three (3) reasons why consumers should use a travel advisor.

Eligible social media platforms for the Contest are **Instagram and Facebook only**.

Posts must be content generated and produced by ASTA. Social Media Graphic Selections can be located in the [ASTA Social Media Toolkit on Flickr](#). Posts from another individual's original or copyrighted content will not be eligible to win. Posts without the hashtag #GlobalTravelAdvisorDay2024 will not be eligible to win. Posts without captions containing three (3) reasons consumers should use a travel advisor will not be eligible to win. Posts made to any social media platform other than Instagram and Facebook, including but not limited to, LinkedIn, Twitter, TikTok, etc., will not be eligible to win. Trending audio and music available to users on a social media platform are acceptable to incorporate in the entrant's post.

HOW TO ENTER

1. Share a social media graphic on Instagram or Facebook from [ASTA's Social Media Toolkit on Flickr](#) with the hashtag #GlobalTravelAdvisorDay2024. Include in the caption three (3) reasons why consumers should use a travel advisor. Posts that do not include both the hashtag and the three (3) reasons will not be eligible to win.

2. Send an email with the subject line "SOCIAL MEDIA CONTEST" containing a link to the post to mnorton@asta.org. Be sure to include your name so that ASTA can verify membership status.

CONTEST DURATION

The Contest is active from April 15, 2024, at 12:01 AM EST through April 28, 2024, at 11:59 PM EST. ASTA staff will review all entries to confirm eligibility and enter each eligible participant into a random prize generator. Each participant is only eligible to be entered into the prize drawing once regardless of the number of Global Travel Advisor Day posts made or entry emails sent.

TERMS AND CONDITIONS

1. Eligibility

Contest is open to all current ASTA members. Participants must be in good standing with ASTA, with a fully paid and up-to-date membership. ASTA employees and immediate family members of ASTA employees are not eligible to win. The Contest is subject to all federal, state and local laws and regulations and is void where prohibited by law.

2. Contest Prizes

The prizes (each, a "Prize" and together, the "Prizes") are as set forth above. The Prizes are non-transferable to any other individual and no request for its cash equivalent will be accommodated. Any and all costs associated with the Prize are the sole responsibility of the winner, including but not limited to any applicable taxes. If the winner of the registration to the 2025 ASTA River Cruise Expo

has already registered for the event, ASTA will refund the registration fee paid and maintain the winner's registration.

3. Selection of Winners

Winners for all Prizes will be selected at random using a random prize generator. Each participant's name will be entered once in the random Prize generator and a name will be drawn for each Prize until all Prizes are accounted for. An individual may only win one Prize.

4. Contacting the Winner

The winner will be contacted by an ASTA staff member at the email address associated with either the winner's submission or their ASTA membership record. Alternatively, the email address of the winner will be given to the organization furnishing the Prize that was won (e.g., Sandals, Southwest Airlines, etc.) and said organization will directly contact the winner to discuss Prize details. If unsuccessful, subsequent attempts to contact the winner may also be made via Instagram or Facebook direct messages. If the winner cannot be contacted within 14 days from the time the Prize notification was originally sent via email, the Prize will be forfeited, and an alternate winner will be selected.

5. Announcement/Promotion of Contest Winners

Winners, by acceptance of the Prize, grant ASTA their express permission and consent to publicize the winner's name, social media username/handle, affiliation (if any) and winning post for use in advertising, marketing and/or any other purpose, in any media or format now known or hereafter devised, throughout the world, in perpetuity, without limitation.

6. Winner Requirements

Except where prohibited by law, the winners will be required to complete and return an affidavit of cooperation and execute a liability waiver and publicity release either within ten (10) days of notification or at any later time upon request by ASTA.

7. Governing Law; Venue

These rules shall be governed by and construed according to the laws of the Commonwealth of Virginia, the courts of which shall have exclusive jurisdiction and venue over all controversies arising out of, or relating to, the Contest.

WAIVER, WARRANTY, RELEASE OF LIABILITY, AND INDEMNITY

By participating in the Contest and submitting an entry, an entrant fully and unconditionally agrees to (i) be bound by and accept all terms and conditions, and (ii) irrevocably release, discharge and waive any and all claims, actions and causes of action against, and hold harmless from any of the foregoing, the American Society of Travel Advisors, Sandals Resorts International, Instagram, Facebook, or any other person or entity associated with the Contest, and their respective officers, directors, and employees (collectively, the "Indemnified Parties"), for any injury, damage, liability, loss, cost or expense that may occur, directly or indirectly, in whole or in part, from the participation in the Contest or from the receipt or use of any Prizes or any activity related to the receipt or use of any Prizes.

As a condition of entry, you further represent and warrant that any social media post and/or caption of post made by you in connection with this Contest, *i.e.*, any post containing the aforementioned hashtag, does not and shall not infringe upon any copyright, patent, trademark, trade secret or other intellectual property right of any third party.

By entering the Contest, you agree to indemnify, defend, and hold harmless the Indemnified Parties from and against any suit, proceeding, claim, liability, loss, damage, costs or expense (including legal fees and expenses, including those incurred to enforce this provision), including but not limited to any third-party claims of infringement of any copyright or other intellectual property right relating to any submission made in connection with the Contest, which the Indemnified Parties may incur, suffer, or be required to pay arising out of your acts or omissions relating to any Prize or your actions on or with respect to the Contest's eligible social media platforms.