

2023 SmileCon® Intraoral Scanning Battle

Dental Team Hub, Booth 1181

Official Promotion Rules

- ELIGIBILITY:** The 2023 SmileCon® Intraoral Scanning Battle (the “Promotion”) is open only to individuals who are: (a) attendees of SmileCon® 2023 exhibition held at the Orlando Convention Center, 9800 International Drive, Orlando, Florida 32819 from October 5, 2023 through October 7, 2023; (b) legal residents of one of the fifty United States or the District of Columbia; (c) at least eighteen years of age (the “Entrants”); and (d) have experience scanning using a digital intraoral scanner. Employees of the ADA, as well as immediate family (spouse, parents, siblings and children) and household members of each such individual are not eligible. The Promotion is subject to all applicable federal, state, and local laws and regulations and is void where prohibited by law. Persons participating in the Promotion need not be members of the American Dental Association.
- SPONSOR:** The Promotion is sponsored by the American Dental Association, 211 East Chicago Avenue, Chicago, IL 60611 (the “Sponsor”).
- AGREEMENT TO OFFICIAL RULES:** Participation in the Promotion means that Entrants accept these Official Rules (“Rules”) and the decisions of the Sponsor, which are final and binding. Winning a prize requires compliance with the Rules.
- PROMOTION PERIOD:** The Promotion begins on October 5, 2023 and consists of three (3) rounds, a preliminary round, a semi-final round, and a final round. Entrants must appear in person and complete the Preliminary Round between 9:30 AM and 5:00 PM EDT at the Dental Team Hub at SmileCon® 2023 exhibition. Entrants are solely responsible for appearing at the Promotion during the times listed and participating according to the Rules. The Sponsor is not responsible for entries that are delayed, lost or corrupted during the Promotion process, scans that are not viewable on the Sponsor’s equipment.
- ENTRY and CONTEST PROCEDURES:** (a) Qualifying Round: Entrants may enter the promotion by appearing in person between 9:30 AM and 5:00 PM EDT at the activation area of the Dental Team Hub of the SmileCon® 2023. ADA team members will scan the Entrant’s SmileCon® 2023 badge to log the Entrant’s identity and contact information into the promotion, assist the Entrant in selecting an intraoral scanner from among the scanners available and show the Entrant how to get started. The Entrant will then perform a timed scan of a dental typodont model, after which each Entrant will be informed of their scan time. All scans must be completed by 5:00 PM EDT on Thursday, October 5, 2023 to be entered into the Promotion.
(b) Semi-Final Round: A judge will view the scans and scan times of all the Entrants and select the top 50 Entrants based on a combination of scan accuracy and scanning time. The selection of the qualifiers for the semi-final round is sole decision of the judge, whose decisions will be final and non-appealable. Entrants advancing to the semi-final round will be notified via their contact information linked to their SmileCon® 2023 registration information. The semi-final round of the Promotion will occur on Friday, October 6, 2023, commencing at 9:30 AM EDT at the activation area of the Dental Team Hub of the SmileCon® 2023. Semi-final Entrants will select an intraoral scanner from among those available, and will then perform a timed scan of a dental typodont model, after which the semi-final Entrants will each be informed of their scan time. Semi-final Entrants not appearing and completing their semi-final scans by 5:00 PM EDT on Friday, October 6, 2023 will be disqualified from further participation in the Promotion.
(c) Final Round: A judge will view the scans and scan times of all the semi-final Entrants and select the top 5 Entrants to compete in the final round based on a combination of scan accuracy and scanning time. The selection of the qualifiers for the final round of the Promotion is sole decision of the judge, whose decisions will be final and non-appealable. Entrants advancing to the final round will be notified via their contact information linked to their SmileCon® 2023 registration information. The final round of the Promotion will occur on Saturday, October 7, 2023, commencing at 1:30 PM EDT on the stage of the Dental Team Hub of the SmileCon® 2023. Final Entrants will select an intraoral scanner from among those available, and will then perform a timed scan of a dental typodont model, after which the semi-final Entrants will each be informed of their scan time. Final Entrants not appearing and completing their semi-final scans by 2:00 PM EDT on Saturday, October 7, 2023 will be disqualified from further participation in the Promotion. Final Entrants’ times and scans will be reviewed by the judge and the top three winning scans will be announced as indicated below in Paragraph 9.
- ENTRANT’S WARRANTY AND DISQUALIFICATION OF ENTRANTS:** Each Entrant warrants to Sponsor that they meet the eligibility requirements of the Promotion as stated above. Entrants found not to meet the eligibility requirements stated in these Rules shall be disqualified.
- WINNING ENTRANTS’ OTHER OBLIGATIONS AND TAXES:** By entering this Promotion, all Entrants acknowledge and agree that all rights in any images or videos of them acquired during the Promotion, including copyright therein, will become the property of Sponsor. All taxes on prizes shall be the responsibility of winners of the Promotion.
- JUDGING:** The judging of the scans taken as a part of this Promotion shall be by a Certified Dental Assistant designated by the Sponsor (the “Judge”). The Judge shall review all scans entered in the Promotion and select those scans that move the Entrants into the semi-final and the final rounds of the promotion, and the top three scans of Final Entrants, based upon a combination of the time to complete the scan and the accuracy of the scan. In the case where no scan is deemed to merit a prize, the Judge reserve the right to not select winners. Sponsor will notify the winners after completion of judging. The manner and timing of notification may be modified or adjusted in any manner as deemed appropriate by Sponsor. Judging details will not be released and all decisions of the Judge are final and unappealable. In the event of a tie between two or more Entrants, those Entrants will perform an additional scan to break the tie.
- PRIZES AND ANNOUNCEMENT OF WINNERS:** One grand prize winner, one second place winner and one third place winner will be announced after the conclusion of the Promotion, at approximately 2:15 PM EDT on Saturday, October 7, 2023. The announcement shall be made from the stage of the Dental Team Hub of the SmileCon® 2023. The grand Prize winner shall be awarded a \$500 gift card. The second place winner shall be awarded a \$100 gift card and the third place winner will be awarded a \$50 gift card. Entrants need not be present to win. The gift cards will be in the form of a redemption code that will be emailed to the winning Entrants to their email addresses on file with the Sponsor within seven days of the close of the Promotion and announcement of the winning Entrants.
- GENERAL CONDITIONS:** In the event that the operation of the Promotion is impaired in any way for any reason, including, but not limited to, fraud or technical problems, the Sponsor may suspend or cancel the Promotion and notify all Entrants. The Sponsor reserves the right to disqualify any Entrant that tampers with the operation of the Promotion or violates these Rules.
- RELEASE, INDEMNIFICATION AND LIMITATIONS OF LIABILITY:** BY PARTICIPATING IN THE PROMOTION, EACH ENTRANT AGREES TO RELEASE THE SPONSOR AND ITS AFFILIATES, OFFICERS, DIRECTORS, TRUSTEES, EMPLOYEES, AGENTS AND ASSIGNS FROM ANY CLAIM ARISING OUT OF PARTICIPATION IN THE PROMOTION OR RECEIPT OR USE OF ANY PRIZE, INCLUDING, BUT NOT LIMITED TO: (A) ERRORS IN THE ADMINISTRATION OF THE PROMOTION OR THE PROCESSING OF ENTRIES; OR (B) INJURY OR DAMAGE TO PERSONS OR PROPERTY WHICH MAY BE CAUSED, DIRECTLY OR INDIRECTLY, IN WHOLE OR IN PART, FROM ENTRANT’S PARTICIPATION IN THE PROMOTION OR RECEIPT OF ANY PRIZE.
- DISPUTES:** Except where prohibited, Entrants agree that any and all claims connected with the Promotion or any prize awarded shall be finally settled by binding arbitration in accordance with the then-current Commercial Arbitration Rules of the American Arbitration Association. Any Judgment on an award rendered may be entered in any court in Cook County, Illinois. The place of arbitration shall be Chicago, Illinois. All issues and questions concerning the construction, validity, interpretation and enforceability of these Rules, Entrants’ rights and obligations, or the rights and obligations of the Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the substantive laws of the State of Illinois, without giving effect to any choice of law or conflict of laws rules of Illinois or any other jurisdiction.
- OFFICIAL RULES AND PROMOTION RESULTS:** Interested persons can obtain additional copies of these Rules and the name of the winners by emailing their request to: Shameka Walls, at walls@ada.org. Requests must be received by January 15, 2024, and the names of winners will be furnished after the announcement of winners.