



## Event Guidelines:

1. You must line up in the Rotunda at Mall of America, located at the east entrance, level 1, with a Smartphone device (see # 2 for requirements) for a chance to obtain a wristband to compete in the Snap + Win promotion.
2. **You must have a mobile device that does not require Wi-Fi and/or a mobile device that accesses cellular data to connect to the Internet.** As of November 25, 2011 guests must already own or have the legal right to one of these devices in their possession.
3. Mall of America is not responsible for technical difficulties with you mobile device. This includes a dead battery.
4. **You must be 18 years of age or older to participate.** You will be required to present a current, valid driver's license, state issued ID card or government issued passport as proof of age.
5. The line will open in the Rotunda at midnight on Friday, November 25, 2011. **No one will be allowed to enter the line prior to midnight.**
6. Wristbands are non-transferable. The person who receives the wristband is the only one allowed to participate in the contest. No exceptions.
7. The first 300 guests in line with Smartphones will be given an official Mall of America wristband to participate in one of three event times which will be held at 6 a.m., 7 a.m. or 8 a.m. on Friday, November 25, 2011.
8. The first 100 guests in line will randomly draw a wristband for the 6 a.m. event time, the next 100 guests (101-200) will randomly draw a wristband for the 7 a.m. event time and the final 100 guests (201-300) will randomly draw a wristband for the 8 a.m. event time.
9. Each wristband will have a number associated with an assigned QR Code. After receiving a wristband, an entrant will be free to leave the Rotunda but all event participants (6,7 and 8 a.m.) **must return to their assigned line in the Rotunda NO LATER THAN 5 a.m.**
10. If you are not back in line by 5 a.m. on Friday, November 25<sup>th</sup>, 2011, you will forfeit your place in line and an alternate will be chosen to take your place. No exceptions.
11. Please come with a QR Reader App already installed on your phone. If needed, staff will be available to assist in the downloading of a free App which will enable the reading of a quick response code ("QR Code"). App downloads include: [NeoReader](#) or [QR Android](#).
12. At each designated hour, the qualified 100 participants for that time period will enter the Rotunda and will be placed next to the QR Code designated by the number on the wristband. When directed to do so, each entrant will open the QR Reader on their Smartphone and snap the QR Code located on the floor of the Rotunda that is assigned to their numbered wristband.
13. **If an entrant snaps the QR Code prior to being instructed to do so, they may be disqualified.**
14. Once the entrant snaps their assigned QR Code, their prize will be revealed on their phone and the entrant will be directed to the redemption table in the Rotunda to claim the physical prize.
15. You must proceed IMMEDIATELY to the prize redemption table in the Rotunda to redeem your prize. Failure to do so will result in forfeiture of your prize.

**Guidelines are subject to changes at any given time at the discretion of Mall of America Management for the safety and well-being of our guests and tenants.** Those who do not comply with event guidelines may not be able to participate in the Snap + Win promotion. Please visit [www.mallofamerica.com](http://www.mallofamerica.com) periodically before the event for updates and changes that may be made to these guidelines.