

Tsingtao New Friends Are Everywhere Contest Rules

1. The “Tsingtao New New Friends Are Everywhere Contest” (referred to herein as “the contest”) is run by: Tsingtao Brewery Co.,Ltd (herein “Tsingtao”)
2. The contest runs from July 11th 2016 to August 8th 2016 (Beijing time) for a total of 4 weeks. (End date changed from July 31st to August 8th)
3. To enter the contest, you must be of legal purchasing age, or older, in your country at the time of entry. Entrants (“followers” or “participants”) who do not satisfy this requirement are not permitted to participate.
4. Winners will be invited to Qingdao from their home countries, therefore must be:
 - a. Available for international travel from 20th to the 24th of August
 - b. Willing to arrange their tourist visa with the relevant embassy in their country, with material but not financial support from Tsingtao
 - c. Willing to purchase and show proof of purchase of travel insurance for the above dates, which will cover them whilst in China
 - d. Willing to participate in some activities while in China which will be unreservedly be used by Tsingtao for future marketing purpose
5. This contest is not open to employees (or members of their immediate families) of Tsingtao or their immediate partners.
6. By entering the contest, users are authorising Tsingtao to take ownership of any media submitted which may be unreservedly used for any of Tsingtao's marketing purposes
7. In order to be eligible to win you need to:
 1. Go out for a Tsingtao Beer with one or more friends.
 2. Shoot a short video or a picture where you tell us (in English):
 - a. Where you are
 - b. Who you are with (tag them on social media)
 - c. Why you love Tsingtao.
 3. Share the Photo/Video with us through the contest APP or with sharing of content using our hashtag (#NewFriendsAreEverywhere) on Facebook, Twitter or Instagram.
8. Entrants who win but are found not to meet the minimum requirements through entering falsified information will be disqualified and their prizes forfeited.
9. Incorrectly, or entries submitted outside of the spirit of the contest, will not be approved and therefore not qualify as submissions

10. Five winners will be selected from a shortlist of candidates by Tsingtao based on the quality of the submission. Quality will be judged on the following criteria by an internal jury:
 - a. Video submissions will be rated higher than picture submissions.
 - b. Originality of the reason the participant loves Tsingtao.
 - c. Quality of the submission for re-posting via Tsingtao's social media channels.
 - d. Fluency and accuracy of the language used.
 - e. The amount of votes your entry receives may also be taken into account when determining potential winners
 - f. Submissions from outside mainland China will be given a higher weighting in the shortlisting of potential winners
11. Winners will be announced on the Tsingtao Facebook and Twitter page, so you must @tag us in your reply and use the hashtag #NewFriendsAreEverywhere so that we can tag you to notify you.
12. Once we have notified you with a post, message or tweet you have 3 days to reply with a direct message to claim your prize. If you do not respond within 3 days of being notified, you will forfeit your prize and Tsingtao reserves the right to choose another winner. The judges' decision will be final.
13. Tsingtao will select a shortlist of potential winners throughout the contest, and may contact you to assess your suitability to win, and then perhaps be added to a smaller group of shortlisted entries.
14. If you are a winner, we will ask that you direct message the Tsingtao with your email, so that we can figure out the arrangements concerning your prize and attend to any other required matters.
15. The prize is not transferable to another person nor is it exchangeable for cash or any other prize(s).
16. If an advertised prize is not available, we reserve the right to offer an alternative prize of equal or greater value.
17. Tsingtao reserves the right to amend these rules at any time. If Tsingtao does amend the contest rules, Tsingtao will publish the amended competition rules and/or specific competition rules on the relevant competition page.
18. The Contest is in no way sponsored, endorsed or administered by, or associated with Twitter, Facebook or Instagram. By participating you hereby release and hold Twitter, Facebook and Instagram harmless from any and all liability associated with this promotion.

19. THIS CONTEST IS VOID WHERE PROHIBITED. Entrants agree that this Contest shall be subject to and governed by the laws of the People's Republic of China and the forum for any dispute shall be in the People's Republic of China. To the extent permitted by law, the right to litigate, to seek injunctive relief or to make any other recourse to judicial or any other procedure in case of disputes or claims resulting from or in connection with this Contest are hereby excluded and any entrant expressly waives any and all such rights.