



## 2024 ACDelco Spring Counterstaff Promotion - RULES AND REGULATIONS

# 2024 ACDelco SPRING COUNTERSTAFF PROMOTION OFFICIAL RULES

### PROMOTION DESCRIPTION

The 2024 ACDelco April Counterstaff Promotion (“Promotion”) is offered only in Canada by ACDelco, a division of General Motors of Canada Company “GM Canada” (101 McNabb St, Markham, ON L3R 4H8—hereinafter the “Sponsor” or “ACDelco”). It runs from 12:00:00 AM (ET) April 1, 2024 and ends April 30, 2024 at 11:59:59 pm ET (“Promotion Period”) and is open only to ACDelco Canada Full Line Distributor counterstaff (“Eligible Counterstaff”) who register for the promotion and who sell ACDelco Gold and GM Genuine Bearings, ACDelco Gold and Silver Chassis, ACDelco Gold CV Shafts, and GM Genuine Steering and Drive Systems catalogued in lines 02, 45, 58 and 36 to Canadian Independent Service Centres (“ISC”).

### INDEPENDENT CONTEST ADMINISTRATOR

CMG Marketing Inc., 895 Don Mills Rd. Suite 109 Toronto, ON M3C 1W3

### AGREEMENT TO THE OFFICIAL RULES

By participating in the Promotion, each participating Distributor counterstaff Entrant (on its own behalf and on behalf of the applicable counterperson) fully and unconditionally agrees to be legally bound by these Rules and the decisions of the Sponsor Administrator, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein, as determined in the sole discretion of the Sponsor.

### PROMOTION RULES AND REGULATIONS

- For the purposes of this promotion, a counter person is defined as a person employed full-time at an Authorized ACDelco Distributorship who receives inbound sales calls/in person purchase requests from an ISC.
- Only full time counterstaff employees at an authorized Canadian ACDelco Full Line Distributor qualify.
- Only part sales of ACDelco Gold and GM Genuine Bearings, ACDelco Gold and Silver Chassis, ACDelco Gold CV Shafts, and GM Genuine Steering and Drive Systems catalogued in lines 02, 45, 58 and 36 sold to Canadian Independent Service Centres (ISC) from a full time participating authorized Canadian ACDelco Distributor counterstaff employee that are submitted in accordance with these guidelines qualify. Please note that the ISC sales include ACDelco PSC, ACE and RSSP members.
- Each eligible counterstaff must register and confirm with Promotion Headquarters by the registration deadlines to participate. The existing registration list for the 2023 Fall Brakeathon Counterstaff Promotion will be used for this promotion unless an update is provided to the ACDelco Info-Line. The deadline to provide an update for the April Counterstaff Promotion is March 29, 2024.
- Registrations can be done by the Distributor by submitting an updated list of counterstaff back to the Promotion Headquarters or calling the ACDelco Info-Line to confirm the list of counterstaff by March 29, 2024.
- Only ACDelco Distributors who opt out will be removed from the promotion.
- Maximum of one (1) promotion registration per counterperson.
- In order to qualify to receive an ACDelco Waterproof Dry Bag, participants will be required to meet the minimum in promotional sales of \$2,250 in lines 02, 45, 58 and 36 during the program period of April 1-30, 2024 (all sales of these qualifying parts will be combined). Sales totaling \$2,249 or less



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during the promotional period will not qualify for this promotion. No exceptions. Sales will be Net Sales for the month for the qualifying part sales.

- With a minimum net sale of \$2,250 in ACDelco Gold and GM Genuine Bearings, ACDelco Gold and Silver Chassis, ACDelco Gold CV Shafts, and GM Genuine Steering and Drive Systems catalogued in lines 02, 45, 58 and 36 (combined) between April 1-30, 2024, the qualifying counterstaff can earn 1 (one) Waterproof Dry Bag per \$2,250 in qualifying parts sold. Rewards start at \$2,250.
- Maximum 1 (one) Waterproof Dry Bag per qualifying counterperson for the month of April. This will be equivalent to selling \$2,250 in qualifying bearings, chassis, CV shafts, and steering and drive systems in lines 02, 45, 58 and 36 (combined).
- The ACDelco Waterproof Dry Bag will be labelled to the individual counter person and couriered to the Distributor head office business address – ACDelco is not responsible for businesses that move or provide an incorrect or undeliverable address.
- All registration forms subject to audit through the eSmart system, in order to validate the registrant is a distributor counter person.
- ACDelco is not responsible for late submissions.
- Waterproof Dry Bags will be shipped 8-10 weeks after the processing of the sales data from the April promotion.
- ACDelco reserves the right to audit any reported sales it deems to vary or be in question.
- If an entry is deemed to require disqualification, Independent Promotion Organizers (CMG Marketing) will make every effort to notify the participant by phone or email; however, the Independent Promotion Organizers are not required to notify of disqualification.
- Entries are subject to verification by the Independent Promotion Organizers.
- Counterstaff must be employed at the Distributorship that they registered with at the time of the promotion and reward distribution. If they commence employment at another ACDelco Canada Full Line Distributor, they will be required to notify Promotion Headquarters and will be able to participate but will only receive rewards for the sales made at the new qualifying distributorship and only if notification has been received by Promotion Headquarters before the promotion deadline.
- ACDelco reserves the right to substitute rewards of equal or greater value, and change, modify or cancel this promotion at any time for any reason.

### SALES REPORTING

- Distributor counterstaff's tracking of all sales will be completed and reported via the participating and qualifying ACDelco Distributor manager via ACDelco eSmart reporting system.
- All Distributor counterperson sales must be reported by 11:59 pm EST on the 1<sup>st</sup> of May, 2024 to qualify for the April Promotion. Submissions will not be accepted after this deadline. Late or incorrectly reported sales for counterstaff will not qualify.
- To report Distributor counterstaff sales, each counterstaff must be registered for the promotion and/or confirmed as participating by the Distributor Principal/manager as well as properly identified through the eSmart reporting system. Sales will be automatically provided to ACDelco for verification.
- ACDelco will review all qualifying counterstaff sales April 1-30, 2024 using the ACDelco eSmart reporting system. All sales can be verified by the ACDelco District Manager in your area. Any anomalies will be flagged for auditing, at ACDelco's discretion.
- All approved sales over the minimum promotional level will qualify for the rewards described above. The audit process will take place through the eSmart reporting system. If a counter person's sales are selected for an audit, their Waterproof Dry Bag will be pending until approval is provided by ACDelco.
- Distributor charges for Training or any other miscellaneous administrative fees do not qualify as contributing to the counter person's total sales. Only bearings, chassis, CV shafts, and steering and drive systems found in ACDelco lines 02, 45, 58 and 36 sales qualify. Returns will be deducted. Any back-orders where the ISC was not charged do not qualify. Sales to jobbers and sales to GM dealers to not qualify.



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### RESTRICTIONS

- Only active participating distributor counterstaff may qualify. GM Dealers, Jobbers and ACDelco single line Distributors and program members do not qualify. All ACDelco specific bearings, chassis, and steering and drive systems sales will be summarized by official ACDelco ISC account codes. Sales qualifications will be calculated using ACDelco's eSmart Reporting System, using Net bearings, chassis, CV shafts, and steering and drive systems sales and ISC purchases (total are Net before tax less warranty less returns) and all totals must be posted by May 1, 2024 for the April promotion. Late or inaccurately reported sales will not be applied. If April 2024 sales are provided late through this reporting, and ISCs are tagged later than May 1, 2024 for the April promotion – these sales will not qualify for this promotion.

### AUDITING GUIDELINES

- The audit process will be completed through the eSmart reporting system
- It is imperative that your eSmart system is up to date including all counterstaff first and last names, as well as employee numbers/IDs and that each participant is a counter person as defined in the rules.
- Should a discrepancy arise, and it has been judged by ACDelco that the counter person does not have the adequate sales/the Distributor has falsified their entries, the record will be disqualified.
- Misrepresented/Fraudulent entries include but are not limited to:
  - Overstated sales – participant has recorded more sales than can be proven to a specific customer (s).
  - Participant has recorded sales to a false customer.
  - Participant has recorded sales that were actually made outside of the qualifying sales period.
  - Participant has recorded sales of ineligible products, for example: non-ACDelco parts.
  - Participant has recorded sales to an ineligible customer, for example: a Jobber or a GM Dealer.

### TAX STATUS

The Prizes awarded under this Promotion are made by GM Canada to the confirmed winners. Liability (if any) for withholding, reporting or payment of any applicable Federal, Provincial, GST or other sales or Income Tax is the sole responsibility of the confirmed winner, and not ACDelco or GM Canada or any of the other Released Parties.

### GM CANADA PRIVACY POLICY

At General Motors of Canada Company ("GM Canada"), we respect your privacy and value our relationship with you.

Please contact us at 1-800-GM-DRIVE (1-800-463-7483) or view our revised privacy Policy on our Web site at <http://www.gm.ca/privacy>. Alternatively, our mailing address is: Consumer Privacy Co-ordinator, General Motors of Canada, Mailcode CA1-163-005, 1908 Colonel Sam Drive, Oshawa, Ontario, Canada L1H 8P7.

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