

# Increase your Sales with Edwards "SIGNALS to RIDE™" National Sweepstakes

## **We could change your customer's view of the world.**

From November 15, 2001 through March 31, 2002, your customers (licensed electrical contractors) will have a chance to hit the open road in style. When they purchase any Edwards Signaling product they not only get a great signal, but a chance to win a new Harley-Davidson® motorcycle or one of four Harley® leather jackets.

## **And you have a chance to win \$1000!**

A \$1000 AMEX Gift Cheque will be awarded to the distributor contact that sells the winning order. To participate, just fill out the back of this sheet, and fax it along with a product order for \$750 or more. Your promotional kit will then be on its way. No additional administrative time is required by you!

## **Here's how it works.**

Your sweepstakes counter kit contains everything needed to stimulate sales of Edwards product: a full color counter top display, 25 scratch cards/entry forms, 25 bags of Gummy Bears and official rules.

When a contractor purchases an Edwards product, you give him a scratch card.

He scratches it off and instantly wins a bag of Gummy Bear candy, provided by us and handed out by you, on the spot. To enter the contest for the Harley, he simply

fills out the entry form and drops it in the mail. And entering early earns him more chances to win!

So, sign up now. Help us give away a Harley and you could win \$1000!



# EDWARDS® SIGNALING

[www.edwards-signals.com](http://www.edwards-signals.com)



# Sign up now! For the "SIGNALS to RIDE" sweepstakes

## Distributor Sign Up Form Information:

Distributor Company Name \_\_\_\_\_

Edwards Signaling Account Number \_\_\_\_\_ Qualifying Order # \_\_\_\_\_

Distributor Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Key Contact Name\* \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Distributor Web Site \_\_\_\_\_

Edwards Signaling Sales Rep Name \_\_\_\_\_

Distributor Contact Signature \_\_\_\_\_

\*In the event a contractor does not name a Distributor contact on the entry form, the key contact named here will be qualified to win the \$1,000 American Express® Gift Cheque.

**NOTE: Completed Distributor sign-up form must be faxed to Edwards Headquarters (203) 699-3365, along with your order for \$750 or more, to complete the sign-up. Failure to fax this form will result in the Distributor not being included in the promotion. This form must be sent in by December 31, 2001.**

## OFFICIAL RULES

**HOW TO ENTER.** There are two ways to enter the Edwards Signaling "Signals to Ride"™ national sweepstakes:

1) Make any purchase of an Edwards Signaling product at your local participating Edwards Signaling electrical distributor and receive a scratch and win ticket entry form (the "Official Entry Form"). Match any two scratch boxes and instantly win a 1.75-oz bag of Gummy Bear candy. Complete the back of the form to enter the drawing for the grand and regional prizes. Mail the completed form to the address below. You can increase your odds of winning as follows:

- The more you buy the more you can enter and increase your chances of winning. For each qualifying purchase of Edwards Signaling products you will receive one Official Entry Form.
- Purchasing qualifying products in November through January increases your odds of winning. For each Official Entry Form received in November or December 2001, three corresponding entries will be entered in the official drawing. For each Official Entry Form received in January 2002, two corresponding entries will be entered in the official drawing. For each Official Entry Form received after January 2002, one corresponding entry will be entered in the official drawing.
- Proof of conversion from a competitor's product to Edwards Signaling product increases the odds of winning. For each Official Entry Form that contains a competitor's name and model number and the equivalent Edwards Signaling product model number, five corresponding entries will be entered in the official drawing. Under no circumstances shall an Official Entry Form be equivalent to more than five corresponding entries in the official drawing.

There is no limit on the number of Official Entry Forms accepted. ONLY OFFICIAL ENTRY FORMS FROM PARTICIPATING EDWARDS SIGNALING DISTRIBUTORS WILL BE ACCEPTED. Please ask your local distributor or Edwards Signaling sales representative or see the Edwards Signaling web site at [www.edwards-signaling.com](http://www.edwards-signaling.com) for a list of distributors in your area.

2) Mail a handwritten 3" x 5" card with your name, address, city, state, zip code, electrician's license number, home telephone number with area code, age and e-mail address (if available) to Edwards Signaling **Signals to Ride Sweepstakes**, PO Box 8000, Hiawatha, IA 52233-8000. Only one entry per outer envelope. No mechanically reproduced copies accepted. No limit on the number of handwritten mail-in entries accepted. Mail in entries must be post marked by March 31, 2002 and received by April 7, 2002.

**NO PURCHASE NECESSARY.** Odds of winning depend on the number of eligible entries received, according to the eligibility requirements of this promotion.

**PROMOTION DATES.** Sweepstakes will begin on November 15, 2001 and end on March 31, 2002.

**DRAWINGS.** The prize winners will be selected from two randomly selected drawings of all eligible entries received as of the interim drawing date or the end of the sweepstakes. The first drawing from all eligible entries received to date will be held on or about January 15, 2002, and is for four leather jackets. All eligible entries received to date will be divided into four groups based on Edwards Signaling sales regions (northeast, southeast, central and west). One entry from each region will be drawn. A second contingent entry form will be drawn if the first winning entry participant does not respond to the winners notification within fifteen days. All winning entries will be placed back into the pool and all four regional pools will be combined for the grand prize drawing. The second drawing, the grand prize drawing, will be held on or about April 15, 2002.

**NOTIFICATION OF WINNER.** Each winning entry of the first drawing and the grand prize drawing will be notified by US postal mail. Each winner will be required to sign and return an Affidavit of Eligibility/Release of Liability and Publicity (where permitted) within fifteen days of the first attempted delivery of the same. Failure to return the required documentation within such time period may result in forfeiture of the prize. Forfeited prizes will be awarded to the participant listed on the second randomly drawn eligible entry. Upon verification of winner's Affidavit of Eligibility/Release of Liability and Publicity, Edwards Signaling will make arrangements for delivery of the prizes. Winner agrees to the use of the winner's name and likeness for promotional and advertising purposes without the need of further compensation. Winner agrees to take delivery of the selected prize at the participating Edwards Signaling distributor location or the prize dealer.

### PRIZES:

1. Scratch Ticket Prize: All scratch and win ticket entry winners will immediately receive a 1.75oz bag of Gummy Bear candy manufactured by Harmony Foods from the participating distributor. Approximate retail value is \$1.00.

2. Regional Prize: Each regional prize consists of a Harley-Davidson® Billings Jacket; Cowhide with a worn look and rough feel. Detailed with bolo cord trim. Western-inspired chest pockets with embroidered flaps. Custom back embroidery and embossing. Action back. Zippered sleeve closures. Leather power-stretch side panels with adjustable tabs. Snap down lapels and collar. Approximate retail value \$400.

3. Grand Prize: The Grand prize is a Harley-Davidson® Touring Bike - FLHTCUI Ultra Classic Electra Glide Engine; Twin Cam 88™ vibration isolation-mounted, 5-speed transmission and Gates aramid fiber reinforced Poly Chain® belt final drive, 40mm constant velocity carburetor with enricher and accelerator pump, multi-plate clutch with diaphragm spring in oil bath, electronic speedometer with odometer and resettable trip meter, tachometer, fuel gauge, low fuel light, voltmeter, clock (integrated in stereo), oil pressure gauge, ambient air temperature gauge, sound system with handlebar and remote passenger controls, C.B./voice actuated intercom, cruise control with indicator light, oil pressure indicator lamp, engine diagnostic light. Approximate retail value \$20,000.

Prizes are not transferable and no substitution is allowed. Edwards Signaling reserves the right to substitute a prize of equal or greater value if advertised prize is unavailable. Taxes, insurance, licensing, registration and title fees, if any, related to the prize are the responsibility of the winner.

**ELIGIBILITY.** Sweepstakes open to legal U.S. residents who are licensed electricians 18 years of age or older as of the beginning date of the promotion. Verification of winner's age and valid electrician's license will be required before any prize is awarded. This promotion is not open to current or former employees of Edwards Signaling, or any of its respective parent companies, affiliates, retailers, sales representatives, subsidiaries, distributors, promotion or media partners, materials printers, material suppliers, and advertising promotion and other coordinating agencies involved in this sweepstakes or their immediate family or persons living in the same household of any of the persons named above.

**OTHER CONDITIONS.** By entering participant agrees to be bound by these Official Rules and the decisions of Edwards Signaling or its agents, which shall be final. All federal, state and local laws apply. Edwards Signaling reserves the right to determine the eligibility of all entries. Mail-in entries are automatically void if counterfeited, mutilated, forged, altered or tampered with in any way, or if illegible or mechanically reproduced. Edwards Signaling is not responsible for lost, undelivered, late, illegible, incomplete, damaged, mutilated, misdirected, or postage-due entries, or for any human error in processing of the entries received. Participant agrees that Edwards Signaling or its affiliates and agents shall not be liable for injury, loss or damage of any kind as a result of participating in this sweepstakes or from the acceptance or use of any prize awarded. All entries received become the property of Edwards Signaling and will not be returned. The winner will be required to execute releases and waivers required by Edwards Signaling in order to be eligible to receive any awarded prize.

### VOID WHERE PROHIBITED BY LAW.

**WINNER'S IDENTIFICATION.** For the name of the prize winners, mail a self-addressed stamped #10 envelope (WA and VT residents need not affix postage) to "Edwards Signaling Signals to Ride Winner's List", PO Box 8000, Hiawatha, IA 52233. Requests must be received by 04/15/02.

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**EDWARDS®**  
**SIGNALING**