

SIMA'S "CHEERS TO 30 YEARS" CONTEST RULES

1. Contest

- **Sponsor:** Contest is being sponsored by the Snow & Ice Management Association (SIMA) hereinafter referred to as the "Sponsor."

2. Eligibility Requirements

- **Age Limits:** Contestants must be at least 18 years of age.
- **Industry Affiliation:** Contestants must be a current owner, employee, or active member of a company that provides professional snow and ice management services. Eligible businesses include those specializing in commercial or residential snow plowing, de-icing and ice control, winter property maintenance, or sidewalk clearing. Entrants may be required to provide valid verification of their company affiliation upon request; failure to provide satisfactory documentation may result in disqualification from the contest.

3. Campaign Timeline

- **Contest Opens:** Noon CST July 15, 2026
- **Contest Ends:** Noon CST September 22, 2026
- **Winners Announced:** September 23, 2026

4. Entry Rules and Limitations

- **How to Participate:** Contestants must fill out the submission form (first name, last name, email and company name are required to enter).
- **Extra Entries:** Bonus entries can be earned by subscribing to our newsletters (x5 bonus entries); by following our social media channels (x3 bonus entries each); and/or by downloading *SIMA's Standard Practice for Implementing a Safety Program* resource (x3 bonus entries). Bonus entries can only be earned once per contestant.
- **Entry Limits:** Contestants are allowed to enter the contest once per week starting July 15, 2026, at Noon CST and ending September 22, 2026, at Noon CST.

5. Prize Details and Odds

- **The Prizes:**
 - **Premium SIMA Event Packages**
 - **SIMA's 2027 Leadership Forum (x1):** Full registration and a 2-night hotel accommodation at the Grand Summit Resort in Park City, Utah (August 16–18, 2027). **(Valued at \$1,600)**
 - **SIMA's 2027 Snow & Ice Symposium Package (x1):** SIMA+ Pass event registration and 3-night hotel accommodations for the 30th Snow & Ice Symposium (June 22–25, 2027 in Milwaukee, WI). **(Valued at \$1,570)**
 - **Growth and Learning Packages**
 - **SIMA's Advanced Snow Manager (ASM) Training Course (x1):** Complimentary ASM training course. Learn more at sima.org/getasm **(Valued at \$800)**

- **SIMA's Certified Snow Professional (CSP) Training Course (x1):**
Complimentary CSP study module and registration to the CSP training course. Learn more at sima.org/getcsp (**Valued at \$600**)
- **SIMA's Certified Deicer Application (CDA) Course (x1):**
Complimentary CDA course. Learn more at sima.org/getcda (**Valued at \$150**)
- **Signature Prizes**
 - **INSIGNIA 65-inch Class F50 Series LED 4K UHD Smart Fire TV with Alexa Voice Remote (x1):** 4k Ultra HD (2160p resolution); Built-in Fire TV, Pluto TV, Tubi, and more; Smart Home Hub (pairs with compatible smart home devices); DTS Virtual-X Sound; Supports HDMI eARC; TV connections include 3 HDMI ports, composite (AV) jacks, digital optical output, USB port, headphone jack, coaxial jack, Ethernet port and Wi-Fi technology. (**Valued at \$449**)
 - **Milwaukee® Tool M18 Lithium-Ion Cordless PACKOUT Jobsite Radio/Speaker with Built-In Charger (x1):** (2) 3.75" Woofers and (2) 1" high frequency tweeter; Charges all M18 batteries and mobile devices with built in 6' cord; Up to 9.5 hours of runtime on an M18 REDLITHIUM XC5.0 battery at 100% volume; AUDIO-LINK allows you to play music through multiple compatible Milwaukee devices; Compatible with PACKOUT Modular Storage System; USB-C 3.0A personal device charging; Dustproof and water resistant; Impact Resistant; Built-in equalizer; AM/FM Radio: 9-Station presets; 1 Year Warranty; Includes: (1) M18 Bluetooth Jobsite Radio + Charger (2956-20) (**Valued at \$300**)
 - **Milwaukee® 12-Volt Lithium-Ion Cordless Tough Shell Black Heated Jacket Kit with 3.0 Ah Battery and Charger (x1):** HEXON HEAT TECHNOLOGY™ equipped; All Day Run-Time: (12) hours on low, (6) hours on medium and (3) hours on high; (3) Heat Zones: Chest, Back and Pockets High, Medium and Low heat settings for each zone; 100% stretch polyester fabric; Wind and water resistant with DWR finish; Adjustable waist drawcord and cuffs; Washer and dryer safe; Compatible with all M12™ batteries and the Heated Gear Power Source w/ App Control; Includes: (1) M12 Heated TOUGHSHELL Jacket (M100-20); (1) M12 REDLITHIUM 3.0 Compact Battery Pack (48-11-2430); (1) M12 TOP-OFF Power Supply and Charger—winner to choose size (men's and women's sizes available). (**Valued at \$200**)
 - **Staff Pizza Party (x1):** You bring the people, we'll provide the pizza. Final details/delivery to be confirmed with the winner. (**Valued at \$200**)
- **SIMA/Supplier Prize Packages**
 - **Douglas Dynamic Sidewalk Kit (x1):** Walk-Behind Spreader—WB-100B poly broadcast spreader is ideal for wide areas, such as driveways, courtyards, and wide walkways; Capacity: 1.5 cu ft.; Spread pattern: drop or broadcast; Sturdy, corrosion-free polyethylene tub, pneumatic tires, and a powder-coated steel frame.
Snow Shovel—85385 Western Pusher Snow Shovel; Made of heavy-duty

extruded ultra-high-molecular-weight polyethylene; Fiberglass pole is fastened to the blade with a reinforced bracket; Nylon-reinforced D-shaped handle with excellent grip and maximum leverage; Height: 36".
Carhartt® Men's Rain Defender Heavy-Weight Sweatshirt—Size: XL; Model No. TS0615-M; Loose fit; Gray; Hooded, with front pocket.
(Total Estimated Value: \$620)

- **BOSS Fun Day Package (x1): Heavy-Duty Shop Bar Stool**—Stool is 30" tall; seat 14.5" diameter.

Cooler Backpack—Made of durable high-density foam with leakproof liner; 13.2" x 7.3" x 9.8" (capacity for 20 cans); Includes multiple pockets: 1 leakproof storage zipper compartment for lunch box or ice pack, 1 front zipper pocket for small accessories, 1 front convenient Velcro pouch for easy access, 2 side mesh pockets for bottles or umbrella, 1 beer opener on the strap; Can be folded flat for easy storage.

BOSS Trucker Hat—Adjustable.

(Total Estimated Value: \$155)

- **Metal Pless Barware Package (x1): Mixology Bartender Set**—Mixmate 15-piece brushed, stainless steel cocktail kit; Includes essential tools like a martini shaker, jigger, strainer, bar mixer spoon, tongs, and opener; 8 cocktail recipe cards.

Bar Tumbler Set—Set of 6 11-oz.Scotch/Old Fashioned glass tumblers

Metal Pless Promotional Items—T-Shirts, hats and large sphere ice cube molds.

(Total Estimated Value: \$98)

- **TrucBrush Travel Package (x1): 6-Piece Travel Compression Packing Cubes**—Half high-tenacity 320D fabric half mesh, 6 sizes: X-Large, Large, Medium, Small, Slim, and Shoe Bag

Memory Foam Neck Pillow—100% pure memory foam, With Eye Mask, earplugs, carrying bag

SIMA Duffle Bag—24" x 14" x 12"; x2 side pockets; With shoulder strap

TrucBrush T-Shirts—(x2 L / x2 XL).

(Total Estimated Value: \$100)

- **Fan-Favorite Prizes**

- **Leatherman® Wingman Multi-Tools (x7):** Tools Included:01 Spring-action Needle nose Pliers; 02 Spring-action Regular Pliers; 03 Spring-action Wire Cutters; 04 Wire Stripper; 05 420HC Combo Knife; 06 Spring-action Scissors; 07 Package Opener; 08 Ruler (1.5 in | 3.8 cm); 09 Can Opener; 10 Bottle Opener; 11 Wood/Metal File; 12 Phillips Screwdriver; 13 Medium Screwdriver; 14 Small Screwdriver; Stainless Steel; Closed Length: 9.65 cm; Open Length: 15.24 cm; Width: 3.23 cm; Overall Thickness: 1.42 cm; Primary Blade Length: 6.6 cm; Weight: 7 oz; Sheath not included. **(Valued at \$90 each)**

- **Carhartt® Men's Firm Duck Aprons (x7):** Criss-cross strap ties in back for balanced weight distribution; Bib pocket with zip closure; Four large pockets; Two small pockets; Tool and utility pockets; One size. **(Valued at \$70 each)**

- **SIMA Cozy for Winter Kits (x3):** Stanley Classic Legendary Vacuum Bottle—Insulated; 35.2 ounce capacity; keeps liquids (soup, coffee, tea) hot or cold drinks cool for up to 24 hours; made with safe BPA-free materials; rust-proof 18/8 stainless steel; color: Hammertone Lake.. Outdoor/Stadium Blanket—Fleece inside; waterproof and wind-proof backing; machine washable; dimensions 51" x 59". SIMA Solo Socks (for the whole team!)—Size US 7-11 UK 6-10 EU 37-42; 80% bamboo, 17% nylon, 3% elastane.
(Total Estimated Value: \$153)

The Odds: Odds of winning depend on the total number of eligible entries received.

Subject to Availability: The Sponsor reserves the right to change/remove/exchange any and/or all prizes based on availability.

6. Winner Selection and Notification

- **The Process:** Winners will be selected in a random drawing and notified via the email address provided on the submission form.
- **Claiming the Prize:** Winners must respond to the notification email within 30 days to claim their prize. Failure to respond within this timeframe will result in forfeiture of the prize, and an alternate winner will be selected.
- **Non-transferrable:** Prizes are non-transferable, non-assignable, and no cash alternative or prize substitution will be allowed, except at the sole discretion of the Sponsor.

7. No Purchase Necessary

- No purchase(s) are necessary to enter the contest, and purchasing a product or service does not increase an entrant's chances of winning.

8. Social Platforms Are Not Affiliated with this Contest

- This promotion is in no way sponsored, endorsed, administered by, or associated with Instagram, Facebook, X, or LinkedIn.