

A pineapple is positioned on the right side of the image, standing upright in a field of vibrant green grass. The background is a clear blue sky with soft, white clouds. The entire scene is framed by a white horizontal band in the center, which contains the text.

THE HOSPITALITY LAW CONFERENCE: SERIES 2.0

January 11, 2018 • San Diego, CA

Engaging Guests Through Online Sweepstakes

2018 HOSPITALITY
LAW CONFERENCE:
SAN DIEGO

JANUARY 11



Elizabeth A. DeConti

Shareholder, GrayRobinson, P.A.

- Alcohol Beverage Practice Focused on Tied House, Trade Practices, and Advertising and Promotions
- Twenty Years of Experience Representing Suppliers, Retailers and Third Party Agencies



**THE H^{HL}OSPITALITY LAW
C^{HL}ONFERENCE SERIES 2.0**

Legal Issues

- Who?
- Where?
- What do I do to enter?
- How do I send or post my entry?
- What do I win?



Eligibility

- Age
- Jurisdiction
- Relation to Sponsor
- Technology



Postcard vs. Performance

- Chance vs. Skill
- Promoting and Endorsing
- Say Hello to the FTC



Prizing

- Approximate Prize Value and Registration
- Chances of Winning
- The Sponsor's Discretion



Sweepstakes Involving Regulated Products

Example: Alcoholic Beverages

- Legal Age Audiences Only
- Beware of Cooperative Advertising
- Rules about Paying for Prizes

