



2014 EUKANUBA WORLD CHALLENGE RULES & REGULATIONS

1. About the event

The 'Eukanuba World Challenge' ("EWC") is a dog competition taking place once a year. The event is designed to bring together the top winning dogs from around the world and celebrate the magnificence of pure breed dogs.

The Eukanuba brand, owned by Procter & Gamble (P&G International Operations SA, 47, Route de Saint-Georges, CH-1213 Petit-Lancy, Switzerland) is organizing the Eukanuba World Challenge.

The following rules and regulations outline the 2014 Eukanuba World Challenge requirements. **The 2014 finals will take place on December 13th and 14th, 2014, in Amsterdam/NL, in conjunction with the Amsterdam Winner Show.**

Participation in the Eukanuba World Challenge 2014 and all its accompanying events entails full agreement to the rules and regulations at hand.

2. How to enter

***Important to note:** Under the circumstances of the ongoing divestiture of the Eukanuba Brand not all the selected dogs are eligible to win a fully expensed trip – cf. to the list of excluded slots at the end of the document. Selected dogs/representatives not eligible for a fully expensed trip should engage with the local Eukanuba brand to discuss options.*

1. The National Kennel Club of the countries offered a slot* is responsible for the selection of its representative dog. In the event that a National Kennel Club is not able to participate in the selection process, Eukanuba in agreement with the FCI, the UK Kennel Club and/or the AKC would take over the selection in a transparent way, either through a points system or a Best In Show win at the country's most prestigious show. The participating dog must be BOTH registered in the National Kennel Club of the nominated country AND must be residing in this country since, at least, January 1st 2014. It's the national Kennel Club's responsibility to ensure the requirements are duly fulfilled.
2. The same dog will only be allowed to represent his country twice maximum. In case a dog is selected for the 3rd time to represent the same country, the runner up will be invited to compete in the Eukanuba World Challenge.
3. The selection process and the details of the nominated dog have to be declared to Eukanuba and the FCI by the 1st of October 2014 latest.
4. In addition to the dogs selected by their national Kennel Clubs 'Best in Show' winners of major dog shows (namely Crufts Westminster, World Dog Show, FCI Europe section show, FCI Americas and Caribbean section show and FCI Asia section show,) are also offered a slot to compete in the 2014 Eukanuba World Challenge.
5. Once the participants will receive the log-in details to register to the event, they have **14 days maximum to register**. After this deadline, Eukanuba will only cover the costs of the travels available on the 14th day. In case of delay in the registration, if the travel becomes more expensive, the extra costs will have to be paid by the participant.
6. Eukanuba does not interfere in the selection of the judges of the 2014 Eukanuba World Challenge. This selection is made by the AKC, in cooperation with the FCI and the UK Kennel Club. The judges process will be announced on the Thursday evening dinner prior to the event.
7. Participants to the Eukanuba World Challenge act independently and can in no way be considered as agents, representatives or employees of Eukanuba or P&G.
8. The Challenge Organizers reserve the right to refuse any correspondence addressed in any other language than English. Understanding English, which is the official language of the Challenge, is required to participate.

* Might be subject to change; any changes will be communicated to the participating Kennel Clubs, on the EWC FB page and EWC website



9. Dogs participating in the Eukanuba World Challenge are free to compete at the 'Amsterdam Winner Show' but Eukanuba will not be involved in the registration process. The Eukanuba World Challenge and the 'Amsterdam Winner Show' are independent events and may have different conditions. Participants will have to give priority to the Eukanuba World Challenge and in case of overlaps with the judging schedule of the Winner Show, Eukanuba will not modify the schedule of the Challenge.

3. Who can enter?

Top dogs and accompanying owners need to adhere to the following conditions to be eligible to participate:

- Participant must be 18 or over and legal/official owner of the dog. If he/she is not over 18 he/she will have to be accompanied by a responsible adult. Eukanuba will not cover the costs of the accompanying person (see '4. Prize description' if applicable).
- Dog must be a FCI recognized breed to compete in the Eukanuba World Challenge. Details can be found at: <http://www.fci.be>.
- Dog has to be compliant with the Dutch Kennel Club's (Raad van Beheer) regulations which e.g. do not allow for cropped/docked dogs.
- Dogs and accompanying people must be fully available for the dates of the event and surrounding days.
- The dog and the 2 persons (see '4. Prize description' if applicable) accompanying the dog to the event must comply with any health and administrative requirements to travel to Europe, including but not limited to valid (pet and personal) passport in compliance with the European immigration regulations for your country. Check with your doctor/veterinarian for health information and any specific health requirement you or your dog may have.
- Eukanuba reserves the right to refuse participants which have not been truthful or accurate in the information submitted.

4. Prize description: What can be won?

For the eligible countries (cf. to the resp. list below), the selected dogs and the accompanying people (max. 2 people per selected dog) will be invited for a 4 days, expenses paid trip to represent their country at the 2014 Eukanuba World Challenge finals.

Expenses will be covered and organized for the winners by P&G as follows:

- *Trip for 1 person to the event:* travel arrangement and travel class (economy class) determined by P&G. If the participant decides to choose a different route, flight or to travel on a different date than proposed by Eukanuba, the related extra costs might not be covered.
- *Travel for the selected dog:* In case of flight, the owner must comply with IATA regulations in terms of the crate size needed for the dog. Eukanuba will not cover the cost in case a new crate is needed. The transport of the crate will be covered, any additional luggage above the allowed weight in the plane will be covered by the dog owner (tables and dryers will be available at the event location). If the dog is flying to Amsterdam, P&G will cover a maximum amount of Euro 1'000.- per dog, with an exception for countries with quarantine where only cargo flights are possible.
- *Travel for accompanying person:* If an owner of a dog selected to participate in the 2014 Eukanuba World Challenge is an **active** member of the Eukanuba Breeders' Club on August 1st 2014, Eukanuba will cover the travel of an accompanying person as well. Eukanuba will pay for ONE hotel room for 2 persons (twin or double room based on the preferences). The same applies in case there no Eukanuba Breeder Club in the respective country BUT the dog is fed on Eukanuba.
- *Room and board:* Hotel & meals organized for a period of 4 days (lodging arrangements determined by P&G; meal vouchers will be provided)
- *Transfers:* Transportation cost from home to airport, and upon return from airport to home, will be paid by Eukanuba upon proof of receipt with a maximum of 2 x 50 Euro per taxi (for train costs, you must obtain prior P&G approval).
- All costs, even those unexpected, not listed above are not covered by Eukanuba/P&G and must be borne by the participants themselves.

5. Prize details:

The selected dogs will participate in the 2014 Eukanuba World Challenge for the title of the Eukanuba World Challenge Champion, with a Euro 7'500 prize for the winner, Euro 2'500 for the runner up and Euro 1'500 for the 3rd place. The kennel club of the winning dog will also receive prize money in the amount of Euro 3,500.



6. Rules of Entry

The Eukanuba World Challenge was set up to 'celebrate pure breed dogs from around the world'. We hope you enjoy it while abiding by the following rules:

- The Eukanuba World Challenge is a challenge, not a contest, so that good faith effort and cooperation is expected from participants.
- The dog's owner transfers the intellectual property rights of all pictures and videos taken during the event to P&G. The participant grants P&G use of the name & image/footage of the dog, name & image/footage of the breeder/owner in its advertising material related to the challenge before, during and after the 2014 Eukanuba World Challenge, this free of charge i.e. without royalty or remuneration for this transfer of rights.

7. Data Protection

Caméléon organization, the EWC agency, will collect data on behalf of P&G for making travel arrangements. The personal data of participants and potential accompanying persons will be collected solely for the purposes of administering the event and entering the dog to the challenge. All personal data will be deleted within 3 months after the challenge.

8. Jurisdiction

This event shall be governed by the laws of Switzerland and are subject to the exclusive jurisdiction of Geneva, Switzerland over any claim or matter arising under or in connection with the Challenge.

9. Indemnity:

ALL OWNERS ARE RESPONSIBLE FOR THEIR OWN INSURANCE DURING THE FULL DAYS OF TRAVEL AND EVENT, FOR THEMSELVES AND THEIR DOGS. P&G IS NOT TAKING INSURANCE NOR LIABILITY FOR THE OWNERS OR THEIR DOGS.

By entering the Challenge, you agree to be bound by these Terms & Conditions. P&G reserves the right to modify the content of these Terms & Conditions with retrospective effect. Modifications will be announced to the participating Kennel Club and posted on the EWC Facebook page (<https://www.facebook.com/EukanubaWorldChallenge>) as well as on the event's website (www.eukanuba.co.uk/world-challenge).



2 COUNTRIES QUALIFIED FOR EWC AT EURO DOG SHOW IN BRNO	COUNTRIES WITH DIRECT ACCES TO THE EWC FINAL IN AMSTERDAM NETHERLANDS			
Countries invited to the Eukanuba World Challenge European Qualifying Event at EDS	Direct participants in the 2014 Eukanuba World Challenge final in December		Show winner slots to the 2014 Eukanuba World Challenge finals in December	
Europe and Africa	Europe and Africa	Americas	Asia & Pacific	Top Dog Show Winners
Azerbaijan	Austria	Argentina*	Australia	FCI Americas Winners Dog Show – San Jose, Costa Rica (Nov 29-30)*
Belarus	Belgium	Brazil*	China*	FCI European Winners Dog Show – Brno Czech Republic (Oct 23-26)
Bulgaria	Czech Republic	Canada*	Indonesia*	FCI Asia & Pacific Winners Dog Show – Tokyo, Japan (March 28-30)
Croatia	Denmark	Mexico*	Japan	Crufts 2014 BIS
Cyprus	Finland	North America Eukanuba Breeders Stakes Champion*	Malaysia	WDS 2014 BIS
Egypt*	France	Puerto Rico*	New Zealand	
Estonia	Germany	USA AENC BIS*	Philippines*	Westminster 2014 BIS*
Georgia	Hungary		South Korea*	
Greece	Ireland		Taiwan	
Iceland	Italy			
Israel*	Netherlands			
Latvia	Norway			
Lithuania	Poland			
Luxembourg	Portugal			
Macedonia	Russia*			
Malta	Spain			
Monaco	Sweden			
Romania	Switzerland			
San Marino	United Kingdom			
Serbia				
Slovakia				
Slovenia				
Turkey*				
Ukraine				

* Offered a slot in the Eukanuba World Challenge finals, but expense trip not covered : respective Kennel Club should engage with their local Eukanuba brand representative to discuss the options