

Scratch Card Prizes: Terms and Conditions

Airship Mega Marketing Masterclass, Wednesday 9 September 2026

1. The Promoter

This promotion is run solely by HGEM Ltd ("HGEM", "the Promoter", "we", "us", "our"), whose registered office is at Kings Court, Parsonage Lane, Bath, BA1 1ER, United Kingdom, company number 04849448.

The Event is run by Airship. HGEM's activation at the Event, including both Prizes and this promotion, belongs to HGEM alone. Airship is not a promoter of either Prize, is not responsible for their award or delivery, and has no obligations under these Terms. Any reference to Airship or its team in these Terms relates only to their presence at the Event, for example for the purpose of verifying a claim under Section 4.

2. The Prizes

Three winning scratch cards are in circulation at the Event, across two prize tiers:

4-Star Prize: a luxury hamper. Two (2) available. Full terms in Section 6.

5-Star Prize: a four-month HGEM Review Management subscription. One (1) available. Full terms in Section 7.

Sections 1 to 5 and 8 to 13 apply to both Prizes. Section 6 applies to the 4-Star Prize only. Section 7 applies to the 5-Star Prize only.

3. Accepting these Terms

- 3.1** By providing your details to HGEM, whether via the claim page, by accepting delivery of a hamper, or by beginning to use the Review Management subscription, you confirm that you have read and agree to be bound by these Terms in full.
- 3.2** A winner who does not wish to be bound by these Terms must decline the Prize in writing to HGEM within 14 days of being confirmed as a winner under Section 4. Where a Prize is declined, or not accepted within this period, HGEM reserves the right to treat it as unclaimed under Section 8.

4. The Scratch Card and Confirming Winners

- 4.1** Each Prize has an instant winning outcome. Three scratch cards, among those issued in person to attendees of the Event on 9 September 2026, carry a winning outcome: two for the 4-Star Prize and one for the 5-Star Prize. Scratching a card reveals immediately whether it is a winning card. No purchase was necessary, and cards were not available by any route other than in-person attendance at the Event.
- 4.2** There is no separate prize draw. Each winning outcome is fixed within the scratch cards distributed at the Event; it is not determined afterwards by HGEM, or by chance among a pool of entries.
- 4.3** Every scratch card carries a QR code. The holder of a winning card must scan this code and provide their details to HGEM, at hgem.com/beyond-the-crm-guest-journey-guide, in order to claim a Prize, unless the holder has already provided their details to HGEM at the Event itself.
- 4.4** Details must be provided by 23:59 on 30 September 2026. A winning card for which details are not provided by that time will be treated as unclaimed under Section 8.
- 4.5** Once a winner's details have been provided, HGEM will aim to make contact within 5 working days.
- 4.6** Because entry took place in person via a physical scratch card, HGEM reserves the right to verify a claim by any reasonable means, including asking the holder of a winning card to send a photo of the winning scratch card, or to confirm details such as the name of the HGEM team member present when it was issued, before the Prize is confirmed.
- 4.7** If HGEM is unable to verify a claim, or the holder of a winning card does not respond to HGEM's reasonable requests for information within 14 days, HGEM reserves the right to treat the Prize as unclaimed and to withdraw it under Section 8.

5. Eligibility

5.1 Both Prizes

- 5.1.1** To receive a Prize, the holder of a winning scratch card must be aged 18 or over, and must have attended the Event in person and been issued the winning card directly.
- 5.1.2** Neither Prize is available to any employee of HGEM or Airship. If a winning card is found to be held by someone in this category, HGEM reserves the right to withdraw the Prize under Section 8.
- 5.1.3** HGEM reserves the right, at any stage, to request reasonable evidence of eligibility before confirming or releasing a Prize.

5.2 Additional conditions for the 5-Star Prize

- 5.2.1** The holder of the winning 5-Star card must be claiming on behalf of, or with the authorisation of, a UK hospitality business or agency.

- 5.2.2** The 5-Star Prize is not available to any business that is an existing HGEM client at the time of the Event. Where the holder of the winning card is claiming on behalf of a business that already has a live agreement with HGEM, the Prize will not be awarded, and HGEM reserves the right to treat it as unclaimed under Section 8.
- 5.2.3** The 5-Star Prize is intended for use by a hospitality business that provides guest experiences directly to customers, for example a restaurant, pub, bar, hotel, or other hospitality or leisure venue. If the winner's organisation does not operate a hospitality venue that HGEM's Review Management solution can reasonably be applied to, HGEM reserves the right to offer an alternative prize of equivalent value, or to withdraw the Prize, under Section 8.
- 5.2.4** HGEM reserves the right to request reasonable evidence of the winner's job title, employer, and authority to accept the Prize on their business's behalf, before confirming or releasing the Prize.
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6. The 4-Star Prize: luxury hamper

- 6.1** Each 4-Star winner will receive one luxury hamper, the contents and supplier of which are chosen entirely at HGEM's discretion. The hamper's contents and presentation may vary between winners.
- 6.2** The Prize is non-transferable and cannot be exchanged, in whole or in part, for cash, credit, or any alternative prize, except at HGEM's sole discretion.
- 6.3** To receive the Prize, a winner must provide their full name and a delivery address to HGEM. HGEM will arrange for the Prize to be delivered to this address only, within 30 days of the winner being confirmed. Deliveries are limited to addresses on the UK mainland.
- 6.4** Once the Prize has been handed to a courier or delivery provider for delivery to the address provided by the winner, HGEM is not responsible for its loss, delay, or damage in transit, or for a failed delivery caused by an incorrect or incomplete address, or by the winner's unavailability to receive it, provided HGEM and its chosen supplier or courier have taken reasonable care in dispatching it. Where a delivery fails or is lost through the fault of HGEM's chosen supplier or courier, HGEM will act reasonably to arrange a replacement or otherwise resolve the issue, but is not otherwise liable for the acts or omissions of any third-party supplier or courier.
- 6.5** If the winner or any recipient of the Prize has a dietary requirement, food allergy, or intolerance, this must be disclosed to HGEM when providing their details, so that HGEM can take it into account when selecting the hamper's contents where reasonably possible.
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7. The 5-Star Prize: Review Management subscription

- 7.1** The 5-Star winner will receive a complimentary four (4) month subscription to HGEM's Review Management solution, covering up to five (5) sites for the winner's nominated business.

- 7.2** The Prize includes review monitoring and aggregation across supported platforms, access via The Hub, and standard response management support. The Prize does not include any other HGEM module, for example Audits or Feedback, unless separately agreed in writing, nor any hardware, third-party software, or costs not explicitly stated here.
- 7.3** If, following further discussion with the winner about their business, HGEM determines that the Review Management solution is not suitable for the winner's nominated business, HGEM reserves the right to withdraw the Prize, under Section 8.
- 7.4** The Prize is non-transferable and cannot be exchanged, in whole or in part, for cash, credit, or any alternative prize, except at HGEM's sole discretion.
- 7.5** The four-month subscription period will run from the date the winner's Review Management solution goes live, following HGEM's standard onboarding process (typically around four weeks from confirmation of the winner and receipt of all information HGEM reasonably requires). The subscription period does not start from the date the winning card is scratched or the date the winner is confirmed.
- 7.6** The subscription will end automatically at the end of the four-month period. HGEM will contact the winner ahead of expiry to discuss continuing on standard commercial terms. There is no obligation on the winner to continue the service, and no renewal or charge will be applied without the winner's separate, explicit agreement.
- 7.7** To receive the Prize, the winner may be required to sign HGEM's standard terms of service or a short-form agreement covering the subscription period. If this is not completed within 30 days of the winner being confirmed, HGEM reserves the right to withdraw the offer and proceed under Section 8.

8. HGEM's Rights and Prize Substitution

- 8.1** HGEM reserves the right to substitute a Prize, in whole or in part, for a prize of equal or greater value, where the advertised Prize (or any part of it) becomes unavailable for reasons beyond HGEM's reasonable control, including unavailability of an item from HGEM's chosen supplier, or where the 5-Star Prize is not suitable for the winner's business under Section 5.2.3.
- 8.2** HGEM reserves the right to withdraw, cancel, amend, or suspend this promotion or these Terms at any time, without prior notice, where reasonably necessary.
- 8.3** HGEM reserves the right to withhold or withdraw a Prize from a winner where it reasonably believes these Terms have been breached, that the claim is fraudulent, or that false information has been provided.
- 8.4** HGEM's decisions on all matters relating to this promotion, including eligibility, verification, and the award of a Prize, are final. No correspondence will be entered into regarding these decisions.

9. Publicity

By accepting a Prize, a winner agrees that HGEM may approach them to take part in a short social media post or similar announcement about the Prize. The winner is under no obligation to take part, and HGEM will only use the winner's name, business name, likeness, image, or any quotation from them with their separate, explicit, written consent, agreed at the time and confined to the specific use agreed. Declining to take part in any publicity will not affect the winner's right to receive their Prize.

10. Data Protection

Personal data provided to HGEM, including a 4-Star winner's delivery address, will be used by HGEM to administer this promotion, verify claims, contact winners, and deliver the Prizes, in accordance with HGEM's Privacy Policy. Delivery details will also be shared with HGEM's chosen supplier or courier, solely for the purpose of delivering a hamper.

11. Liability

- 11.1** HGEM accepts no responsibility for a claim that is lost, delayed, corrupted, or not received for any reason outside its reasonable control, including technical or network failure of the scratch card, QR code, or HGEM's website.
- 11.2** To the extent permitted by law, HGEM excludes liability for any loss or damage arising from participation in this promotion, or from acceptance or use of a Prize, except where such loss or damage arises from HGEM's negligence, or cannot otherwise be excluded by law, including death or personal injury caused by negligence, or fraud.
- 11.3** Nothing in these Terms limits or excludes HGEM's liability where it would be unlawful to do so.
- 11.4** HGEM is not responsible for any adverse reaction to, or unsuitability of, the contents of a hamper for a winner or recipient with a dietary requirement, food allergy, or intolerance that was not disclosed to HGEM, as set out in Section 6.5.

12. General

- 12.1** If there is any conflict between these Terms and any other description of a Prize given verbally at the Event, on the scratch card itself, or in any other marketing material, these Terms take precedence.
- 12.2** These Terms are governed by the laws of England and Wales, and a winner submits to the exclusive jurisdiction of the courts of England and Wales.
- 12.3** By accepting a Prize, a winner confirms that they have read, understood, and agree to be bound by these Terms, as set out in Section 3.

13. Promoter Contact Details

Company	HGEM Ltd
Registered office	Kings Court, Parsonage Lane, Bath, BA1 1ER, United Kingdom
Company number	04849448
Promotions contact	marketing@hgem.com
Website	hgem.com