



The SmartBox Challenge

OFFICIAL RULES

OVERVIEW AND ELIGIBILITY REQUIREMENTS

1. THE SMARTBOX CHALLENGE (HEREAFTER "SMARTBOX CHALLENGE") IS A CONTEST OF SKILLS, AND NOT A SWEEPSTAKES, RAFFLE, OR LOTTERY. WINNERS WILL BE DETERMINED SOLELY ON THE BASIS OF THEIR SKILLS IN RUNNING A DENTAL PRACTICE. NO ELEMENT OF CHANCE WILL BE USED TO SELECT WINNERS.
2. SMARTBOX, LLC IS THE SOLE SPONSOR OF THE SMARTBOX CHALLENGE. SMARTBOX, LLC IS AN INDIANA LIMITED LIABILITY COMPANY THAT PROVIDES MARKETING SERVICES TO DENTISTS, WITH ITS PRINCIPAL PLACE OF BUSINESS LOCATED AT 821 MOUNT TABOR ROAD, SUITE 300, NEW ALBANY, INDIANA, 47150.
3. THERE IS NO ADDITIONAL PURCHASE NECESSARY TO ENTER THE SMARTBOX CHALLENGE; THE CONTEST IS OPEN TO ALL CURRENT CLIENTS OF SMARTBOX, LLC WHO USE SMARTBOX'S PATIENT ATTRACTION SYSTEM. HOWEVER, SMARTBOX, LLC CLIENTS MUST REMAIN CURRENT ON THEIR MONTHLY BILLS IN ORDER TO REMAIN ELIGIBLE FOR PRIZES AND AWARDS IN THE SMARTBOX CHALLENGE. THE TOTAL COST OF PARTICIPATING IN THE SMARTBOX CHALLENGE WILL VARY BASED UPON THE COST OF THE PARTICIPANT'S MONTHLY MARKETING SERVICES FROM SMARTBOX.
4. A PURCHASE OF ADDITIONAL SMARTBOX PRODUCTS WILL NOT INCREASE YOUR CHANCE OF WINNING.
5. ALL FEDERAL, STATE, AND/OR LOCAL LAWS APPLY TO THE SMARTBOX CHALLENGE. THIS OFFER IS VOID WHERE PROHIBITED.
6. THE SMARTBOX CHALLENGE IS OPEN TO LEGAL RESIDENTS OF THE UNITED STATES OF AMERICA OVER THE AGE OF 21. THE SMARTBOX CHALLENGE IS NOT OPEN TO RESIDENTS OF COLORADO, VERMONT, MARYLAND, AND ARIZONA.
7. EMPLOYEES OF SMARTBOX, LLC AND THEIR IMMEDIATE FAMILY OR HOUSEHOLD MEMBERS ARE NOT ELIGIBLE TO PARTICIPATE IN THE SMARTBOX CHALLENGE.
8. PARTICIPATING IN THE SMARTBOX CHALLENGE CONSTITUTES ENTRANT'S FULL AND UNCONDITIONAL ACCEPTANCE OF THE SMARTBOX CHALLENGE OFFICIAL RULES AND THE DECISIONS OF THE SPONSOR, SMARTBOX, LLC, WHICH ARE FINAL AND BINDING.
9. SMARTBOX CHALLENGE PARTICIPANTS RELEASE ANY CLAIM OR CAUSE OF ACTION THAT COULD ARISE FROM PARTICIPATION IN THE SMARTBOX CHALLENGE OR USE OF THE PRIZE (INCLUDING ANY TRAVEL OR ACTIVITY RELATED THERETO).
10. WINNING AN AWARD/PRIZE IS CONTINGENT UPON BEING COMPLIANT WITH THE REQUIREMENTS OF THE OFFICIAL RULES AND THE WINNER'S SMARTBOX, LLC ACCOUNT BEING IN GOOD STANDING. FURTHERMORE, PARTICIPANTS AGREE THAT ANY DISPUTES WILL BE GOVERNED BY THE LAWS AND COURTS OF FLOYD COUNTY, IN.
11. A COMPLETE LIST OF AWARD WINNERS CAN BE OBTAINED BY WRITING SMARTBOX, LLC, VIA EMAIL AT COMPLIANCE@SMARTBOXDENTALMARKETING.COM AND REQUESTING THE LIST ON OR AFTER FEBRUARY 28, 2019. A PARTIAL LIST OF WINNERS CAN BE OBTAINED VIA THE SAME METHOD AT ANY TIME FOLLOWING MAY 1, 2018.

ENTRY INTO THE SMARTBOX CHALLENGE

1. THE SMARTBOX CHALLENGE IS OPEN TO SMARTBOX CLIENTS WHO USE SMARTBOX'S PATIENT ATTRACTION SYSTEM DURING THE 2018 CALENDAR YEAR. PARTICIPANTS MUST USE THEIR PATIENT ATTRACTION SYSTEM FOR AT LEAST THREE (3) CONSECUTIVE MONTHS IN 2018 IN ORDER TO BE ELIGIBLE FOR ANY PRIZE AWARDED ON AN ANNUAL BASIS, OR AT LEAST ONE (1) MONTH TO BE ELIGIBLE FOR A PRIZE AWARDED ON A QUARTERLY BASIS.



2. SMARTBOX CLIENTS WHO USE THEIR PATIENT ATTRACTION SYSTEM ARE AUTOMATICALLY ENTERED INTO THE SMARTBOX CHALLENGE IF ELIGIBILITY REQUIREMENTS ARE MET UNLESS SMARTBOX, LLC IS NOTIFIED OF A PREFERENCE TO OPT OUT OF THE SMARTBOX CHALLENGE. SUCH A NOTIFICATION SHOULD BE EMAILED TO COMPLIANCE@SMARTBOXWEBMARKETING.COM.
3. SMARTBOX, LLC ESTIMATES THAT BETWEEN ONE HUNDRED (100) AND THREE HUNDRED AND FIFTY (350) DENTAL PRACTICES WILL PARTICIPATE IN THE SMARTBOX CHALLENGE. AS A PART OF THE SMARTBOX CHALLENGE, SMARTBOX, LLC WILL AWARD FORTY (40) PRIZES VALUED AT APPROXIMATELY TWO HUNDRED DOLLARS (\$200.00) EACH, ONE PRIZE VALUED AT APPROXIMATELY TWO THOUSAND DOLLARS (\$2,000.00), ONE PRIZE VALUED AT APPROXIMATELY FIVE THOUSAND DOLLARS (\$5,000.00), AND ONE PRIZE VALUED AT APPROXIMATELY TEN THOUSAND DOLLARS (\$10,000.00).
4. THE SMARTBOX CHALLENGE IS THE FIRST SKILLS CONTEST THAT SMARTBOX, LLC, HAS EVER OFFERED. ACCORDINGLY, IT IS NOT POSSIBLE TO GIVE THE NUMBER OR PERCENTAGE OF PAST PARTICIPANTS THAT HAVE WON PAST SKILLS CONTESTS.

DATES

1. THE SMARTBOX CHALLENGE WILL BEGIN ON JANUARY 1, 2018, AND END ON DECEMBER 31, 2018. PRIZES WILL BE AWARDED BASED UPON JUDGING THAT OCCURS DURING BOTH AN ANNUAL BASIS (LASTING FROM JANUARY 1, 2018, TO DECEMBER 31, 2018) AND ON THE BASIS OF JUDGING THAT OCCURS DURING THE FOUR (4) QUARTERS OF THE CALENDAR YEAR (WITH THE FIRST (1ST) QUARTER LASTING FROM JANUARY 1, 2018 TO MARCH 31, 2018; THE SECOND (2ND) QUARTER LASTING FROM APRIL 1, 2018, TO JUNE 30, 2018; THE THIRD (3RD) QUARTER LASTING FROM JULY 1, 2018 TO SEPTEMBER 30, 2018; AND THE FOURTH (4TH) QUARTER LASTING FROM OCTOBER 1, 2018 TO DECEMBER 31, 2018).
2. WINNERS FOR PRIZES TO BE AWARDED ON AN ANNUAL BASIS WILL BE DETERMINED BY JANUARY 30, 2019, WITH WINNERS NOTIFIED VIA EMAIL, UNITED STATES POSTAL SERVICE, OR PHONE CALL NO LATER THAN FEBRUARY 28, 2019.
3. WINNERS FOR PRIZES TO BE AWARDED ON A QUARTERLY BASIS WILL BE DETERMINED IN THE MONTH FOLLOWING EACH QUARTER, WITH THE WINNER NOTIFIED VIA EMAIL, UNITED STATES POSTAL SERVICE, OR PHONE CALL NO LATER THAN TWO (2) MONTHS FOLLOWING THE END OF THE QUARTER, WITH THE PRIZE AWARDED IN A REASONABLE AMOUNT OF TIME FOLLOWING THE PARTICIPANT BEING NOTIFIED THAT THEY HAVE WON THE PRIZE. *(FOR INSTANCE, WINNERS OF FIRST (1ST) QUARTER PRIZES WILL BE DETERMINED BY APRIL 30, 2018, WITH WINNERS NOTIFIED NO LATER THAN MAY 30, 2018, AND THE PRIZES AWARDED IN A REASONABLE AMOUNT OF TIME THEREAFTER.)*
4. IF THE WINNER OF ANY INDIVIDUAL PRIZE CANNOT BE REACHED WITHIN TEN (10) DAYS OF THE WINNER BEING NOTIFIED THEY HAVE WON THE PRIZE, OR IF THE WINNER OF ANY INDIVIDUAL PRIZE DECLINES THE PRIZE, THE PRIZE WILL BE GIVEN TO THE PARTICIPANT WHO RANKED ONE (1) PLACE BELOW THE WINNER IN THE JUDGING CRITERIA. THE PRIZE WILL REMAIN UNAWARDED IF THE ALTERNATIVE WINNER CANNOT BE REACHED OR DECLINES THE PRIZE.

JUDGING CRITERIA

1. THE SMARTBOX CHALLENGE WILL BE JUDGED UPON THE CRITERIA OF THEIR DENTAL PRACTICE'S CALL ANSWER RATE AND THEIR SCHEDULING CONVERSION RATE.
2. A PARTICIPANT'S CALL ANSWER RATE IS DEFINED AS THE NUMBER OF CALLS THE PARTICIPANT'S DENTAL PRACTICE ANSWERS, DIVIDED BY THE NUMBER OF CALLS THE DENTAL PRACTICE RECEIVES, WITH THE QUOTIENT DISPLAYED AS A PERCENTAGE OF ONE HUNDRED (100).
3. A PARTICIPANT'S SCHEDULING CONVERSION RATE IS DEFINED AS THE NUMBER OF NEW PATIENTS SCHEDULED BY A DENTAL PRACTICE AND DIVIDED BY THE NUMBER OF NEW PATIENTS WHO CALL THE PARTICIPANT'S DENTAL PRACTICE FOR AN APPOINTMENT, WITH THE QUOTIENT DISPLAYED AS A PERCENTAGE OF ONE HUNDRED (100).
4. A PARTICIPANT'S CALL ANSWER RATE WILL BE DETERMINED ON A MONTHLY BASIS SOLELY BY SMARTBOX, LLC'S ZETETICS CALL TRACKING AND AN ANALYSIS OF THE DATA BY SMARTBOX, LLC'S TEAM OF CALL QUALITY ANALYSTS. SMARTBOX, LLC HAS THE SOLE AND FINAL JUDGMENT AS TO DETERMINING A PARTICIPANT'S CALL ANSWER RATE.
5. A PARTICIPANT'S SCHEDULING CONVERSION RATE WILL BE DETERMINED ON A MONTHLY BASIS SOLELY BY SMARTBOX, LLC'S ZETETICS CALL TRACKING AND AN ANALYSIS OF THE DATA BY SMARTBOX, LLC'S TEAM OF CALL QUALITY ANALYSTS. SMARTBOX, LLC HAS THE SOLE AND FINAL JUDGMENT AS TO DETERMINING A PARTICIPANT'S SCHEDULING CONVERSION RATES.

6. CALLS MADE TO A PHONE NUMBER OTHER THAN THE PARTICIPANT'S ZETETICS TRACKING PHONE NUMBERS WILL NOT BE CONSIDERED IN THEIR CALL ANSWER RATE AND THEIR SCHEDULING CONVERSION RATE.
7. THE JUDGING CRITERIA WILL REMAIN STATIC FOR THE DURATION OF THE SMARTBOX CHALLENGE. THUS, THE DIFFICULTY OF WINNING WILL NOT INCREASE OR DECREASE DURING SUBSEQUENT ROUNDS.
8. THE DIAMOND AWARD FOR EXCELLENCE IN DENTAL PRACTICE OPERATIONS WILL BE AWARDED TO THE PARTICIPANT WITH THE HIGHEST SCORE FROM AVERAGING THE MONTHLY CALL ANSWER RATE AND MONTHLY SCHEDULING CONVERSION RATE OF ALL PARTICIPANTS FROM JANUARY 1, 2018, TO DECEMBER 31, 2018. (FOR EXAMPLE: A PARTICIPANT'S JANUARY CALL ANSWER AND JANUARY SCHEDULING CONVERSION RATE WILL BE AVERAGED WITH THE DATA FROM EACH MONTH IN WHICH THEY PARTICIPATED IN THE CONTEST.) PARTICIPANTS MUST HAVE AT LEAST THREE (3) CONSECUTIVE MONTHS WORTH OF DATA IN ORDER TO BE ELIGIBLE TO WIN THIS AWARD.
9. THE EMERALD AWARD FOR EXCELLENCE IN DENTAL PRACTICE OPERATIONS WILL BE AWARDED TO THE PARTICIPANT WITH THE SECOND (2ND) HIGHEST SCORE FROM AVERAGING THE MONTHLY CALL ANSWER RATE AND MONTHLY SCHEDULING CONVERSION RATE OF ALL PARTICIPANTS FROM JANUARY 1, 2018, TO DECEMBER 31, 2018. (FOR EXAMPLE: A PARTICIPANT'S JANUARY CALL ANSWER AND JANUARY SCHEDULING CONVERSION RATE WILL BE AVERAGED WITH THE DATA FROM EACH MONTH IN WHICH THEY PARTICIPATED IN THE CONTEST.) PARTICIPANTS MUST HAVE AT LEAST THREE (3) CONSECUTIVE MONTHS WORTH OF DATA IN ORDER TO BE ELIGIBLE TO WIN THIS AWARD.
10. THE RUBY AWARD FOR EXCELLENCE IN DENTAL PRACTICE OPERATIONS WILL BE AWARDED TO THE PARTICIPANT WITH THE THIRD (3RD) HIGHEST SCORE FROM AVERAGING THE MONTHLY CALL ANSWER RATE AND MONTHLY SCHEDULING CONVERSION RATE OF ALL PARTICIPANTS FROM JANUARY 1, 2018, TO DECEMBER 31, 2018. (FOR EXAMPLE: A PARTICIPANT'S JANUARY CALL ANSWER AND JANUARY SCHEDULING CONVERSION RATE WILL BE AVERAGED WITH THE DATA FROM EACH MONTH IN WHICH THEY PARTICIPATED IN THE CONTEST.) PARTICIPANTS MUST HAVE AT LEAST THREE (3) CONSECUTIVE MONTHS WORTH OF DATA IN ORDER TO BE ELIGIBLE TO WIN THIS AWARD.
11. FIRST (1ST) QUARTER SAPPHIRE AWARDS FOR EXCELLENCE IN DENTAL PRACTICE OPERATIONS WILL BE AWARDED TO THE PARTICIPANTS WITH THE TEN (10) HIGHEST AVERAGE MONTHLY CALL ANSWER RATE AND AVERAGE MONTHLY SCHEDULING CONVERSION RATE AS AS AVERAGED FROM JANUARY 1, 2018, TO MARCH 31, 2018. (FOR EXAMPLE: A PARTICIPANT'S JANUARY CALL ANSWER RATE AND JANUARY SCHEDULING CONVERSION RATE WILL BE AVERAGED WITH THE DATA FROM EACH MONTH IN WHICH THEY PARTICIPATED IN THE CONTEST.) PARTICIPANTS MUST HAVE AT LEAST ONE (1) MONTH WORTH OF DATA IN ORDER TO BE ELIGIBLE TO WIN THIS AWARD.
12. SECOND (2ND) QUARTER SAPPHIRE AWARDS FOR EXCELLENCE IN DENTAL PRACTICE OPERATIONS WILL BE AWARDED TO THE PARTICIPANTS WITH THE NINE (9) HIGHEST AVERAGE MONTHLY CALL ANSWER RATE AND AVERAGE MONTHLY SCHEDULING CONVERSION RATE AS AS AVERAGED FROM APRIL 1, 2018, JUNE 30, 2018. (FOR EXAMPLE: A PARTICIPANT'S APRIL CALL ANSWER RATE AND APRIL SCHEDULING CONVERSION RATE WILL BE AVERAGED WITH THE DATA FROM EACH MONTH IN WHICH THEY PARTICIPATED IN THE CONTEST.) PARTICIPANTS MUST HAVE AT LEAST ONE (1) MONTH WORTH OF DATA IN ORDER TO BE ELIGIBLE TO WIN THIS AWARD.
13. THIRD (3RD) QUARTER SAPPHIRE AWARDS FOR EXCELLENCE IN DENTAL PRACTICE OPERATIONS WILL BE AWARDED TO THE PARTICIPANTS WITH THE NINE (9) HIGHEST AVERAGE MONTHLY CALL ANSWER RATE AND AVERAGE MONTHLY SCHEDULING CONVERSION RATE AS AS AVERAGED FROM JULY 1, 2018, TO SEPTEMBER 30, 2018. (FOR EXAMPLE: A PARTICIPANT'S JULY CALL ANSWER RATE AND JANUARY SCHEDULING CONVERSION RATE WILL BE AVERAGED WITH THE DATA FROM EACH MONTH IN WHICH THEY PARTICIPATED IN THE CONTEST.) PARTICIPANTS MUST HAVE AT LEAST ONE (1) MONTH WORTH OF DATA IN ORDER TO BE ELIGIBLE TO WIN THIS AWARD.
14. FOURTH (4TH) QUARTER SAPPHIRE AWARDS FOR EXCELLENCE IN DENTAL PRACTICE OPERATIONS WILL BE AWARDED TO THE PARTICIPANTS WITH THE NINE (9) HIGHEST AVERAGE MONTHLY CALL ANSWER RATE AND AVERAGE MONTHLY SCHEDULING CONVERSION RATE AS AS AVERAGED FROM OCTOBER 1, 2018, TO DECEMBER 1, 2018. (FOR EXAMPLE: A PARTICIPANT'S OCTOBER CALL ANSWER RATE AND OCTOBER SCHEDULING CONVERSION RATE WILL BE AVERAGED WITH THE DATA FROM EACH MONTH IN WHICH THEY PARTICIPATED IN THE CONTEST.) PARTICIPANTS MUST HAVE AT LEAST ONE (1) MONTH WORTH OF DATA IN ORDER TO BE ELIGIBLE TO WIN THIS AWARD.
15. NO PEARL AWARDS FOR EXCELLENCE IN DENTAL PRACTICE OPERATIONS WILL BE AWARDED IN THE FIRST (1ST) QUARTER OF 2018, AS THE CRITERIA OF THE AWARD IS BASED UPON QUARTER-OVER-QUARTER IMPROVEMENT AND THE FIRST (1ST) QUARTER IS THE STARTING POINT FOR DATA BEING COLLECTED.

16. SECOND (2ND) QUARTER PEARL AWARD FOR EXCELLENCE IN DENTAL PRACTICE OPERATIONS WILL BE AWARDED TO THE PARTICIPANT SHOWING THE BIGGEST IMPROVEMENT IN THEIR AVERAGE MONTHLY CALL ANSWER RATE AND AVERAGE MONTHLY SCHEDULING CONVERSION RATE QUARTER-OVER-QUARTER AS COMPARED TO ALL PARTICIPANTS. (FOR EXAMPLE: A PARTICIPANT'S FIRST (1ST) QUARTER AVERAGE CALL ANSWER RATE AND FIRST (1ST) QUARTER AVERAGE SCHEDULING CONVERSION RATE WILL BE COMPARED AGAINST THE CORRESPONDING NUMBERS FROM THE SECOND (2ND) QUARTER.) PARTICIPANTS MUST HAVE AT LEAST SIX (6) MONTHS WORTH OF DATA IN ORDER TO BE ELIGIBLE TO WIN THIS AWARD.
17. THIRD (3RD) QUARTER PEARL AWARD FOR EXCELLENCE IN DENTAL PRACTICE OPERATIONS WILL BE AWARDED TO THE PARTICIPANT SHOWING THE BIGGEST IMPROVEMENT IN THEIR AVERAGE MONTHLY CALL ANSWER RATE AND AVERAGE MONTHLY SCHEDULING CONVERSION RATE QUARTER-OVER-QUARTER AS COMPARED TO ALL PARTICIPANTS. (FOR EXAMPLE: A PARTICIPANT'S SECOND (2ND) QUARTER AVERAGE CALL ANSWER RATE AND SECOND (2ND) QUARTER AVERAGE SCHEDULING CONVERSION RATE WILL BE COMPARED AGAINST THE CORRESPONDING NUMBERS FROM THE THIRD (3RD) QUARTER.) PARTICIPANTS MUST HAVE AT LEAST SIX (6) MONTHS WORTH OF DATA IN ORDER TO BE ELIGIBLE TO WIN THIS AWARD.
18. FOURTH (4TH) QUARTER PEARL AWARD FOR EXCELLENCE IN DENTAL PRACTICE OPERATIONS WILL BE AWARDED TO THE PARTICIPANT SHOWING THE BIGGEST IMPROVEMENT IN THEIR AVERAGE MONTHLY CALL ANSWER RATE AND AVERAGE MONTHLY SCHEDULING CONVERSION RATE QUARTER-OVER-QUARTER AS COMPARED TO ALL PARTICIPANTS. (FOR EXAMPLE: A PARTICIPANT'S THIRD (3RD) QUARTER AVERAGE CALL ANSWER RATE AND THIRD (3RD) QUARTER AVERAGE SCHEDULING CONVERSION RATE WILL BE COMPARED AGAINST THE CORRESPONDING NUMBERS FROM THE FOURTH (4TH) QUARTER.) PARTICIPANTS MUST HAVE AT LEAST SIX (6) MONTHS WORTH OF DATA IN ORDER TO BE ELIGIBLE TO WIN THIS AWARD.
19. FIRST (1ST) QUARTER ONYX AWARDS FOR EXCELLENCE IN DENTAL PRACTICE OPERATIONS WILL BE AWARDED TO PARTICIPANTS NOT ELIGIBLE FOR ANY OTHER AWARDS WHO HAD AN ANSWERED CALL RATE OF AT LEAST NINETY PERCENT (90%), AND/OR A SCHEDULING CONVERSION RATE OF AT LEAST EIGHTY PERCENT (80%), FOR ANY MONTH BETWEEN JANUARY AND MARCH, 2018. PARTICIPANTS MUST HAVE AT LEAST ONE (1) MONTH WORTH OF DATA IN ORDER TO BE ELIGIBLE TO WIN THIS AWARD.
20. SECOND (2ND) QUARTER ONYX AWARDS FOR EXCELLENCE IN DENTAL PRACTICE OPERATIONS WILL BE AWARDED TO PARTICIPANTS NOT ELIGIBLE FOR ANY OTHER AWARDS WHO HAD AN ANSWERED CALL RATE OF AT LEAST NINETY PERCENT (90%), AND/OR A SCHEDULING CONVERSION RATE OF AT LEAST EIGHTY PERCENT (80%) FOR ANY MONTH BETWEEN APRIL AND JUNE, 2018, AND/OR SHOWED A QUARTER-OVER-QUARTER IMPROVEMENT OF AT LEAST FIVE PERCENT (5%) IN THEIR CALL ANSWER RATE AND/OR THEIR SCHEDULING CONVERSION RATE. PARTICIPANTS MUST HAVE AT LEAST ONE (1) MONTH WORTH OF DATA IN ORDER TO BE ELIGIBLE TO WIN THIS AWARD.
21. THIRD (3RD) QUARTER ONYX AWARDS FOR EXCELLENCE IN DENTAL PRACTICE OPERATIONS WILL BE AWARDED TO PARTICIPANTS NOT ELIGIBLE FOR ANY OTHER AWARDS WHO HAD AN ANSWERED CALL RATE OF AT LEAST NINETY PERCENT (90%), AND/OR A SCHEDULING CONVERSION RATE OF AT LEAST EIGHTY PERCENT (80%) FOR ANY MONTH BETWEEN JULY AND SEPTEMBER, 2018, AND/OR SHOWED A QUARTER-OVER-QUARTER IMPROVEMENT OF AT LEAST FIVE PERCENT (5%) IN THEIR CALL ANSWER RATE AND/OR THEIR SCHEDULING CONVERSION RATE. PARTICIPANTS MUST HAVE AT LEAST ONE (1) MONTH WORTH OF DATA IN ORDER TO BE ELIGIBLE TO WIN THIS AWARD.
22. FOURTH (4TH) QUARTER ONYX AWARDS FOR EXCELLENCE IN DENTAL PRACTICE OPERATIONS WILL BE AWARDED TO PARTICIPANTS NOT ELIGIBLE FOR ANY OTHER AWARDS WHO HAD AN ANSWERED CALL RATE OF AT LEAST NINETY PERCENT (90%), AND/OR A SCHEDULING CONVERSION RATE OF AT LEAST EIGHTY PERCENT (80%) FOR ANY MONTH BETWEEN OCTOBER AND JANUARY, 2018, AND/OR SHOWED A QUARTER-OVER-QUARTER IMPROVEMENT OF AT LEAST FIVE PERCENT (5%) IN THEIR CALL ANSWER RATE AND/OR THEIR SCHEDULING CONVERSION RATE. PARTICIPANTS MUST HAVE AT LEAST ONE (1) MONTH WORTH OF DATA IN ORDER TO BE ELIGIBLE TO WIN THIS AWARD.
23. TIES FOR ANY AWARD WILL BE BROKEN ON THE BASIS OF WHICHEVER PARTICIPANT HAD THE HIGHEST CALL ANSWER RATE FOR ANY SINGULAR MONTH DURING THE TIMEFRAME FOR WHICH THE AWARD IS JUDGED.

CHALLENGE PRIZES/AWARDS

1. THE DIAMOND AWARD WINNER FOR EXCELLENCE IN DENTAL PRACTICE OPERATIONS WILL RECEIVE A COMMEMORATIVE AWARD (SUCH AS A CERTIFICATE) AND A PRIZE PACKAGE WORTH \$10,000.00 USD INTENDED TO BE SPENT ON A CARIBBEAN VACATION (INCLUDING ROUNDTRIP FLIGHTS AND ACCOMMODATIONS AT AN ALL-INCLUSIVE RESORT) FOR UP TO SIX (6) PEOPLE. (NO MORE THAN THREE (3) HOTEL ROOMS WILL BE PROVIDED.) SMARTBOX, LLC MAY ARRANGE FOR A TRAVEL AGENT TO BOOK THE TRIP FOR



THE WINNER, AND MAKE PAYMENT DIRECTLY TO THE AFOREMENTIONED TRAVEL AGENT. ONE (1) PARTICIPANT WILL WIN THIS PRIZE.

2. THE EMERALD AWARD WINNER FOR EXCELLENCE IN DENTAL PRACTICE OPERATIONS WILL RECEIVE A COMMEMORATIVE AWARD (SUCH AS A CERTIFICATE) AND A PRIZE PACKAGE WORTH \$5,000.00 USD INTENDED TO BE SPENT ON A WEEKEND VACATION TO LAS VEGAS, NEVADA (INCLUDING ROUNDTRIP FLIGHTS AND HOTEL ACCOMMODATIONS) FOR UP TO SIX (6) PEOPLE. (NO MORE THAN THREE (3) HOTEL ROOMS WILL BE PROVIDED.) SMARTBOX, LLC, MAY ARRANGE FOR A TRAVEL AGENT TO BOOK THE TRIP FOR THE WINNER, AND MAKE PAYMENT DIRECTLY TO THE AFOREMENTIONED TRAVEL AGENT. ONE (1) PARTICIPANT WILL WIN THIS PRIZE.
3. THE RUBY AWARD WINNER FOR EXCELLENCE IN DENTAL PRACTICE OPERATIONS WILL RECEIVE A COMMEMORATIVE AWARD (SUCH AS A CERTIFICATE) AND A PRIZE PACKAGE WORTH \$2,000.00 USD INTENDED TO BE SPENT ON A SPA WEEKEND GETAWAY (INCLUDING SPA TREATMENTS AND HOTEL ACCOMMODATIONS) AT A LOCATION WITHIN DRIVING DISTANCE OF THE WINNER FOR UP TO SIX (6) PEOPLE. (NO MORE THAN THREE (3) HOTEL ROOMS WILL BE PROVIDED.) SMARTBOX, LLC, MAY ARRANGE FOR A TRAVEL AGENT TO BOOK THE TRIP FOR THE WINNER, AND MAKE PAYMENT DIRECTLY TO THE AFOREMENTIONED TRAVEL AGENT. ONE (1) PARTICIPANT WILL WIN THIS PRIZE.
4. ALL SAPPHIRE AWARD WINNERS FOR EXCELLENCE IN DENTAL PRACTICE OPERATIONS WILL RECEIVE A COMMEMORATIVE AWARD (SUCH AS A CERTIFICATE) AS WELL AS THEIR CHOICE OF \$200.00 IN GIFT CERTIFICATES TO THE RESTAURANT OF THEIR CHOICE OR TO AMAZON.COM. (IF THE WINNER DOES NOT INDICATE A PREFERENCE WITHIN FIVE (5) DAYS OF BEING NOTIFIED OF THEIR VICTORY, THEY WILL RECEIVE GIFT CERTIFICATES TO AMAZON.COM.) A TOTAL OF THIRTY-SEVEN (37) SAPPHIRE AWARDS WILL BE AWARDED DURING THE SMARTBOX CHALLENGE; A PARTICIPANT MAY WIN MORE THAN ONE (1) SAPPHIRE AWARD AS THEY ARE AWARDED ON A QUARTERLY BASIS.
5. ALL PEARL AWARD WINNERS FOR EXCELLENCE IN DENTAL PRACTICE OPERATIONS WILL RECEIVE A COMMEMORATIVE AWARD (SUCH AS A CERTIFICATE) AS WELL AS THEIR CHOICE OF \$200.00 IN GIFT CERTIFICATES TO THE RESTAURANT OF THEIR CHOICE OR TO AMAZON.COM. (IF THE WINNER DOES NOT INDICATE A PREFERENCE WITHIN FIVE (5) DAYS OF BEING NOTIFIED OF THEIR VICTORY, THEY WILL RECEIVE GIFT CERTIFICATES TO AMAZON.COM.) A TOTAL OF THREE (3) PEARL AWARDS WILL BE AWARDED DURING THE SMARTBOX CHALLENGE; A PARTICIPANT MAY WIN MORE THAN ONE (1) PEARL AWARD AS THEY ARE AWARDED ON A QUARTERLY BASIS.
6. ALL ONYX AWARD WINNERS FOR EXCELLENCE IN DENTAL PRACTICE OPERATIONS WILL RECEIVE A COMMEMORATIVE AWARD (SUCH AS A CERTIFICATE) WITH AN APPROXIMATE VALUE BETWEEN \$10.00 AND \$50.00. ONYX AWARDS WILL BE AWARDED TO ALL ELIGIBLE PARTICIPANTS. IT IS NOT KNOWN HOW MANY TOTAL WILL BE AWARDED. A PARTICIPANT MAY WIN MORE THAN ONE (1) ONYX AWARD AS THEY ARE AWARDED ON A QUARTERLY BASIS.
7. WHENEVER POSSIBLE, AWARDS/PRIZES WILL BE MAILED TO WINNERS. HOWEVER, THE WINNER OF ANY AWARDS/PRIZES MAY NEED TO PICK UP THE PRIZE/AWARD AT SMARTBOX, LLC OFFICES.
8. AWARD WINNERS WILL BE REQUIRED TO COMPLETE AN AFFIDAVIT, INCLUDING THEIR SOCIAL SECURITY NUMBER, TO CONFIRM THEIR ELIGIBILITY TO PARTICIPATE. THE SSN WILL ONLY BE USED TO FILL OUT TAX INFORMATION FOR THE INTERNAL REVENUE SERVICE.
9. AWARD WINNERS ARE RESPONSIBLE FOR ANY TAXES OR FEES INCURRED FROM WINNING THIS PRIZE.
10. AWARD WINNERS MUST CONSENT TO HIS OR HER NAME AND LIKENESS BEING USED IN PRESS RELEASES OR OTHER SMARTBOX, LLC PUBLICITY EFFORTS IN ORDER TO BE ELIGIBLE FOR ANY PRIZE.
11. ODDS OF WINNING AWARDS WILL VARY ENTIRELY BASED UPON THE NUMBER OF PARTICIPANTS.