

2025 OMA Campaign Prize



Terms and Conditions

Background and Key Details

- The OMA Campaign Prize is a one-off initiative from the Outdoor Media Association, Suite 504, 80 William Street, East Sydney NSW 2011. (02) 9357 9900. www.oma.org.au. ABN 59 004 233 489.
- This is a prize draw in conjunction with the Media Federation of Australia's MFA EX events.
- Entries will be restricted to the two event days, Thursday September 4th, 2025, and Thursday September 18th, 2025.
- Entrants must be employed by an agency.

Terms of Entry

1. Introduction

- 1.1 These terms ("Terms") govern the OMA Campaign Prize ("Prize") organised by the Outdoor Media Association ("OMA"). By entering the Prize, participants agree to be bound by these Terms.

2. Eligibility

- 2.1 The Prize is open to residents of Australia, who are aged 18 years or older at the time of entry. Proof of age and residency may be required.
- 2.2 Employees of the OMA or the Media Federation of Australia and their immediate family members are not eligible to participate in the Prize.
- 2.3 Entrants must be employed by an agency.

3. How to Enter

- 3.1 To enter the Prize, participants must play the claw machine game and receive a second-chance draw token.
- 3.2 Only second-chance draw tokens winners will be eligible to win the Prize.
- 3.3 A winner will be randomly selected from second-chance draw winners.
- 3.4 OMA team will collect eligible entrants' details.
- 3.5 Refer to the OMA website for further information: <https://oma.org.au/mfa-ex>

4. Prize Period

- 4.1 The Prize is open for entries on Thursday September 4th, 2025, and Thursday September 18th, 2025, only ("Prize Period").

5. Prize Rules

- 5.1 The Prize is based on chance.
- 5.2 All entrants must be employed by an agency and must identify their employer during entry.
- 5.3 Second-chance entries will go into a randomised draw.
- 5.4 Prize winner will be drawn on Thursday September 18th, 2025, at MFA Ex Sydney.

6. Prize Winner

- 6.1 Winner will be notified within 10 business days of the conclusion of the Prize Period.
- 6.2 Entry into the Prize grants the OMA permission to share the participant's entry details on their Entry Form on a need's basis, at the OMA's discretion.
- 6.3 With the exception of the participant's name, and Company Name, the OMA will take reasonable care to hold all other personal information provided on the Entry Form in confidence, unless the OMA obtains prior approval from the participant to share any personal information with any third party.
- 6.4 If the winner cannot be contacted within 10 business days or if a winner fails, for whatever reason, to claim the prize, the OMA reserves the right to select an alternative winner or withdraw awarding the Prize.

7. Campaign Conditions

- 7.1 Total maximum media value: Capped at \$250 000.
- 7.2 Maximum allocation per media owner: Capped at \$100 000.
- 7.3 Participating media owners are select OMA members.
- 7.4 Blackout period: October 1, 2025, to December 31, 2025.
- 7.5 Preferred campaign timing: January/February 2026.
- 7.6 Media plan and site selection are subject to availability. Timing and location are at the discretion of media owner; however, we endeavour to work with the advertiser's requirements. Standard contract terms & conditions apply.
- 7.7 Media value is based on client rate with respective media owner. Production and installation fees are excluded and payable where applicable. The value must be utilised over and above any contractual commitments and is not to replace existing contracted activity. The package can only be used by one advertiser and for one single posting period.
- 7.8 Agency cannot on sell the Prize nor is it transferable or redeemable for cash.
- 7.9 The Prize must be booked and completed by Tuesday June 30, 2026.

8. Privacy

- 8.1 Personal information collected from participants will be used in accordance with the OMA's Privacy Policy, which can be found at <https://www.oma.org.au/privacy-policy>

9. Liability

- 9.1 To the extent permitted by law, the OMA is not responsible for any loss, damage, claim or injury arising from participation in the Prize or acceptance of the Prize.

10. General Terms

- 10.1 The OMA reserves the right to amend these Terms or cancel the Prize if circumstances arise beyond its control, which may prevent it from awarding the prize or part of it, if the MFA Ex events are cancelled.
- 10.2 These Terms are governed by the laws of New South Wales, Australia.
- 10.3 Any tax implications resulting from winning the prize will be the responsibility of the prize winner and not the OMA.
- 10.4 The OMA's decision in relation to the Prize is final and no correspondence will be entered into.

11. Contact

- 11.1 For any questions relating to the Prize, please contact info@oma.org.au