

— OFFICIAL RULES

GBD Homes Dress Up!

GBD Construction Halloween Contest 2026

Prize: \$100 Canadian Tire gift card

20–28

OCTOBER

Entry period

29

OCTOBER

Finalist selection

29–30

OCTOBER

Public vote on
Facebook

31

OCTOBER

Winner announcement



SECTION 1

Contest Organizer

The "GBD Homes Dress Up!" contest is organized by GBD Construction (hereinafter the "Organizer").

The contest takes place on GBD Construction's official Facebook and Instagram pages and is open to eligible owners of a home built by GBD Construction.



SECTION 2

Contest Period

The contest will run according to the following schedule:

- **Entry period:** October 20 to October 28, 2026, at 11:59 p.m.
- **Selection of finalists:** October 29, 2026, before the photos submitted for voting are published.
- **Voting period:** from October 29, 2026, as soon as the finalists' photos are published, until October 30, 2026, at 11:59 p.m.
- **Winner announcement:** October 31, 2026, on GBD Construction's official Facebook page.

All times indicated are Quebec local time.



SECTION 3

Eligibility

To be eligible for the contest, participants must:

- ▼ Be 18 years of age or older.
- ▼ Be the owner or co-owner of a home built by GBD Construction and located in Quebec.
- ▼ Have the necessary authorization to submit and publish a photograph of the home.
- ▼ Comply with all the conditions of these rules.

Employees of GBD Construction and persons directly involved in organizing the contest or selecting the finalists are not eligible.

Only one entry per home is permitted.

No additional purchase is required to enter the contest. The contest is reserved for eligible owners of a GBD home.



SECTION 4

How to Enter

To enter, owners must:

- 1 Decorate the exterior of their GBD home for Halloween.
- 2 Take a photograph that clearly shows the decorations and an identifiable part of the home's façade.
- 3 Send the photograph by private message to GBD Construction's official Facebook or Instagram page no later than October 28, 2026, at 11:59 p.m.
- 4 Provide, upon request, the information needed to verify their eligibility.

The photograph must be recent and authentic, and must show the participant's home.

Misleading edits, images generated entirely by artificial intelligence and photographs that do not show the home's actual decorations are not eligible.

Photographs containing offensive, discriminatory, dangerous or inappropriate content may be rejected.



SECTION 5

Selection of Finalists

At the end of the entry period, a committee of GBD Construction representatives will evaluate the eligible photographs.

Finalists will be selected based on the following criteria:

- ▼ Creativity and originality of the decorations: 40%.
- ▼ Visual impact and showcasing of the home: 30%.
- ▼ Overall atmosphere and adherence to the Halloween theme: 30%.

The committee will select a maximum of five (5) finalist homes, subject to the number of eligible entries received.

The finalists' photographs will be published on GBD Construction's official Facebook and Instagram pages on October 29, 2026.

The selection of finalists is the responsibility of the GBD Construction committee, based on the announced criteria.



SECTION 6

Public Voting

Starting October 29, 2026, followers and visitors of GBD Construction's Facebook page will be able to vote for their favourite home.

To vote, simply use the "Like" reaction on the photograph of the chosen home in the official finalists' post.

The following conditions apply:

- ▼ Only "Like" reactions counted on the original photographs published by GBD Construction in the official album will be taken into account.
- ▼ Reactions on shares, comments or personal posts will not be counted.
- ▼ Votes will be tallied on October 30, 2026, after 11:59 p.m.
- ▼ Votes that are clearly artificial, automated or obtained through fraudulent means may be invalidated after documented verification.

The home with the highest number of valid votes will be declared the winner, subject to verification of its eligibility.

In the event of a tie, the GBD Construction committee will decide between the homes concerned using the evaluation criteria set out in section 5.



SECTION 7

Prize Description

One (1) prize will be awarded in this contest.

\$100 The prize consists of a Canadian Tire gift card valued at \$100.

The prize cannot be exchanged for cash, is non-transferable and cannot be substituted at the winner's request.

The prize is subject to the gift card issuer's usual terms of use.



SECTION 8

Winner Selection and Announcement

The winner will be determined once the valid votes have been tallied.

The winner's name and the photograph of their home will be announced on GBD Construction's official Facebook and Instagram pages on October 31, 2026.

The winner will also be contacted by private message on Facebook and Instagram.

The winner must confirm their identity and eligibility for the contest within seven (7) days of being contacted.

If the winner does not respond within this time, declines the prize or does not meet the eligibility requirements, GBD Construction may award the prize to the eligible finalist with the second-highest number of valid votes.



SECTION 9

Prize Delivery

The terms of prize delivery will be arranged directly with the winner.

The prize must be claimed within thirty (30) days of the winner's confirmation, unless otherwise agreed with GBD Construction.



SECTION 10

Permission to Use Photographs

By submitting a photograph, the participant declares that they are its author or hold the necessary permissions to use it.

The participant grants GBD Construction, free of charge, permission to reproduce and distribute the submitted photograph solely for the promotion, operation and announcement of the results of this contest, including on its website and social media.

This permission is non-exclusive and does not constitute a transfer of ownership of the photograph.

The participant must ensure they have obtained the consent of any identifiable persons appearing in the photograph.

GBD Construction may request a replacement photograph if the one submitted contains visible personal information or elements that could infringe on privacy.

Any use of the photograph in an advertising campaign separate from the contest will require additional permission.



SECTION 11

Protection of Personal Information

The personal information collected will be used solely to administer the contest, verify eligibility, communicate with participants and award the prize.

This information will not be used for commercial solicitation without separate consent.

It will be accessible only to authorized persons and retained in accordance with applicable legal obligations and GBD Construction's privacy policy.

Participants may contact GBD Construction at adm@gbdconstruction.ca with any questions regarding the handling of their personal information.



SECTION 12

Limitation of Liability

GBD Construction cannot be held liable for technical difficulties beyond its control, including Facebook and/or Instagram outages, problems transmitting photographs or temporary inability to access the platform.

The Organizer reserves the right to verify the authenticity of entries and votes and to disqualify any fraudulent entry, in accordance with the announced criteria.

Any significant change to the operation of the contest will be communicated publicly and must comply with applicable laws and the rights of participants.



SECTION 13

Independence from Facebook, Instagram and Canadian Tire

This contest is organized exclusively by GBD Construction.

It is not sponsored, endorsed or administered by Facebook, Meta or Canadian Tire, and is not associated with any of these companies.

By entering, participants acknowledge that Facebook and Instagram bear no responsibility for the organization, operation or awarding of the prize, to the extent permitted by law.



SECTION 14

Acceptance of the Rules

Entering the contest constitutes acceptance of these rules.

The official rules are available free of charge at www.gestionbenoitdumoulin.com/en/contests/ for the entire duration of the contest.



**GBD Construction wishes you a
happy Halloween and good luck to
all participants!**

