

AUGUST 12-15

NY NOW® Walk & Win Contest

**OFFICIAL RULES**

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCE OF WINNING.**

1. ELIGIBILITY; METHOD TO ENTER; SUBMISSION GUIDELINES.

The NY NOW Walk + Win Sweepstakes (the "Sweepstakes") is offered to legal U.S. residents at least 18 years old who, as of August 12, are qualified attendees to the NY NOW summer 2018 market (as that term is defined on the attendee registration page at NYNOW.com) in New York City opening August 12, 2018 and who post pictures showcasing designs from exhibitors that meet the defined criteria for each day of the NY NOW sweepstakes on Instagram using both hashtags #NYNOWTrendSpot and #SWEEPSTAKES (the “Entry”). To be eligible to win and claim a prize, the entrant must have a valid attendee badge. No entry fee, payment, or proof of purchase is required to enter the Sweepstakes. Employees, officers and directors, including members of their immediate families (parent, child, sibling, or spouse of each of the foregoing) and persons living in the same households as such individuals (whether such individuals are related or not) of Emerald Expositions, LLC, 31910 Del Obispo, Suite 200, San Juan Capistrano, CA 92675 (the "Sponsor") or its affiliates or advertising and promotion agencies, are not eligible to enter. Void where prohibited

By participating, the entrant agrees to these Official Rules and the decisions of the Sponsor, which are final and binding in all matters relating to this Sweepstakes. Posting an Entry during the Sweepstakes Period using the required hashtags constitutes acknowledgement of and consent to these Official Rules. The social media account used by the entrant to submit the Entry must be configured such that the Entry is visible to the public and the Entry must remain available on the applicable social media platform throughout the remainder of the Sweepstakes Period. Each Entry must comply with all terms and conditions and technical requirements of the applicable social media platform (including without limitation the Instagram Terms of Use with respect to submissions via Instagram Terms of Service). Entrants may submit multiple Entries as long as each Entry is different, but an entrant may only win once. The entrant must be the registered user of the social media account used to submit the Entry.

Each Instagram post disseminated by an entrant in connection with an Entry (each a “Submission”), and each component of the Submission, must be original and have been created solely by the entrant. In addition, each Submission must comply with the following guidelines: (a) the Submission must not exhibit or otherwise promote any illegal, violent, dangerous or discriminatory behavior or contain any material that is political, threatening, indecent, violent, obscene or offensive; (b) the entrant must own the copyright in the Submission; (c) the Submission must not contain any material that violates or infringes upon the rights of any third party, including without limitation any copyright, trademark or right of privacy or publicity, or that defames any person, or that is unlawful, in violation of or contrary to any applicable law or regulation. By making a Submission, the entrant represents and warrants that he or she has complied with all of the foregoing requirements.

2. START AND END DATES.

The Contest begins 9:00 a.m. Eastern Time (“ET”) on August 12, 2018, and ends at 4:00pm p.m. ET on August 14, 2018 (the “Contest Period”). All Entries must be posted during the Contest Period. Those who do not abide by these Official Rules or other instructions of Sponsor will be disqualified.

3. DETERMINATION OF WINNER.

Each day from August 12, 2018, the Sponsor will give away one prize to one winner who will be randomly selected by Sponsor from among all eligible entries submitted during the Sweepstakes Period, as follows:

Sunday, August 12: 1 x $100 American Express Gift Card each to one (1) winners

Monday, August 13: 1 x $100 American Express Gift Card each to one (1) winners

Tuesday, August 14: 1 x $100 American Express Gift card each to one (1) winners

The winner will be chosen each day and announced via social media and contacted via email to come claim their prize. The winner’s email address will be collected via private social media message.

If the winner cannot pickup their prize in person by the close of the show on the day their entry was drawn, their prize will be forfeited and may be awarded, in Sponsor’s sole discretion, to an alternate winner selected at random. Limit one prize per winner.

The winner will be chosen each day and announced via social media and contacted via email to come claim their prize. Must be present to win. The winner’s email address will be collected at the time of pick-up in the Social Media Lounge. Winners must collect their prize by [the close of the Market at 6 pm] on the day they win, otherwise the prize is forfeited.

4. DESCRIPTION AND VALUE OF THE PRIZE

Three (3) $100 American Express® Gift Card to each of the three (3) winners, for a total value of $300.

No substitution, cash alternative or assignment of a prize is permitted except in Sponsor’s sole

discretion. All taxes, if any, are solely the responsibility of the winner.

5. TERMS AND CONDITIONS.

Where permitted by law, the winner grants (and agrees to confirm said grant in writing upon the request of the Sponsor) to Sponsor, and those acting pursuant to Sponsor’s direction or control, the right to print, publish, broadcast and use, worldwide in any media now known or hereafter developed, including but not limited to the Internet, at any time or times, the winner's name, portrait, picture, voice, likeness and biographical information for advertising, trade and promotional purposes without additional consideration and without notice, review or approval. Further, winner will be required to complete, sign, and return an Affidavit of Eligibility, a Liability Release, a Publicity Release (where lawful), and provide evidence of identity and age with a valid state or federally issued identification (i.e. driver’s license or passport), all within fourteen (14) days of prize notification. If said documents are not

returned timely, or if prize or prize notification is returned as non-deliverable, or if a winner is found not to have complied with these Official Rules, declines the prize for any reason, or is ineligible for any reason, the prize will be forfeited and may be awarded, in Sponsor’s sole discretion, to an alternate winner. By participating, participants release and agree to hold harmless Sponsor, its parents, subsidiaries, affiliates, advertising and promotion agencies and all of their respective directors, officers, employees, representatives and agents from any and all liability for any injury, loss or damage of any kind to persons (including, without limitation, death) or property, arising directly or indirectly, in whole or in part, from or in connection with the acceptance, possession, use or misuse of any prize, participation in this Contest, or any Contest-related activity. NOTWITHSTANDING THE FOREGOING, IN THE EVENT THAT THE PRECEDING RELEASE IS DETERMINED BY A COURT OF COMPETENT JURISDICTION TO BE INVALID OR VOID FOR ANY REASON, THE PARTICIPANT AGREES THAT, BY ENTERING THE

CONTEST, (I) ANY CLAIMS, JUDGMENTS AND AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET

COSTS INCURRED, BUT IN NO EVENT ATTORNEYS’ FEES; AND (II) UNDER NO CIRCUMSTANCES WILL ANY PARTICIPANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND PARTICIPANT HEREBY WAIVES ALL RIGHTS TO CLAIM, ANY OTHER DAMAGES, INCLUDING, BUT NOT LIMITED TO, PUNITIVE, INCIDENTAL OR CONSEQUENTIAL DAMAGES.

6. GOVERNING LAW.

By entering, participants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Contest Official Rules, or the rights and obligations of participants and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the substantive laws of the State of California without regard to its conflicts of law provisions. All participants hereby consent to the jurisdiction and venue of the federal or state courts located in Orange County, California.

7. WINNER LIST.

For the names of the Contest winners, send a self-addressed stamped envelope with your request to: Ms. Agata Gawin, Emerald Expositions, 1133 Westchester Ave, Suite N136, White Plains, NY 10604. Winner list requests must be received by Sponsor by September 30, 2018.

8. SPONSOR.

Emerald Expositions, LLC, 31910 Del Obispo, Suite 200, San Juan Capistrano, CA 92675