



AUGUST 12-15

New at NY NOW® Exhibitor Sweepstakes

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 New at NY NOW Exhibitor Sweepstakes (the "Sweepstakes") is offered to legal U.S. residents at least 18 years old who, as of August 12, are qualified exhibitors of the NY NOW summer 2018 market (as that term is defined on the exhibitor information page at NYNOW.com) in New York City opening August 12, 2018 and who post pictures showcasing their products that are NEW or exclusive to the NY NOW market, on Instagram using both hashtags #newatNYNOW AND #SWEEPSTAKES and include booth # (each such person an "Entrant" and each such entry an "Entry"). To be a qualified Entry in the sweepstakes, the entrant must have a valid exhibitor badge. No entry fee, payment, or proof of purchase is required to Entry must be generated by an employee or principal of a contracted and confirmed exhibitor in good standing at the NY NOW 2018 summer market, August 12 – 15, and confirm their participation in the NY NOW 2018 summer market by August 11, 2018. 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 so 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

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; (d) the Entrant cannot purchase 'likes' or votes via a third party application in order to increase their chances to win or otherwise influence the outcome of the sweepstakes to the disadvantage of other submissions. 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 Sweepstakes begins 9:00 a.m. Eastern Time ("ET") on August 12, 2018, and ends 3:00pm p.m. ET on August 15, 2018 (the "Sweepstakes Period"). All Entries must be posted during the Sweepstakes 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 12-15, 2018, the Sponsor will give away one prize to one daily winner whose post has the most likes among all eligible Entries submitted during the Sweepstakes Period, as follows:

Sunday, August 12: 1 x \$100 American Express Gift card to one (1) winner

Monday, August 13: 1 x \$100 American Express Gift card to one (1) winner

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

Wednesday, August 15: 1 x \$100 American Express Gift card to one (1) winner AND
1x GRAND PRIZE - Sponsorship Package valued at \$7,000) to one (1) winner

The daily winner will be announced via social media at 6PM each day and the prize will be delivered to their booth. The Grand Prize winner will be announced via social media at 3PM on Wednesday, August 15th and the winner will be contacted via email after the close of market. Winners must be a contracted exhibitor in good standing of the NY NOW summer 2018 market. If the winner of the grand prize is not contracted for the 2019 winter market by October 1, 2018, their marketing package will be forfeited and may be awarded, at the Sponsor's sole discretion, to an alternate winner, the Entry with the next highest number of likes among qualified submissions.

4. DESCRIPTION AND VALUE OF THE PRIZE

One (1) \$100 American Express® Gift Card to each of the four (4) winners, for a total value of \$400.

One (1) Grand Prize of a Marketing Package consisting of the following:

- Ad in one post-show attendee email scheduled between October 1 – 31, 2018
- Homepage Exhibitor Spotlight for month of October 2018
- Feature in Product Preview email in December 2018
- NYNOW.com digital banner ad – 20% share of voice for month of October 2018
- Dedicated post-show email blast (via 3rd party channel) September 2018

Total ARV: \$7,000

No substitution, cash alternative or assignment of a prize is permitted. 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 SWEEPSTAKES, (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 Sweepstakes, 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 Sweepstakes winners, send a self-addressed stamped envelope with your request to: Sandra Kehoe, Exhibitor Marketing Manager, Emerald Expositions, 1133 Westchester Ave, Suite N-210, White Plains, NY 10604. Winner list requests must be received by Sponsor by August 30, 2018.

8. SPONSOR.

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