

RETAIL RENAISSANCE

FEBRUARY 3-6

#FindTheFlowerWall Attendee 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 Find the Flower Wall Sweepstakes (the "Sweepstakes") is offered to legal U.S. residents at least 18 years old who, as of February 3, 2019, are qualified attendees of the NY NOW 2019 Winter Market (as that term is defined on the attendee information page at NYNOW.COM) in New York City opening February 3, 2019 and who post pictures showcasing the flower wall curated by Global Goods Partners in booth 1631 on Instagram using both hashtags #FindTheFlowerWall and #SWEEPSTAKES (each such person an "Entrant" and each such entry an "Entry"). To be eligible to win and claim a prize, the Entrant must have a valid attendee badge. To be a qualified Entry in the Sweepstakes, the Entry must be posted to the Instagram account belonging to the company or personal page of the employee printed on their badge. 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 or tweeting 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). Entrants may submit multiple Entries as long as each Entry is different, but an Entrant may only win once. Boosted posts will not be eligible to win. The Entrant must be the registered user of the social media account used to submit the Entry. Each Tweet or 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 the foregoing requirements. Free Method of Entry During the Sweepstakes Period, hand print your name, company, title, address, phone number, email address, age, and the title of this Sweepstakes (as set forth above) on a 3" x 5" piece of paper, along with a printout of your submission, and mail it in an envelope with proper postage to Trish Borrelli, #FindTheFlowerWall Winter 2019 Sweepstakes, Emerald Expositions, 1133 Westchester Ave, Suite N136, White Plains, NY 10604. For your mailed-in entry received by Sponsor during the Sweepstakes Period, you will receive one entry into the Sweepstakes drawing. 2. START AND END DATES. The Sweepstakes begins 9:00 a.m. Eastern Time ("ET") on February 3, 2019, and ends 3:00 pm ET on February 6, 2019 (the "Sweepstakes Period"), and 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. DRAWINGS. Each day from February 3-6, 2019, 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, February 3: 1 x \$100 American Express Gift Card to one (1) winner Monday, February 4: 1 x \$100 American Express Gift Card to one (1) winner Tuesday, February 5: 1 x \$100 American Express Gift Card to one (1) winner Wednesday, February 6: 1 x \$100 American Express Gift Card to one (1) winner. 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 market 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. Winners must be a qualified attendee and must be present the NY NOW Winter 2019 market, otherwise the prize is forfeited. If the winner is not a qualified attendee present the prize will be forfeited and may be awarded, in Sponsor's sole discretion, to an alternate winner, the Entry with the next highest number of likes among qualified submissions. Limit one prize per winner. 4. DESCRIPTION AND VALUE OF THE PRIZE; ODDS OF WINNING. The daily prize will consist of the following: 1 x \$100 American Express™ Gift Card to be distributed each day of the show, February 3 – 6. Odds of winning depend on the number of eligible entries received. All taxes, if any, are solely the responsibility of the winner. 6. 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 selected at random. 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 Sweepstakes, or any Sweepstakes-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. 7. GOVERNING LAW. By entering, participants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Sweepstakes 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. 8. WINNER LIST. For the names of the Sweepstakes winners, send a self-addressed stamped envelope with your request to: Trish Borrelli, Emerald Expositions, 1133 Westchester Ave, Suite N210, White Plains, NY 10604. Winner list requests must be received by Sponsor by March 31, 2019. 9. SPONSOR. Emerald Expositions, LLC, 31910 Del Obispo, Suite 200, San Juan Capistrano, CA 92675