



AUGUST 12 – 15, 2018

Iris Inspires 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 Iris Inspires Sweepstakes (the "Sweepstakes") is offered to legal U.S. residents at least 18 years old who, as of the start date, are qualified pre-registered attendees for the NY NOW 2018 Summer Market (as that term is defined on the attendee registration page at NYNOW.COM) in New York City opening August 12, 2018 and who leading up to the market dates post pictures showcasing something from their stores, or from their own designs that is inspired by Iris Apfel (person) on Instagram using hashtags #IrisInspires #nynow, and #sweepstakes (the "Entry"). To be eligible to win and claim a prize, the entrant must be a qualified pre-registered attendee, and must attend the market to claim the prize. 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). 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.

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 Contest (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 Alex Vallejo, Iris Inspires Sweepstakes, Emerald Expositions, 1133 Westchester Ave, Suite N-210, 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 at 12:00 a.m. Eastern Time ("ET") on July 15, 2018, and ends 5:00p.m. ET on August 2, 2018 (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. DRAWING.

The Sponsor will give away one prize to each of 25 winners who will be randomly selected by Sponsor from among all eligible entries submitted during the Sweepstakes Period

The winners will be chosen and announced via social media and contacted via email and/or phone to come claim their prize. Each winner's email address will be collected via private social media message.

If a winner cannot pickup their prize in person by Monday, August 13 at 3:30 pm, 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.

4. DESCRIPTION AND VALUE OF THE PRIZE; ODDS OF WINNING.

The prize per winner consists of a photo opportunity with Iris Apfel [during NY NOW 2018 Summer Market] on Monday, August 13 from 3:30 through 5:30 pm and receipt of a free autographed copy of her book "Iris Apfel: Accidental Icon."

1 x \$30 value for the cost of the book

Total ARV for all 25 prizes: \$750.00

No substitution, cash alternative or assignment of a prize is permitted except in Sponsor's sole discretion. Odds of winning depend on the number of eligible entries received.

5. TERMS AND CONDITIONS.

Where permitted by law, each 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, each 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, each 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.

6. 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.

7. WINNER LIST.

For the names of the Sweepstakes winners, send a self-addressed stamped envelope with your request to: Agata Gawin, Emerald Expositions, 1133 Westchester Ave, Suite N-210, White Plains, NY 10604. Winner list requests must be received by Sponsor by September 9, 2018.

8. SPONSOR.

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