



DC Marketing Tech Talk's *Campaigns of Staggering Genius*[™] Awards Program for Marketing Tech Magnified 2020

Official Rules

Updated March 1, 2020

Important: Please read these Official Rules before entering this online nomination (the "Nomination") for the *Campaigns of Staggering Genius*[™] Awards Program, also referred to as *Genius Campaigns*, at Marketing Tech Magnified 2020 ("Awards Program"). By submitting Your Nomination, You agree to be bound by these Official Rules and represent that You (the submitter of the Nomination ("You")) satisfy all of the eligibility requirements below.

NO PURCHASE IS NECESSARY TO ENTER A NOMINATION OR TO WIN AN AWARD

1. Eligibility. PURCHASE OF TICKET TO MARKETING TECH MAGNIFIED 2020 WILL NOT INCREASE ODDS OF WINNING. NOMINATION VOID WHERE PROHIBITED. IF YOU DO NOT MEET ANY OF THESE REQUIREMENTS OR ANY OTHER ELIGIBILITY REQUIREMENTS IN THESE OFFICIAL RULES, YOU ARE NOT ELIGIBLE TO NOMINATE OR WIN AN AWARD. IF YOU ARE SUBMITTING A NOMINATION ON BEHALF OF YOURSELF, YOUR COMPANY OR OTHER LEGAL ENTITY, YOU REPRESENT THAT YOU HAVE THE AUTHORITY TO BIND SUCH ENTITY TO THESE TERMS AND CONDITIONS AND SUBMIT THE NOMINATION(S). To be eligible to win any Award, Nominations must be completed and received by DC Marketing Tech Talks organized by Natalie Robb. ("DC Marketing Tech Talks" or "Us" or "We") in the manner and format designated below. Organizers of DC Marketing Tech Talks and any of their agents, professional advisors, advertising and promotional agencies, and immediate families of each are not eligible to win the prize.

2. Disclaimer. DC Marketing Tech Talks and its organizers, professional advisors, and agencies (collectively, the "Released Parties") will not be responsible for: (a) any late, lost, misrouted, garbled or distorted or damaged transmissions or Nominations; (b) telephone, electronic, hardware, software, network, Internet, or other computer- or communications-related malfunctions or failures; (c) any Nomination disruptions, injuries, losses or damages caused by events beyond the control of DC Marketing Tech Talks or by non-authorized human intervention; or (d) any printing or typographical errors in any materials associated with the Nomination or Awards.

3. Awards Program Period. The Awards Program starts at 12:01 PM (all times Eastern Time) on Monday, February 3rd, 2020, and ends at 11:59 PM on Monday, March 9th, 2020 (the "Nomination Acceptance Period"). All Nominations must be submitted through the [Nomination Form](#) and received during the Nomination Acceptance Period and meet the other requirements in these Official Rules to be eligible to win an Award.

4. Awards. You may submit a Nomination in each of the following award type: (1) Brand, (2) Demand Generation, (3) ABM, and (4) Omni-Channel.

- Four winners win a 10 to 15 minute speaking opportunity to present their winning campaigns on 3/27/2020 at MarTech Magnified. As speakers are not paid, there is no cash value.



If You are a Winner, Your acceptance of the applicable Award and corresponding prize – the opportunity to present at Marketing Tech Magnified 2020 - is subject to Your organization's internal policies on accepting awards and/or prizes from third parties. Each Winner shall promptly notify DC Marketing Tech Talks if the winner's acceptance of the award may result in a violation of the Winner's organization's internal policies. Each Winner will also have the opportunity to collaborate with DC Marketing Tech Talks on a video and/or written success story based on the Nomination(s).

5. How to Enter. To enter, You must follow the instructions in the online Nomination form provided by DC Marketing Tech Talks during the Nomination Acceptance Period. All requested information must be provided for Your Nomination to be valid. You agree that You will not share any information that Your organization (or the nominee's organization) would consider confidential information or any information that violates the rights, including intellectual property rights and privacy rights, of a third party. Nominations and related information will not be deleted or returned. Nominations and nomination submitters are subject to verification by DC Marketing Tech Talks.

6. Award Selection and Winner Notification and Announcements. The Winner for each Award type and category will be determined by a committee consisting of internal DC Marketing Tech Talks experts who will review all valid Nominations and make a final determination for each Award type and category based on merit and specific criteria and guidelines determined by DC Marketing Tech Talks. The Winners will be announced prior to Marketing Tech Magnified 2020 to be held on Friday, March 27th, 2020. If You are a finalist for an Award, You will be notified via email (at Your email address) by March 19th, 2020. Any determinations or interpretations required to administer these Official Rules and decide the Winners of the Awards may be made by DC Marketing Tech Talks in its sole and absolute discretion and its determination shall be binding and conclusive upon all participants.

DC Marketing Tech Talks may issue a press release and/or publish a list of the Winners for each Award category (e.g., name, title, company name, etc.), which may include, in whole or in part, the Nomination(s) on DC Marketing Tech Talks' websites, blog, or other marketing or promotional materials. Please note that Winners will be given the opportunity to redact any confidential or non-public information from their Nominations before publication, and You agree to promptly review and respond to Our request for review and redaction.

7. General Release. By entering a Nomination, You release all Released Parties from any liability whatsoever, and waive any and all causes of action, related to any claims, costs, injuries, losses, or damages of any kind arising out of or in connection with the Nomination or delivery,



misdelivery, acceptance, possession, use of or inability to use any prize (including, without limitation, claims, costs, injuries, losses, and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory.

8. Use of Your Name, Likeness, etc. Except where prohibited by law, by submitting Your Nomination to this Awards Program, You hereby grant DC Marketing Tech Talks, Inc. a license and right to (i) use Your Nomination and Your company's name, logo, and other trademarks on our website and in any other promotional or marketing materials that include or reference the Awards Program; and (ii) record You and use Your name, video, photograph, voice, likeness, biographical information, and Nomination for our marketing purposes and in marketing materials that include or reference the Awards Program, in whole or adapted, without additional compensation. You agree and acknowledge that DC Marketing Tech Talks shall own all right, title and interest to and in all materials created pursuant to the foregoing. You, on behalf of Yourself, Your team (if applicable), and Your company, hereby release DC Marketing Tech Talks from and waive any claims related to the foregoing.

9. Taxes. Each Winner is solely responsible for reporting and paying any and all applicable taxes related to the prize(s) and paying any expenses associated with any prize which are not expressly covered by DC Marketing Tech Talks in these Official Rules. The valuation of the prize(s) is based on information provided to DC Marketing Tech Talks as of January 30, 2020, and the value of any prize awarded to a Winner may be reported by DC Marketing Tech Talks for tax purposes, as required by law.

10. Affidavit & Release. As a condition of receiving an Award, the potential Winner may be required to execute and deliver to DC Marketing Tech Talks a signed affidavit of eligibility and acceptance of these Official Rules and release of liability, and any other legal, regulatory, or tax-related documents required by DC Marketing Tech Talks in its sole discretion.

11. Intellectual Property. DC Marketing Tech Talks, Inc. owns all rights, title, and interest to the Awards Program and all accompanying or related materials that DC Marketing Tech Talks creates.

12. Governing Law. All issues and questions arising out of or related to the Awards Program shall be governed by the laws of the State of Delaware, without giving effect to any choice of law of conflict of law rules or provisions.

13. Contact. If You have any questions about these Official Rules or the Awards program, please e-mail them to nat@dcmarketingtechtalks.com.