



## PRSA ICON 2020 LEADERBOARD CONTEST OFFICIAL RULES

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING.** Void where prohibited by law and outside of the fifty (50) United States and the District of Columbia. Subject to all federal, state and local laws, regulations, and ordinances. Contest begins on October 26, 2020 at 9:00 a.m. Eastern Time (“ET”) and ends on October 29, 2020 at 4:00 p.m. ET (the “Contest Period”). Sponsor’s computer is the official time-keeping device for this Contest.

**1. Eligibility:** The PRSA ICON 2020 Leaderboard Contest (the “Contest”) is open to legal U.S. residents currently residing in the 50 United States including the District of Columbia who are at least 18 years of age or the age of majority, whichever is older, as of the date of entry and who attend the virtual PRSA ICON 2020 Conference (“ICON 2020 Conference” or “Conference”) where the Contest is offered. Employees, officers, and directors of Public Relations Society of America, Inc. (“Sponsor”) or any of its parents, affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment, and marketing agencies, website providers, web masters, and all other companies or entities associated with the Contest, including ICON 2020 Conference sponsors, exhibitors, vendors and Prize Sponsor(s), as may be further defined herein, (collectively, the “Contest Entities”), and members of their immediate families (spouses, parents, siblings and children, regardless of where they live) and those living in the same household are not eligible to enter or win. Participation constitutes entrant’s full and unconditional agreement to these Official Rules and to Sponsor’s decisions, which are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein. All entrants must have access to the Internet prior to the start of the Contest. Sponsor reserves the right to verify the eligibility of winners.

**PLEASE NOTE: It is the entrant’s sole responsibility to review and understand his or her employer’s policies regarding eligibility to participate in trade promotions. If participation in this promotion is in violation of employer policies, the entrant may be disqualified from entering or receiving prizes.** Sponsor disclaims any and all liability or responsibility for disputes arising between an employee and his or her employer related to this matter, and prizes will only be awarded in compliance with the employer’s policies. **Government employees are not eligible to enter. This is a trade promotion and is not open to the general public.**

**2. Sponsor:** Public Relations Society of America, Inc. 120 Wall Street, 21<sup>st</sup> Floor, New York, NY 10005.

**3. How to Enter:** Participants can earn points by: (a) engaging in specified activities with ICON 2020 Conference sponsors, exhibitors and vendors in the virtual conference environment (listed below); as well as by (b) locating scavenger hunt icons hidden throughout the virtual conference environment. Points will not be awarded for repeating activities (e.g. downloading the same document multiple times), but will be awarded if an Entrant engages in various forms of the same activity (e.g., downloading different documents, subject to maximum points available per activity, as defined below). Engagement activities that earn points are as follows:



<i>Activity</i>	<i>Points</i>
Watch the Welcome Video	10
Enter the General Session Theatre	30
Visit Exhibitor Booths	10 (maximum 50)
Add Items to Your Briefcase	10
Chat 1:1 with Booth Representatives or Staff	20
Visit Exhibitor, Session, and PRSA Links	10 (maximum 30)
Find the Hidden Microphone Images	50
Find the Hidden Silver Anvil Images	50
Download Content from Sessions or Exhibitor Booths	10
Visit the Lounges	30
Watch Videos from Sessions, Content Windows, and Exhibitor Booths	15
Visit the Breakout Room	30
Send an Email with ICON Info	20

**4. Selection of winners:** The ten (10) entrants who have accumulated the most points as outlined in Section 3 will be the winners of the Prizes at the close of the Contest Period. To be declared a winner, the potential winners must, in addition to meeting the eligibility criteria and otherwise complying with the Rules:

- (i) Respond when contacted by email or telephone by the Sponsor or its representatives within ten (10) business days immediately following the compilation of final total points awarded through ICON 2020 activity;

In the event that two or more entrants are tied with the same number of points at the close of the Contest Period, the tied entrant who visited the most Exhibitor Booths during the Contest Period shall be deemed the potential winner. If there is still a tie based on that criteria, the potential winner will be the tied entrant who found the most hidden microphone and silver anvil images in the Scavenger Hunt. If a further tie breaker is required, the potential winner will be chosen based on which entrant visited the most links and downloaded the most content. For any tie breaker, the tied entrant who is deemed the potential winner will be awarded the applicable Prize for which the entrants were tied; the runner-up of the tie-breaker quiz will win the next tier Prize, and so forth, unless or until the tie-breaker was for the Tenth Place Prize, as noted below, in which case no further Prizes will be awarded.

If any one of the conditions mentioned above is not met, the selected entrant will be disqualified and shall not be eligible to receive a Prize, and the Sponsor reserves the right, in its sole and absolute discretion, to select the next eligible entrant with the highest number of points as the corresponding Prize winner.

Verification of Potential Winners: ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE CONTEST. AN ENTRANT IS NOT A WINNER OF ANY PRIZE UNLESS AND UNTIL ENTRANT'S ELIGIBILITY HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE.



**5. Prizes:** Ten (10) Prizes will be awarded, by Sponsor, as follows:

<b>Prize Category</b>	<b>Prize Name and Description</b>	<b>Prize ARV</b>
First Place	Amazon Gift Card	Value: \$200.00 US
Second Place	Amazon Gift Card	Value: \$150.00 US
Third Place	Amazon Gift Card	Value: \$100.00 US
Fourth Place	Amazon Gift Card	Value: \$50.00 US
Fifth Place	Amazon Gift Card	Value: \$50.00 US
Sixth Place	Amazon Gift Card	Value: \$50.00 US
Seventh Place	Amazon Gift Card	Value: \$50.00 US
Eight Place	Amazon Gift Card	Value: \$50.00 US
Ninth Place	Amazon Gift Card	Value: \$50.00 US
Tenth Place	Amazon Gift Card	Value: \$50.00 US

Amazon is not an official sponsor of, and is not affiliated with, the Contest.

Total approximate retail value (“**ARV**”) of all prizes to be awarded: \$800.00. Limit one (1) prize per person and per household. For all Amazon® gift card winners, gift card issuer terms and conditions apply to card.

**Prize Restrictions:** Any and all applicable federal, state, and local taxes and all fees and expenses related to acceptance and use of prizes not specifically stated herein are the sole responsibility of the individual prize winner. Prize cannot be substituted, assigned, transferred, or redeemed for cash; however, Sponsor reserves the right to make equivalent prize substitutions at its sole discretion. Sponsor will not replace any lost or stolen prizes. Prizes cannot be used in conjunction with any other Contest or offer.

**6. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor’s reasonable control impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole discretion. Sponsor and its agencies are not responsible for lost, late, incomplete, damaged, stolen, misdirected, or illegible entries; lost, interrupted, or unavailable network, server, or other connections, garbled transmissions or miscommunications, telephone transmission problems; computer or software malfunctions or damage to a user’s computer equipment (software or hardware); technical failures; or other errors or malfunctions of any kind whether human, mechanical, electronic, or otherwise. Proof of sending or submission of entry will not be deemed proof of receipt by Sponsor. Sponsor’s failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**WARNING:** ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE ASSOCIATED WITH THIS CONTEST OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAW, AND, SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. Sponsor



reserves the right at its sole discretion to disqualify any individual it finds to be attempting to tamper with or undermine the entry process, any website associated with the Contest, and/or the legitimate operation of the Contest; to violate the Official Rules; or to act in an unsportsmanlike or disruptive manner or with the intent to annoy, abuse, threaten, or harass any other person. If, for any reason, the Contest cannot be run as planned, Sponsor may, in its sole discretion, void any suspect entries and (a) modify the Contest or suspend the Contest to address the impairment and then resume the Contest in a manner that best conforms to the spirit of these Official Rules; and/or (b) award the prize according to the criteria set forth above from among the eligible, non-suspect entries received up to the time of the impairment.

**7. Release and Limitations of Liability:** By participating in this Contest, entrants agree that Sponsor and its affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers, web masters, and their respective officers, directors, employees, representatives and agents (the “**Released Parties**”) are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Contest; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Contest; (4) technical or human error which may occur in the administration of the Contest or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant’s participation in the Contest or receipt or use or misuse of any prize. No more than the stated number of prizes will be awarded. In event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed Sponsor reserves the right to award only the stated number of prizes to winners determined in accordance with the above criteria from among all legitimate, un-awarded, eligible prize claims.

BY PARTICIPATING IN THIS CONTEST, ENTRANTS AGREE THAT THE RELEASED PARTIES WILL HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY ENTRANTS AGAINST, ANY LIABILITY FOR ANY INJURIES, LOSSES OR DAMAGES OF ANY KIND TO PERSONS, INCLUDING PERSONAL INJURY OR DEATH, OR PROPERTY RESULTING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM ACCEPTANCE, POSSESSION, MISUSE, OR USE OF THE PRIZE, ENTRY, OR PARTICIPATION IN THIS CONTEST OR IN ANY CONTEST-RELATED ACTIVITY, INCLUDING ACCESS TO AND USE OF THE INTERNET SITE [HTTPS://PRSA.6CONNEX.COM/EVENT/ICON/LOGIN](https://PRSA.6CONNEX.COM/EVENT/ICON/LOGIN) OR THE DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM SAID SITE, OR ANY CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION OR INVASION OF PRIVACY, OR MERCHANDISE DELIVERY. THE RELEASED PARTIES ARE NOT RESPONSIBLE IF ANY PRIZE CANNOT BE AWARDED DUE TO TRAVEL CANCELLATIONS, DELAYS, OR INTERRUPTIONS DUE TO ACTS OF GOD, ACTS OF WAR, NATURAL DISASTERS, EPIDEMIC, PANDEMIC, WEATHER, OR TERRORISM.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS CONTEST, INCLUDING THE WEB SITE AND ALL PRIZES, ARE PROVIDED “AS IS” WITHOUT



WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSIONS OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY. CHECK LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

**8. Publicity Release.** EXCEPT WHERE PROHIBITED BY LAW, WINNERS GRANT TO SPONSOR (WHICH GRANT WILL BE CONFIRMED IN WRITING ON REQUEST OF SPONSOR), ITS [THEIR] SUBSIDIARIES, AFFILIATES, RETAILERS, DISTRIBUTORS, ADVERTISING AND CONTEST AGENCIES, SUPPLIERS, AND THOSE ACTING PURSUANT TO ITS [THEIR] AUTHORITY, THE RIGHT AND PERMISSION TO PRINT, PUBLISH, BROADCAST, AND USE, WORLDWIDE IN ANY MEDIA NOW KNOWN OR HEREAFTER DEVELOPED, INCLUDING BUT NOT LIMITED TO THE WORLD WIDE WEB, AT ANY TIME OR TIMES, EACH WINNER’S NAME, PORTRAIT, PICTURE, VOICE, LIKENESS, AND BIOGRAPHICAL INFORMATION FOR ADVERTISING, TRADE, AND PROMOTIONAL PURPOSES (INCLUDING THE ANNOUNCEMENT OF HIS OR HER NAME ON TELEVISION OR RADIO BROADCAST) WITHOUT ADDITIONAL CONSIDERATION, COMPENSATION, PERMISSION, OR NOTIFICATION.

**9. Disputes.** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Southern of New York or the appropriate State Court located in New York County, New York; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys’ fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of New York, without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York.

**10. Privacy:** Any personal information sent to, shared with or collected by Sponsor in connection with this Contest is subject to Sponsor’s Privacy Policy found at <http://www.PRSA.org/Privacy-Policy>.

**11. Official Rules and Winners List:** For a copy of the Official Rules, visit <https://www.prsa.org/conferences-and-awards/icon-2020>. For a list of winners available after Monday, November 2, 2020, email [memberservices@prsa.org](mailto:memberservices@prsa.org).



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