

POLITICAL EMMA
The Excellence in Local Media Marketing Solutions Contest

Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING.

Contest may only be entered in or from the 50 United States and the District of Columbia and entries originating from any other jurisdiction are not eligible for entry. This Contest is governed exclusively by the laws of the United States. You are not authorized to participate in the Contest if you are not located within the United States or the District of Columbia.

1. How to Enter. To enter the Excellence in Local Media Marketing Solutions contest (“Contest”), go to www.tvb.org, complete the entry form (including your company name, mailing address, phone number, email address and name of the marketing campaign you are submitting), and submit your marketing campaign which must include the following:

1. **Challenge.** What was your campaign’s biggest communications challenge?
2. **Objective.** Aside from winning, what was the objective of your media campaign?
3. **Plan.** Which stations did you buy, and why did you plan local broadcast TV?
4. **Platforms.** Which TV station ad platforms did you buy? Please describe the elements and contribution of each platform to the overall marketing campaign, rather than providing flight dates and schedule:
 - On-air:
 - Online:
 - Mobile:
 - Social Media (optional):
5. **Mix.** Did your media plan include a mix of local media? In general, how was your spending allocated by medium?
7. **Results.** How did your campaign deliver vs. your opponents’ campaigns? Were there significant shifts in poll numbers (please specify) and in ultimate results that you attribute to your broadcast TV advertising?
8. **Bonus (optional).** Earn bonus points by entering a video testimonial from your client.
9. **Creative.** Submit examples of creative from each platform by uploading through the online entry form. Please identify each submission with agency, campaign, client name and name/contact info of the person submitting:
 - On-air: Post up to two (2) video(s) online, then enter the URL(s) into the entry form
 - Online: Provide us with the URL to view your online creative

- Mobile: Provide us with the URL to view your online creative

10. **Bonus (optional).** Earn bonus points in the judging process by submitting a testimonial video from your campaign team.

- Testimonial Video: Post your video online, then enter the URL into the entry form

Marketing campaign must have run between Q1 2016 and Q2 2017.

All entry information and marketing campaign submissions shall be collectively referred to herein as the “Submissions” or each as a “Submission.” Submissions must comply with the Guidelines and Restrictions defined below. Sponsor reserves the right to cancel or modify this Contest in the event an insufficient number of entries are received that meet the minimum judging criteria. Limit one (1) Submission per 4 A’s member agency.

By entering, each entrant warrants and represents the following with respect to their Submission: (a) entrant has received written permission from its advertiser client to submit the Submission and grant the rights with respect to the Submission granted herein (b) the Submission will not infringe on any rights of any third parties; (c) any third parties appearing in the Submission have given entrant or its advertiser client appropriate consent to be filmed and used as permitted herein; and (d) the individual entering the Submission is authorized to do so on behalf of the entity for which he or she is submitting. Sponsor reserves the right to request third party releases from any third party included in any Submission at any time as well as written permission from the advertiser client. Failure to produce fully executed third party releases (if applicable) and permission from the advertiser client may result in disqualification of the Submission, in Sponsor’s sole and absolute discretion.

Providing a Submission constitutes entrant’s consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such Submissions in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including but not limited to on any and all Internet media, including Sponsor’s web sites and properties and on social networking sites (i.e., Facebook, YouTube, Twitter etc.), in press releases and for any legal purpose whatsoever.

All entrants must have a valid email address. No automated entry devices and/or programs permitted. All entries will not be acknowledged or returned. Sponsor is not responsible for lost, late, illegible, stolen, incomplete, invalid, unintelligible, postage-due, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind whether mechanical, human or electronic. Only fully completed entry forms are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor.

2. Start/End Dates. Contest begins at 11:59:59 a.m. ET on May 15, 2017 and ends at 12:00:01 pm ET on July 14, 2017.

3. Eligibility. Participation open to AAPC members, and agencies contacted by TVB located in the fifty United States or the District of Columbia as of date of entry. Void outside of the 50 United States and the District of Columbia, and where prohibited, taxed or restricted by law. Employees, officers and directors of Television Bureau of Advertising, Inc. (“Sponsor”) and its parent companies, subsidiaries, affiliates, partners, advertising and promotion agencies, manufacturers or distributors of Contest materials and their immediate families (parents, children, siblings, spouse) or members of the same household (whether related or not) of such employees/officers/directors are not eligible to enter. You are not authorized to participate in the Contest if you are not a 4A’s member agency located within the United States or the District of Columbia. All federal, state and local laws and regulations apply.

4. Submission Guidelines and Content Restrictions: By entering, each entrant agrees that his or her Submission conforms to the Submission Guidelines and Content Restrictions as defined below (collectively, the “Guidelines and Restrictions”) and that Sponsor, in its sole discretion, may remove any Submission and disqualify an entrant from the Contest if it believes, in its sole discretion, that the entrant’s Submission fails to conform to the Guidelines and Restrictions.

Submission Guidelines:

The Submission must adhere to the following guidelines:

Campaign description submission: Download the “Campaign Description” PDF form from TVB’s online entry form, fill out all sections, save, and upload via the TVB online entry form.

Creative Uploads:

- **On-Air:** Post your video and supply URL via TVB online entry form.
- **Online:** Provide TVB with a URL to view your online creative.
- **Mobile:** Provide TVB with a URL to view your mobile creative.
- **Social Media (optional):** Provide TVB with a URL to view your social creative.

The Submission must be in English.

Content Restrictions:

- The Submission must not contain material that violates or infringes any rights of any other party, including but not limited to copyright, trademark, privacy, publicity or any other intellectual property rights;
- The Submission must not in any way disparage Sponsor or any other person or party;
- The Submission must not contain material that is inappropriate, indecent, obscene hateful, tortious, defamatory, slanderous or libelous;
- The Submission must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age;
- The Submission must not contain material that is unlawful, in violation of or contrary to the laws or regulations of the United States or of any jurisdiction where Submission is created;
- The Submission cannot promote illegal drugs or firearms (or the use of any of the foregoing), or any activities that may appear unsafe or dangerous; and
- The Submission must be consistent with the image and values of Sponsor and be consistent with and satisfy the purpose of the Contest.

Sponsor's decisions are final and binding in all matters relating to this Contest, including, but not limited to, interpretation and application of these Official Rules. By entering the Contest, entrants fully and unconditionally agree to be bound by these rules and the decisions of the judges, which will be final and binding in all matters relating to the Contest.

5. Judging/Judging Criteria. All Submissions will be judged by a panel of judges that have the required knowledge and experience to apply the judging criteria. All Submissions will be judged based on the following equally-weighted judging criteria: (a) Use of multi-platforms, (b) Innovation and (c) Results. In the event of a tie, the Submission with the higher score in Results will be deemed the winner. By entering the Contest, entrants fully and unconditionally agree to be bound by these rules and the decisions of the judges, which will be final and binding in all matters relating to the Contest.

6. Prizes. One (1) Grand Prize for each agency category: mid-sized, large and political. A total of three (3) agencies will win a one day/one night trip for one representative from each winning agency to the TVB Forward Conference in New York City to accept their winning EMMA on stage. Trip includes round-trip coach airfare from major gateway airport nearest winner's residence and single occupancy hotel accommodations and attendance to the TVB Forward. Approximate retail value of prize: \$2500. Taxes, meals, gratuities, travel upgrades, or any other expenses not specifically listed herein are the responsibility of winner. Travel and accommodations subject to availability; certain restrictions and blackout dates may apply. Winner must travel between September 27, 2017 and September 29, 2017 or prize will be forfeited and may be awarded to an alternate, time permitting. Traveler must sign a travel release prior to ticketing. Traveler must be of the age of majority. Sponsor is not liable for delays, cancellation or unforeseen events related to the flights. Winner and travelers will be solely responsible for obtaining valid identification relating to acceptance and use of the travel prize packages. If in the judgment of Sponsor, air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for roundtrip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Actual value of prize may vary depending on air flight fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value. Prize is non-transferable. No substitutions or cash redemptions. In the case of unavailability of prize, Sponsor reserves the right to substitute a prize of equal or greater value. **WINNING A PRIZE IS CONTINGENT UPON WRITTEN PERMISSION FROM THE ADVERTISER CLIENT CONFIRMING THE ENTRANT'S RIGHT TO ENTER THIS CONTEST, SUBMIT THE SUBMISSION AND GRANT THE RIGHTS WITH RESPECT TO THE SUBMISSION GRANTED HEREIN.**

7. Notification. Winner will be notified on or about August 15, 2017 by email and/or telephone and will be required to sign and return, where legal, an Affidavit of Eligibility, Liability/Publicity Release within five (5) days of prize notification. Additionally, winner may be required to submit releases from any and all third parties appearing in their Submissions. If any winner cannot be contacted within five (5) calendar days of first notification attempt, if any prize or prize notification is returned as undeliverable, if any winner rejects the prize or in the event of noncompliance with these Contest rules and requirements, such prize will be forfeited and may be awarded to the Submission with the next highest score. Upon prize forfeiture, no compensation will be given.

8. Conditions. Submissions may be cut, edited, reformatted, rearranged, combined with other materials and/or otherwise modified, in Sponsor's sole and absolute discretion. Any and all federal, state and local taxes are

the sole responsibility of the winners. Participation in Contest and/or acceptance of prize constitutes each winner's permission for Sponsor to use his/her name, address (city and state), likeness, photograph, picture, portrait, voice, biographical information, Submission and/or any statements made by each winner regarding the Contest or Sponsor for advertising and promotional purposes without notice or additional compensation, except where prohibited by law. By participating, entrants and winner agree to release and hold harmless Sponsor, its advertising and promotion agencies and their respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors (collectively, "Released Entities"), from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, travel to, or participation in Contest, or possession, acceptance and/or use or misuse of prize or participation in any Contest-related activity and for any claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trademark infringement or any other intellectual property-related cause of action. Entrants who do not comply with these Official Rules, or attempt to interfere with this Contest in any way shall be disqualified. Sponsor is not responsible if Contest cannot take place or if the prize cannot be awarded due to travel cancellations, delays or interruptions due to acts of God, acts of war, natural disasters, weather or acts of terrorism.

9. Additional Terms. Any attempted form of entry other than as set forth in Section 1 above is prohibited; no automatic, programmed; robotic or similar means of entry are permitted. Sponsor, its affiliates, partners and promotion and advertising agencies are not responsible for technical, hardware, software, telephone or other communications malfunctions, errors or failures of any kind, lost or unavailable network connections, web site, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit one's ability to enter the Contest, including any injury or damage to participant's or any other person's computer relating to or resulting from participating in this Contest or downloading any materials in this Contest. Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, extend or suspend this Contest should (in its sole discretion) virus, bugs, non-authorized human intervention, fraud or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Contest. In such case, Sponsor will select the winners from all eligible entries received prior to and/or after (if appropriate) the action taken by Sponsor. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of the Contest or web site. Sponsor may prohibit an entrant from participating in the Contest or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception, or other unfair playing practices (including the use of automated quick entry programs) or intending to annoy, abuse, threaten or harass any other entrants or Sponsor representatives.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

In the event of a dispute as to any Submission, the authorized account holder of the email address used to register will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each entrant may be required to show proof of being an authorized account holder.

10. Limitation of Liability; Disclaimer of Warranties. IN NO EVENT WILL THE RELEASED ENTITIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCESS TO AND USE OF THE SITE AND/OR ENTRY IN THE CONTEST, DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY WEBSITES ASSOCIATED WITH THE CONTEST. WITHOUT LIMITING THE FOREGOING, THIS CONTEST 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 EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

11. Disputes; Governing Law. The parties waive all rights to trial in any action or proceeding instituted in connection with these Official Rules, including, without limitation, the Contest. Any controversy or claim arising out of or relating to these Official Rules and/or the Contest shall be settled by binding arbitration in accordance with the commercial arbitration rules of the American Arbitration Association. Any such controversy or claim shall be arbitrated on an individual basis, and shall not be consolidated in any arbitration with any claim or controversy of any other party. The arbitration shall be conducted in the State of New York, City of New York.

THESE OFFICIAL RULES AND THE INTERPRETATION OF ITS TERMS SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF NEW YORK WITHOUT REGARD TO ITS CONFLICTS OF LAWS RULES. For any matters which are not subject to arbitration as set forth in these Official Rules and/or in connection with the entering of any judgment on an arbitration award in connection with these Official Rules and/or the Contest, the parties irrevocably submit and consent to the exclusive jurisdiction and venue of the state and federal courts located in or closest to the County of New York in the State of New York. The parties agree not to raise the defense of forum non conveniens.

12. Use of Data. Sponsor will be collecting personal data about entrants online, in accordance with its privacy policy. Please review the Sponsor's privacy policy at www.tvb.org/TermsOfUse.aspx. By participating in the Contest, entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's privacy policy.

13. List of Winners. To obtain the name of winners, visit www.tvb.org before May 15, 2018 or send a self-addressed, stamped envelope by May 15, 2018 to Susan Converse at 120 Wall Street, 15th Floor, New York, NY, 10005.

14. Sponsor. Television Bureau of Advertising, Inc., 120 Wall Street, 15th Floor, New York, NY 10005.