

The Best of Baby Tech Awards 2018 Competition

NO PURCHASE IS NECESSARY TO ENTER OR WIN. MAKING A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.

TERM:

The Best of Baby Tech Awards 2018 Competition (the "Competition") entry period commences at 8:00 AM Eastern Daylight Time on October 11, 2017, and ends at 8:00PM Eastern Standard Time on November 21, 2017 (the "Competition Entry Period").

ELIGIBILITY:

This Competition is open to legal residents of the 50 United States, and the District of Columbia, 21 years or older as of date of entry. Employees of the Sponsor; Prize provider(s); any promotional companies or advertising agencies participating in the Competition and employees of their respective affiliates and subsidiaries; any persons involved in the creation, development, or implementation of this Competition; and any other persons or entities directly associated with this Competition and any members of their immediate families or households are ineligible to participate. Entries for the Competition must be received prior to the expiration of the Competition Entry Period. This Competition is void in Puerto Rico and the U.S. Virgin Islands and wherever prohibited or restricted by law, and is subject to all federal, state, and local laws and regulations. By submitting an entry form, entrants agree to abide by these Official Rules and all applicable federal, state, and local laws and regulations that govern contests.

GRAND PRIZE/RECOGNITION:

- Fifteen (15) Competition Finalists will each receive an invitation to the 2018 Consumer Electronics Show in Las Vegas, Nevada taking place January 9-12, 2018 (the "Event"). All taxes, gratuities and unspecified expenses are the sole responsibility of Finalists. Lodging at the Event and transportation to and from the Event, is not included and any such costs and arrangements are the sole responsibility of the Finalists. All expenses not specifically and expressly provided herein are the responsibility of each Finalist, including, without limitation, airfare, taxes, incidental charges, and gratuities.
- Five (5) Competition Winners will be recognized as recipients of "The Best of Baby Tech Award 2018".
- One (1) of the fifteen (15) Competition Finalists will be recognized as the recipient of the "Audience Favorite Award"

The Grand Prize is not transferable or assignable, or redeemable for cash or any other consideration, and no substitutions will be allowed except by Sponsor, which reserves the right to substitute prizes of equal or greater value or nature if advertised prize is not available. Each Finalist is responsible for compliance with all applicable federal, state, and/or local laws and regulations, including, without limitation, the payment of all applicable taxes.

HOW TO ENTER:

During the Competition Entry Period, you may enter the Competition by accessing the entry screen at <http://awards.babytechsummit.com/index.php/application> and fully completing the on-screen entry application, and transmitting the information to the Sponsor during the Competition Entry Period. Your full name, address, city, state, zip code, phone number, company URL, email address and other specified information are required for entry. All entry information shall be collectively referred to herein as the "Entry". In addition to completing the on-screen Entry application, you are required to send a working product ("Entry Product") for each Entry, to: The Best of Baby Tech Awards, 84 Heather Avenue, San Francisco, CA 94118. Your Entry Product(s) must be postmarked no later than November 21, 2017.

Each Entry must comply with the following criteria (when applicable): Entry Product(s) must be on the market or available to the public by June 30, 2018. Important note for medical devices: Medical innovations requiring FDA approval in the United States (or the equivalent in other countries) must receive such approval before submitting to the Competition. We will not consider innovations that are still in clinical trials.

Alternative Method of Entry: Alternatively, you may enter the Competition by hand printing your full name, address, city, state, zip code, e-mail address, date of birth, company URL, number of entries you are submitting, and the name of the Competition (The Best of Baby Tech Awards 2018 Competition) on a 3" x 5" card and mailing it to: The Best of Baby Tech Awards Competition, 84 Heather Avenue, San Francisco, CA 94118. Mail-in entries must be postmarked by November 16, 2017 to be eligible. All Mail-in entrants must submit an Entry Product, to postmarked no later than November 21, 2017, as referenced above.

An entrant may enter up to six (6) entries (one (1) Entry per category), but may only be a Finalist in one (1) category. Normal Internet access and usage charges imposed by your online carrier apply. Incomplete or late entries will be disqualified. An Entry made will be deemed to have been made by the "authorized account holder" of the email address utilized at the time the Entry is made. For purposes herein, the "authorized account holder" refers to the person assigned to an email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses. If an entrant is determined to have submitted more than one Entry submission, that entrant will be disqualified. All entries will become the property of Sponsor and will not be returned. Sponsor is not responsible for transmission and/or computer error. For the avoidance of doubt, acceptance of entries or submissions will not be deemed to waive any provisions of these Official Rules, and the entrant may subsequently be disqualified.

Entries must comply with file specifications on Entry application and must be in English. Entries must be entrant's own original work and owned solely and exclusively by entrant, have not won a previous prize or award and have not been previously published, must not infringe on, misappropriate or otherwise violate any third-party rights (including but not limited to copyright, trademark, rights of publicity or privacy or any other proprietary right), and must be deemed suitable by Sponsor. Entrant agrees to indemnify, defend and hold harmless Sponsor, Consumer Electronics Show (CES) and each of their respective affiliates and subsidiaries, and

their respective officers, directors, shareholders, employees and agents from any losses, damages, or expenses arising from or in connection with infringement, misappropriation or violation of any third party rights. Entries deemed lewd or offensive by Sponsor in its sole discretion will be disqualified. Entries that comply with format and suitability specifications may, in Sponsor's sole discretion, be acknowledged by e-mail, but nevertheless remain subject to full eligibility determinations at the sole discretion of Sponsor. An Entry that does not comply with Entry guidelines will be deemed void and of no effect.

Each entrant acknowledges and agrees that his/her Entry submission and all related materials created in or arising out of such submission, and all rights, title and interest in and to them shall be and hereby are, effective upon creation, assigned to and become the property of Sponsor, except that all rights, title and interest in and to the Entry Product are retained by entrant. Without limiting the foregoing, Sponsor will have the irrevocable, royalty-free, fully paid-up worldwide, perpetual right (and if necessary, license) to edit, re-edit, adapt, modify, reproduce, promote, distribute create derivative works and otherwise use the Entry, Entry Product and related materials in any way it sees fit and in any form or media whether now or hereafter known or developed. Entrant hereby gives Sponsor and its agents and assignees, full permission and authority to use, publish and display the submission, as well as entrant's (and any other person included in the submission) name, voice and photograph or other likeness for advertising or other related purposes in any media whether now or hereafter known or developed without additional compensation.

JUDGING/VOTING/WINNERS: Phase 1 – Judging:

All eligible entries will be judged/voted on to determine the Competition winners and Finalists as follows: Eligible entries (in Sponsor's sole discretion) will be judged by a panel of qualified judges, established by Sponsor, who will choose a total of fifteen (15) finalists (each, a "Finalist") across six (5) categories (three (3) Finalists from each category) based on the following judging criteria: (A) 25% Innovation (e.g. Does the technology break new ground in its respective field or go beyond minimal improvement to something that already exists?); (B) 25% Impact (e.g. Has the technology made a significant impact in user's lives? Is it improving their overall lifestyle, health or well-being? Is the impact measureable?); (C) 25% Implementation (e.g. Has the technology implemented been well executed? Did the applicant consider appropriate form factor, user experience, capability, aesthetic design, engagement, long-term use, etc.); (D) 25% Individuality (e.g. What differentiates the technology in the fertility, pregnancy and baby market? How is it unique and/or superior?).

In the event of a tie during the judges' phase of judging, tied entries will be re-judged based 50% on Innovation and 50% on Impact. The five (5) categories are: (1) Fertility & Pregnancy Help, (2) Baby Safety, (3) Healthy Baby, (4) Baby Eats, and (5) Baby Learn and Play (each, a "Category"). More details on the five (5) categories can be found at: <http://awards.babytechsummit.com>.

Finalists will be contacted and notified by email using the contact information provided on the Finalist's entry form on or before December 4, 2017. Potential finalists will be required to sign

and return a Liability Release, Copyright Release, Assignment of Rights and where legal, a Publicity Release within five (5) days of such notice prior to being posted online as Finalists. Noncompliance within this time period will result in disqualification and an alternate finalist may be selected in Sponsor's sole discretion, based on the judging procedures set forth above.

Each entrant is responsible for the accuracy of the information included in his/her entry. If such notification is returned as non-deliverable (or incorrect phone number), the potential finalist will be disqualified, and an alternate finalist may be selected, in Sponsor's sole discretion, based on the judging procedures set forth above.

Phase 2 – Voting:

A total of five (5) Competition winners will be selected among the fifteen (15) Finalists' entries (one (1) winner per Category) through a combination of votes by our expert judges, which will account for 85% of the votes and online which will account for 15% of the votes. The fifteen (15) finalists' entries will be displayed on <http://awards.babytechsummit.com/> beginning on or about 11:00 AM Eastern Standard Time on December 4, 2017, and ending on or about 8:00PM Eastern Standard Time on January 2, 2018. During such time, visitors to the site will have the opportunity to vote for their favorite entry from among the fifteen (15) Finalists.

The Finalist whose entry receives the most votes in the applicable Category will be the Competition Grand Prize Winner for that respective Category. In the event of a tie, Sponsor will make the final determination from among all the tied entries/Finalists based on the criteria described above for choosing the Finalist under the heading "Phase 1 – Judging". There will be an additional "Audience Favorite Award" given to one (1) of the fifteen (15) Finalists that will be solely selected by online voters.

The Competition winners will be notified in same manner as described above for choosing Finalists under the heading "Phase 1 – Judging" on or after January 9, 2018, using the contact information provided in the respective winner's entry submission. If prize notification is returned as non-deliverable, potential Competition winner will be disqualified and Grand Prize forfeited, and an alternate winner may be selected, in Sponsor's sole discretion, based on the next highest number of user votes as set forth herein (and in the event of a tie in the next highest number of votes, using the tiebreaker procedure set forth above).

Winners:

Each of the five (5) Category winners, plus the Audience Favorite winner, will be announced live on January 9, 2018 at 3:30PM Pacific Standard Time, during a special event at the Baby Tech Showcase in Las Vegas, Nevada.

The names of the winners of the Competition will be available after February 2, 2018. To obtain this information visit <http://awards.babytechsummit.com>

CAUTION:

Any attempt by any person to deliberately damage any web site or undermine legitimate operation of a contest may constitute a violation of criminal and civil laws, and should such an attempt be made, Sponsor reserves the right to seek damages from and/or to prosecute any such person to the fullest extent permitted by law. Any such tampering will also result in ineligibility to win a prize in the Competition.

CONDITIONS:

By participating in this Competition, entrants agree to be bound by these Official Rules and the decisions of Sponsor, which are final in all matters relating to this Competition, and acknowledge compliance with these Official Rules. Each entrant acknowledges that the Privacy Policy and Terms of Use found on the www.cesweb.org and www.babytechsummit.com websites are hereby incorporated by reference and apply to the submission of entries pursuant to these Official Rules. By participating in this Competition, each entrant hereby agrees to Sponsor's collection and usage of the entrant's personal information and acknowledges that entrant has read and accepted the above-referenced Privacy Policy and Terms of Use.

Sponsor is in no way liable for any damage, loss, or injury resulting from computer malfunctions, misdirected or incomplete entries, or acceptance and use of a prize. Sponsor and its agents shall have no liability or responsibility for injuries, damages or liabilities caused or claimed to be caused by participation in the Competition or the use or misuse of a prize. Sponsor reserves the right, in its sole discretion, to cancel, modify or suspend the Competition should virus, bugs, or other causes beyond the control of Sponsor corrupt the administration, security, fairness, integrity or proper play of the Competition and award the prizes from all eligible entries received prior to cancellation or suspension.

By entering this Competition, each entrant hereby voluntarily and irrevocably releases, holds harmless and agrees not to institute any claim against Sponsor, Consumer Electronics Show (CES), Ingram Micro Inc., or any of their respective affiliates and subsidiaries, and their respective officers, directors, employees and agents from any losses, damages, or expenses from any and all injuries, losses or damages of any kind arising from or in connection with, either directly or indirectly, (1) the awarding, acceptance, receipt, possession, use and/or misuse of any prize awarded herein; and/or (2) participation in the Competition or any prize-related activities.

Under no circumstances will any entrant be permitted to obtain awards for, and each entrant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, and entrant further waives all rights to have damages multiplied or increased.

By accepting the Grand Prize, the winner grants Sponsor permission to use his or her name and likeness for advertising and promotional purposes without any additional compensation (except where prohibited by law). By entering the Competition, entrants shall be deemed to have agreed to have their entry information made available to the Sponsor. The Competition is subject to these Official Rules. By entering the Competition, entrants and the winner agree to

waive any right to claim any ambiguity, inequity or error in the Official Rules of the Competition, and/or of the Competition itself, and agree to be bound by these Official Rules and by all decisions of, and interpretations of these Official Rules by, the Competition judges, which in all respects shall be final and binding.

THE NEW YORK COURTS (STATE AND FEDERAL) SHALL HAVE SOLE JURISDICTION OF ANY CONTROVERSIES REGARDING THE COMPETITION AND THE LAWS OF THE STATE OF NEW YORK, WITHOUT REGARD TO CONFLICTS OF LAWS PRINCIPLES, SHALL GOVERN THE COMPETITION. ENTRANTS WAIVE ANY AND ALL OBJECTIONS TO JURISDICTION AND VENUE IN THESE COURTS AND HEREBY SUBMIT TO THE JURISDICTION OF THOSE COURTS.

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ADMINISTRATOR:

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