



# B2B Marketing Exchange East 2024 Attendee Pass Giveaway

## 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 Campaign is only open to legal residents of the continental U.S. and Canada, who are in the age of majority for their region at the time of participation, and is void where prohibited by law. Employees of B2B Marketing Exchange, Emerald, and advertising and promotion agencies, and suppliers, (collectively the "Employees"), and immediate family members are not eligible to participate in the Campaign. The Campaign is subject to all applicable federal, state, and local laws and regulations. Void where prohibited.

Agreement to Rules: By participating, the participant agrees to be fully unconditionally bound by these Rules, and You represent and warrant that You meet the eligibility requirements.

### 2. START AND END DATES

Entries will be accepted starting on 7:00AM July 18, 2024 Eastern time and ending 11:59 PM July 31, 2024 Eastern time.

### 3. HOW TO ENTER

The Campaign must be entered by 1) Following the B2B Marketing Exchange Podcast on [Apple Music](#) or [Spotify](#) 2) Following [@b2bmarketingexchange](#) on Instagram 3) Liking the [giveaway Instagram post](#) and tagging an Instagram account that does not belong to the entrant in the comments. Optional: An additional entry will be awarded to the entrant if the [giveaway Instagram post](#) is shared to the entrant's Instagram story and [@b2bmarketingexchange](#) is tagged in the story. Entries that are incomplete or do not adhere to the rules or specifications may be disqualified at the sole discretion of B2B Marketing Exchange. Entrants who complete each of the first three rules listed are eligible to win one Standard pass to B2B Marketing Exchange.

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

The Winner(s) of the Campaign (the "Winner") will receive one (1) of ten (10) free Standard Passes to attend B2B Marketing Exchange East (\$595 value). No cash or other prize substitution shall be permitted except at B2B Marketing Exchange's discretion. In the event that the Winner has already registered for the B2B Marketing Exchange East event, they may transfer their prize to a colleague, but the request must be submitted in writing to [marketingB2BMX@demandgenreport.com](mailto:marketingB2BMX@demandgenreport.com). Acceptance of prize constitutes permission for

B2B Marketing Exchange to use Winner's name, likeness, and entry for purposes of advertising and trade without further compensation, unless prohibited by law.

Ten winners for B2B Marketing Exchange East, October 1-3, 2024, at The Hotel at Avalon, 9000 Avalon Blvd, Alpharetta, GA 30009, will be randomly selected by B2B Marketing Exchange from among all eligible Entries submitted during the Sweepstakes Period. Winner will be notified by email within five (5) days following selection of Winner. B2B Marketing Exchange shall have no liability for Winner's failure to receive notices due to spam, junk e-mail or other security settings or for Winner's provision of incorrect or otherwise non-functioning contact information. If Winner cannot be contacted, is ineligible, fails to claim the prize within 10 days from the time award notification was sent, or fails to timely return a completed and executed declaration and release as required, the prize may be forfeited and an alternate Winner may be selected. Receipt by Winner of the prize offered in this Campaign is conditioned upon compliance with any and all federal, state, and local laws and regulations.

Rights Granted by You: By entering this content (e.g., photo, video, text, etc.), You understand and agree that B2B Marketing Exchange, anyone acting on behalf of B2B Marketing Exchange, and licensees, successors, and assigns, shall have the right, where permitted by law, to print, publish, broadcast, distribute, and use in any media now known or hereafter developed. By posting your content, You represent and warrant that your entry is an original work of authorship, and does not violate any third party's proprietary or intellectual property rights. If your entry infringes upon the intellectual property right of another, You will be disqualified at the sole discretion of B2B Marketing Exchange.

## 1. TERMS & CONDITIONS

Where permitted by law, the 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, the 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, 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.

## 2. 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.

## 3. WINNER LIST

For the names of the Sweepstakes winners, send a self-addressed stamped envelope with your request to: B2B Marketing Exchange, Emerald, 31910 Del Obispo, Suite 200, San Juan Capistrano, CA 92675. Winner list requests must be received by Sponsor by August 31, 2024.

## 4. SPONSOR.

Emerald X, LLC, 100 Broadway, Floor 14, New York, NY 10005.

