



# 2018 Leadpages Awards

## Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN.  
Making a purchase will not increase your chances of winning.  
Void where prohibited.

### Description

The 2018 Leadpages Awards is a skill contest (the “Contest” or “Promotion”) in which participants (the “Entrants”) are asked to submit a link to a landing page built on the Leadpages platform.

Upon submission and review, all eligible entries (the “Entry”, “Entries” or “Submission(s)”) will be subject to judging to determine the 5 prize winners who will receive 1 free year of Leadpages Pro or it’s equivalent value in the form of a credit applied to an existing Leadpages account.

### Contest Dates

The contest begins on Nov. 15, 2018 at 12:00:00 AM Eastern Time (“ET”), submission collection ends on January 5, 2019 at 11:59:59 PM ET, and winners will be announced on January 15, 2019 (the “Contest Period” or “Promotion Period”). During the Contest Period there are a series of events which start and end on or about the dates and times noted below:

EVENTS	Events START at 12:00:00 AM ET	Events END at 11:59:59 PM ET
Entry Submission Period	November 15, 2018	January 5, 2019
Moderation and Judging	January 7, 2019	January 14, 2019
Announcement of Winners	January 15, 2019	

Note: The Sponsor’s clock is the official timekeeper of this Contest. Sponsor in its sole discretion reserves the right to extend the Entry Submission Period if not enough qualified Entries are received at the conclusion of the Entry Submission Period which could limit the Sponsor from awarding the Contest prizes. If the Entry Submission Period is extended; and, subsequently the Event’s Start and End Times,



such notice will be published on the Contest Website (<https://lps.lpages.co/lead-page-contest-2018/>). All dates are subject to change. All decisions of Sponsor are binding and final.

## Eligibility

The Contest is open only to all persons, provided that their entry satisfies the necessary criteria for eligibility (a share link of a landing page built on the Leadpages platform).

Employees, officers, directors, and the immediate family members of the Sponsor and Avenue 81 Inc. (the “Administrator” and, together with Sponsor, “Promotion Entities” or “Contest Entities”) and their respective parents, affiliated and subsidiary companies, advertising and promotion agencies, legal and financial advisors, or affiliate of any of the preceding are not eligible to enter this Contest. For purposes of this Contest, “immediate family members” means parents, spouses, children, siblings, in-laws, grandmothers, or grandfathers.

## How to Enter

To participate in the Contest, go to <https://lps.lpages.co/lead-page-contest-2018/> (the “Contest Website” or “Promotion Website”) and follow the instructions provided on the online entry form including:

1. Complete and submit the entry form by providing all the requested information, including but not limited to: full name, email, share link URL to a lead page. Entry forms must be complete in order to be eligible.

An Entry may only be submitted by a single individual. Group entries will not be accepted (e.g., although different individuals might have taken part in the creation of an Entry, only one individual may be considered to have created and submitted the Entry). By entering the Contest, each Entrant represents and warrants that he or she has obtained all of the rights, licenses, and permissions necessary to submit and use the entry and all related information in accordance with these official rules from each person or entity who is named, referenced or described in or helped to create the Entry.

Modifying, enhancing or altering another person’s or entity’s creation does not qualify as an Entrant’s work.

Any Entry submitted in any language other than English will be disqualified.

Entries not submitted in accordance with the instructions provided on the Promotion Website and in these Official Rules will be void and will not be considered in the Contest. By submitting an Entry, Entrants consent to having Entry information shared with the Contest Entities.



Should Entrants experience any technical difficulties with any aspect of submitting their Entry they may send an email to [support@leadpages.net](mailto:support@leadpages.net). Contest Entities will endeavor to respond to all requests promptly. Entries must be received by 11:59:59 PM ET on January 5, 2019. Entrant's submission must comply in all respects with these Official Rules. Please review the criteria on which Entries will be judged prior to creating your Entry. Once submitted, all materials and information become the property of the Sponsor and will not be returned. By submitting an Entry, you irrevocably grant to Sponsor, its affiliates, agents and licensees, the royalty-free right and permission to unconditionally and perpetually reproduce, copy, edit, store, transmit, publish, display, adapt and/or otherwise use or reuse your name, picture, statements, background and biographical material, photographs, pictures, stories, testimonials or other likeness, prize information, any information contained in your Entry, as well as any other information or materials arising out of your participation in the Contest for advertising, promotional, commercial, publicity and/or any other purposes (without limitation), in any and all media now or hereafter known, in any language, throughout the world, in perpetuity and in any manner without further review, notice, approval, consideration or compensation of Entrant. Unless prohibited by law, you waive any rights of privacy, rights of publicity, intellectual property rights, and other rights that may preclude Sponsor from using or disclosing all or any part of your Entry in any manner and for any purpose. By submitting an Entry, you further release Sponsor from any future claims arising out of any use or disclosure of your Entry consistent with these Official Rules. All eligible Entries will be screened and may be published on the Internet or in other media at the sole discretion of the Sponsor. Without limitation to the foregoing, Sponsor may post any and all Submissions on the Contest Website or its social media properties during and following the Contest Period. The use or publication of an Entrant's name or information in connection with the Contest does not signify that the Entrant is a Contest Winner or not. By submitting an Entry, you acknowledge and agree that you will not now or in the future be paid or compensated in any way for your Entry or for granting the Sponsor any of the rights set out in these Official Rules, whether you are chosen as a Contest Winner or not. You further agree that Sponsor is not obligated to make use of any of the rights granted in these Official Rules or to use any of Submissions in any way.

## Restricted Content:

The content restrictions that follow apply to all Entries. Submissions may NOT include content that:

- violates any third-party property or other rights including, but not limited to: copyrights, trademark, right of publicity or privacy, or any other proprietary rights;
- involves libelous, defamatory, disparaging, tortuous or slanderous materials;
- portrays lotteries or gambling;
- involves explicit or offensive language or content;
- involves violence or abuse;
- portrays imitations of people or characters from movie/TV shows/video games/comic books/sports figures, etc.;
- portrays discrimination;
- promotes illegal activities of any kind;
- involves tobacco, alcohol or drugs;



- involves weapons of any kind including, but not limited to, guns, bombs, or knives as a weapon;
- promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation, age or any basis protected by federal, state or local law, ordinance, or regulation;
- denigrates, disparages or reflects negatively on the Sponsor, its products, or employees, or on any other person, company, product, or service;
- is unlawful or contrary to the laws or regulations in the State in which the Submission was created; and/or is confidential, and
- promotes/endorse a political agenda regardless of the political affiliation.

If a Submission includes any of the prohibited content listed above, the Entry will be disqualified, along with the Entrant who submitted it. The above list is not intended to be exhaustive; Sponsor may disqualify an Entry if it includes any content which, in Sponsor's opinion, is otherwise unsuitable in connection with this Contest. Sponsor reserves the right to reject or disqualify any Entry at any time, in its sole discretion, without incurring any liability.

## Warranty

By entering the Contest, each Entrant represents and warrants that (a) any Submission provided with an Entry is original to Entrant and does not infringe upon or otherwise violate any right of any third party, (b) Entrant has all rights necessary to submit any Submission provided, and (c) no Submission includes any restricted content as defined above, or other material that would violate applicable law.

BY SUBMITTING AN ENTRY, EACH ENTRANT FURTHER WARRANTS AND REPRESENTS THAT HIS/HER ENTRY COMPLIES WITH ALL CONDITIONS STATED IN THESE OFFICIAL RULES, AND AGREES THAT THE CONTEST ENTITIES WILL BEAR NO LEGAL LIABILITY TO THIRD PARTIES REGARDING THE USE OF THE ENTRY BY THE CONTEST ENTITIES, AND THAT THE CONTEST ENTITIES SHALL BE INDEMNIFIED AND HELD HARMLESS BY ENTRANT IN THE EVENT IT IS SUBSEQUENTLY DISCOVERED THAT THE ENTRANT HAS NOT FULLY COMPLIED WITH ANY OF THE OFFICIAL RULES.

## Judging

Once the Entry Period has closed, all Entries received during the Entry Submission Period will be reviewed by a panel of Leadpages experts to ensure compliance with the Official Rules. Panel members may reject, refuse, remove, delete and/or disqualify any Entry that is deemed inappropriate, ineligible or otherwise non-compliant with these Official Rules. All decisions of the Contest Administrator or Sponsor's representative in this regard are final and binding.



Each eligible Entry then will be reviewed by a panel of qualified judges comprised of Leadpages employees and will assess each entry based upon the following criteria:

- Creativity in copywriting & design
- Conversion optimizations
- Best use of the Leadpages toolbox
- Irresistibility of the offer
- B-e-a-utiful branding

## Prizes

Five (5) Prizes will be issued to the chosen winners who will receive 1 free year of Leadpages Pro or it's equivalent value in the form of a credit applied to an existing Leadpages account.

Additional Conditions of the prize: prize will only be awarded upon winner verification and final approval of Sponsor and its designees. No prize substitution, transfer or assignment of prize permitted, except by Sponsor in its sole discretion, or as otherwise provided herein.

## Waiver, Release, and Limitation of Liability

Entrants waive and release Sponsor, its employees, contractors, officers and directors of Sponsor and respective parent companies, affiliates, subsidiaries, advertising, promotional, fulfillment and marketing agencies from any and all claims that Entrants may now or hereafter have in any jurisdiction based on "moral rights" or "droit moral," fine art protections, rights of attribution or unfair competition with respect to Sponsor's exploitation of Entries without further notification or compensation to Entrants of any kind, and agree not to instigate, support, maintain, or authorize any action, claim, or lawsuit against Sponsor its employees, contractors, officers and directors of Sponsor and respective parent companies, affiliates, subsidiaries, advertising, promotional, fulfillment and marketing agencies, or any other person in connection with this Contest, on the grounds that any use of any Entry, or any derivative works, infringe, or violate any of Entrants rights therein.

The Contest Entities reserve the right, in their sole discretion, to disqualify any individual found tampering with the entry process or entry materials or otherwise interfering with the proper administration of the Contest or violating these Official Rules.

EACH ENTRANT ACCEPTS THE CONDITIONS, STATED IN THESE OFFICIAL RULES, AGREES TO BE BOUND BY THE DECISIONS OF THE JUDGES, WARRANTS THAT HE OR SHE IS ELIGIBLE TO PARTICIPATE IN THIS CONTEST, AND AGREES TO RELEASE, INDEMNIFY, AND HOLD HARMLESS CONTEST ENTITIES AND EACH OF THEIR PARENT COMPANIES, DIVISIONS, SUBSIDIARIES, AFFILIATES, ADVERTISING, PROMOTION, AND PUBLIC RELATIONS AGENCIES, AND THE RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES, AND AGENCIES OF EACH FROM AND AGAINST ANY AND ALL



CLAIMS, LOSSES, LIABILITY, AND DAMAGES OF ANY KIND, (INCLUDING REASONABLE ATTORNEYS' FEES AND EXPENSES) ASSERTED AGAINST ANY OF THEM, INCURRED, SUSTAINED, OR ARISING IN CONNECTION WITH THE USE, ACCEPTANCE, MISUSE, OR DONATION OF THE WINNER PRIZE OR WHILE PREPARING FOR, PARTICIPATING IN, AND/OR TRAVELLING TO OR FROM ANY CONTEST-RELATED ACTIVITY, INCLUDING, WITHOUT LIMITATION, ANY INJURY, DAMAGE, DEATH, LOSS, OR ACCIDENT TO PERSON OR PROPERTY, OR FROM THE RESPECTIVE ENTRANTS' BREACH OF ANY AGREEMENT OR WARRANTY ASSOCIATED WITH THE CONTEST, INCLUDING THESE OFFICIAL RULES. ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND, SHOULD SUCH AN ATTEMPT BE MADE, THE CONTEST ENTITIES AND EACH OF THEIR LICENSEES RESERVE THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR ANY SUCH ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

Each Entrant hereby acknowledges and agrees that the relationship between the Entrant and the Contest Entities is not a confidential, fiduciary, or other special relationship, and that the Entrant's decision to provide any Submission to Sponsor for purposes of the Contest does not place the Contest Entities in a position that is any different from the position held by members of the general public with regard to elements of the Entry, other than as set forth in these Official Rules. Each Entrant understands and acknowledges that the Contest Entities have wide access to ideas, stories, designs, and other literary materials, and that new ideas are constantly being submitted to it or being developed by their own employees. Each Entrant also acknowledges that many ideas or stories may be competitive with, similar to, or identical to the Submission and/or each other in theme, idea, plot, format, or other respects. Each Entrant acknowledges and agrees that such Entrant will not be entitled to any compensation as a result of Contest Entities' use of any such similar or identical material that has or may come to Contest Entities, or any of them, from other sources. Each Entrant acknowledges and agrees that the Contest Entities do not now and shall not have in the future any duty or liability, direct or indirect, vicarious, contributory, or otherwise, with respect to the infringement or protection of the Entrant's copyright in and to the Entry. Finally, each Entrant acknowledges that, with respect to any claim by Entrant relating to or arising out of any Contest Entities' actual or alleged exploitation or use of any Submission or other material submitted in connection with the Contest, the damage, if any, thereby caused to the applicable Entrant will not be irreparable or otherwise sufficient to entitle such Entrant to seek injunctive or other equitable relief or in any way enjoin the production, distribution, exhibition, or other exploitation of any program, website, advertising, materials or other thing based on or allegedly based on the Submission, and Entrant's rights and remedies in any such event shall be strictly limited to the right to recover damages, if any, in an action at law. Each Entrant hereby acknowledges and agrees that the Sponsor's trademark is the exclusive property of Sponsor. Each Entrant further acknowledges and agrees that Sponsor's marks are valid and enforceable, and that Entrant shall do nothing to challenge the validity or enforceability of Sponsor's marks in any forum. Entrants agree that the use of Sponsor's marks, slogans and characters is permitted only for the purpose of making an Entry Submission for Entry in this Contest, and that any use of Sponsor's marks, slogans, and characters (whether in the Entry Submission or otherwise) beyond this scope infringes the rights of Sponsor and will result in irreparable harm to Sponsor.



## General Information

Any attempt by a person to use multiple email accounts to enter more than once will result in disqualification. Entries will be deemed made by the authorized account holder of the e-mail address submitted at the time of Entry. In the event of a dispute over who submitted the winning Entry, the authorized account holder of the e-mail address attached to the winning Entry will be declared the Winner. "Authorized Account Holder" is defined as the natural person assigned to a username/e-mail address by an Internet access provider, on-line service provider, social networking site or other organization responsible for assigning usernames/e-mail addresses for the domain associated with the username/e-mail address in question. Each potential Finalist may be asked to provide Sponsor with satisfactory proof that he/she is the Authorized Account Holder of the e-mail address associated with the potentially winning Submission. Submissions generated by a script, macro or other automated means will be disqualified. Submissions that are incomplete, illegible or corrupted are void and will not be accepted. This Contest is conducted in English (which will be given its everyday ordinary meaning), and any and all disputes will be resolved in the appropriate courts in the State of Minnesota exclusively, and subject to the laws of the State of Minnesota. Should there be a conflict between the laws of the State of Minnesota and any other laws, the conflict will be resolved in favor of the laws of the State of Minnesota. Entrants irrevocably consent to the personal jurisdiction of said courts and waive any claim of forum non-conveniens or lack of personal jurisdiction they may have. To the extent allowed by law, Entrants will not be permitted to obtain awards for, and each Entrant hereby waives, all rights to claim punitive, incidental, consequential or any other damages, other than for actual out-of-pocket expenses.

## Announcement of Winners

Name and submissions of all winners will be released at the Sponsor's discretion.

## Sponsor

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