

The NEW YORK INTERNATIONAL AUTO SHOW "Art Reveal" Contest – Terms & Conditions

PRELIMINARY INFORMATION: NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. Void where prohibited. The NEW YORK INTERNATIONAL AUTO SHOW "Art Reveal" Contest ("Contest") will begin on February 21, 2018 at 2PM ET and end on March 6, 2018 at 5PM ET ("Contest Period"). All times in Contest Period refer to Eastern Time ("ET"). Contest is subject to all applicable federal, state, and local laws.

ELIGIBILITY: In order to enter the Contest you must be a citizen or legal resident of the fifty United States, the District of Columbia or Puerto Rico. This Contest is governed exclusively by the laws of the United States and you are not authorized to participate in the Contest if you are not located within the United States. All entries must be submitted by persons 18 or older. Officers, directors, employees, agents and representatives of THE NEW YORK INTERNATIONAL AUTO SHOW, Greater New York Automobile Dealers Association, Koenigsegg, Situation Interactive, Facebook, and their respective parent, subsidiary and affiliated entities ("Contest Entities"), advertising and promotional agencies and all of their immediate family members and/or those living in the same household as any of them, are not eligible. Void where prohibited.

RIGHTS: By entering the Contest, entrants agree to have their submitted name displayed on The New York International Auto Show Official Website <autoshowny.com> and used by The New York International Auto Show for any purpose, at any time, in any and all media now known or later developed, worldwide and in perpetuity without any fee or other form of compensation, except where prohibited by law. Sponsors reserve the final right to disqualify users, without notice, and for any reason in accordance with these Official Rules. Entry constitutes permission (except where prohibited by law) to use entrant's name, city, state, likeness, image, and/or voice for purposes of advertising, promotion, and publicity in any and all media now or hereafter known, throughout the world in perpetuity, without any compensation, notification, permission, or approval.

TO ENTER: NO PURCHASE NECESSARY. Internet access required at your cost. An individual meeting the Eligibility Criteria may enter the Contest during the Contest Period in one of two ways (each method an "Entry," collectively, the "Entries"):

Online Form Entry: To enter the Contest, during the Contest Period visit the Contest Landing Page on the New York International Auto Show website (<https://www.autoshowny.com/2018giveaway/>) ("Website") and follow the provided instructions to complete and thereafter submit the entry form ("Entry"). All Entries become the property of Sponsors.

Please read this checklist of contest rules carefully before submitting your entries through the Official Online Entry Form:

- Your entry must be written in English.
- It must include the entrant's first and last name.
- It must include the entrant's email address.
- It must include the entrant's ZIP code
- After your entry is complete, it must be submitted electronically using the Official Online Entry Form.
- Fill out the Official Online Entry Form completely. Incomplete forms will not be accepted.

Mail In Entry: During the Contest Period, on a 4" x 6" card, legibly handprint or type the following information: your first and last name, email address, zip code, year and date of birth ("Mail In Entry").

Send the completed Mail in Entry via U.S. Mail to:

Situation Interactive

Attn: New York International Auto Show 2018 Contest

223 W. 38 Street

#1093

New York, New York 10018

The Mail In Entry must contain all requested information or the Mail In Entry may be disqualified. All Mail In Entries must be postmarked no later than March 2, 2018, and must be received at the foregoing address no later than March 6, 2019 to be entered to win a Prize. Entries received after the March 6, 2018 deadline will not be considered. Postage required at your cost.

All Entries and entry information shall be collectively referred to herein as the "Submissions" or each as a "Submission". All Submissions become the property of Sponsors and will not be acknowledged. Providing a Submission constitutes entrant's consent to give Sponsors 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, in perpetuity, and to incorporate it into other works, in any form, media or technology now known or later developed, for any purpose whatsoever, including for promotional or marketing purposes.

Submissions must be received by March 6, 2018 before 5 PM ET to be eligible for the contest.

Sponsors' computer shall be the official timekeeper for all matters related to this Contest. Submissions received other than within this time period will be disqualified without exception, including any delay caused by malfunction of any email transmission or internet facilities or mail delivery delay causing late receipt by NEW YORK INTERNATIONAL AUTO SHOW. **Limit one (1) Submission per person during the Contest Period regardless of method of entry.** Duplicate unique Submissions by the same entrant will be subject to disqualification. Multiple entrants are not permitted to share the same e-mail account. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different accounts, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Entries generated by a script, macro, or other automated means will be disqualified. Entries that are incomplete, garbled, corrupted, or unintelligible for any reason, including, but not limited to, computer or network malfunction or congestion, are void and will not be accepted. In case of a dispute over the identity of an entrant who made a potentially winning Submission, Sponsors reserve the right to deem that the Submission was made by the registered subscriber of the email address submitted at the time of entry. A registered subscriber is defined as the person who created and uses the email address associated with the Submission.

By entering the Contest, each entrant agrees that entrant's Submission conforms to the Contest Conditions and Additional Terms as defined below (collectively, the "Conditions and Terms") and that Sponsors, in their sole discretion, may remove any Submission and disqualify an entrant from the Contest if they believe, in their sole discretion, that the entrant's Submission fails to conform to the Conditions and Terms.

WINNER SELECTION AND NOTIFICATION: On or about March 9, 2018, one (1) grand prize winner ("Grand Prize Winner") will be selected by random from all entrants. The Grand Prize Winner will be contacted by email and once confirmed, will be announced on the New York International Auto Show Facebook page: <https://www.facebook.com/nyautoshow/>.

On or about March 9, 2018, twenty-five (25) additional winners ("Runners-Up") will be selected by random from all entrants. The Runners-Up will be contacted by email.

The Grand Prize Winner and Runners-Up will collectively be referred to as the "Winners".

GRAND PRIZE: The Grand Prize Winner will receive one (1) prize ("Grand Prize"), two (2) Early Access tickets to the New York International Auto Show, and two (2) New York International Auto Show merchandise bags. Approximate retail value of Grand Prize: \$250.

ADDITIONAL PRIZE: The Runners-Up will each receive one (1) prize ("Additional Prize"), two (2) tickets to the New York International Auto Show. Approximate retail value of one Additional Prize: \$34; approximately total retail value of twenty-five (25) Additional Prizes: \$850.

The Grand Prize and Additional Prizes will collectively be referred to as the "Prize".

Sponsors will not replace any lost, mutilated or stolen tickets, or certificates.

Any details related to any prize not specified herein shall be determined by Sponsors in their sole discretion. Prizes are non-transferable. No substitutions or cash redemptions. All federal, state and local taxes, meals, gratuities, incidentals, fees, service charges, surcharges, insurance costs and any other unspecified costs or expenses are the sole responsibility of winner and/or his or her guardian. All prizes are awarded "as is" with no warranty or guarantee, either express or implied by Sponsors.

REDEMPTION: Winners must be able to attend the NEW YORK INTERNATIONAL AUTO SHOW. Certain restrictions may apply. The Prize may not be redeemed for cash. Any other expenses relating to the Prize, including federal, state and local income taxes, sales and use taxes and any other taxes, are the sole responsibility of the Prize Winner. The Prize must be accepted as awarded. Prizes are not transferable or refundable, in whole or in part, and have no cash value. Prize will be void and forfeited if any part thereof is transferred or sold for cash. Winners may not make any substitutions. NEW YORK INTERNATIONAL AUTO SHOW reserves the right to substitute an item of equal or greater value in the event the advertised Prize is unavailable. Winners will be notified on or about March 9, 2018, via email. Winners will be given 24 hours from notification to confirm acceptance of Prize in writing via electronic mail. Noncompliance, refusal, or return of Prize notification as undeliverable will result in disqualification. In the event the winner does not or cannot accept Prize, NEW YORK INTERNATIONAL AUTO SHOW may select an alternate winner for Prize, time permitting, based on a random selection. Upon prize forfeiture, no compensation will be given.

CONDITIONS: By entering the Contest, each entrant agrees for entrant and for entrant's heirs, executors, and administrators (a) to release and hold harmless Sponsors and their respective officers, directors, employees, shareholders, representatives, subsidiaries, parents, assigns, successors and agents (collectively, "Released Parties") from any liability for harm, illness, injury, death, loss, litigation, cost or expense, or other damage that may occur, including without limitation property damage, personal injury and/or death, whether caused directly or indirectly, whether caused by negligence or not, from such entrant's participation in the Contest and/or his/her acceptance, possession, use, misuse, or inability to use any Prize (including any travel related thereto) 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; (b) to indemnify Released Parties from and against any and all liability resulting or arising from the Contest and to hereby acknowledge that Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to any Prize, including express warranties provided exclusively by the Prize supplier that are sent along with any Prize; (c) if selected as a Winner, to the posting of such entrant's name on the Website and Sponsors' social media pages (including Facebook) and the use by Released Parties of such name, voice, image, address (city and state), photograph, picture, portrait, voice, biographical

information, Submission, statements made by winner regarding the Contest or Sponsors and/or likeness for publicity, promotional, and advertising purposes in any and all media now or hereafter known throughout the world in perpetuity without any compensation, notification, permission or approval and, upon request, to the giving of consent, in writing, to such use in connection with the NEW YORK INTERNATIONAL AUTO SHOW; and (d) to be bound by these Official Rules and to waive any right to claim any ambiguity or error herein or in the Contest itself, and to be bound by all actions of the Sponsors, whose decisions are binding and final on all matters related to this Contest. Failure to comply with these conditions may result in disqualification from the Contest at Sponsors' sole discretion.

ADDITIONAL TERMS: Sponsors reserve the right to permanently disqualify from this contest any person they believe has intentionally violated these Official Rules. Any attempt to deliberately damage the Contest or operation thereof is unlawful and subject to legal action by Sponsors, who may seek damages to the fullest extent permitted by law. The failure of Sponsors to comply with any provision of these Official Rules, or the fact that the Contest cannot take place or if any prize cannot be awarded due to an act of God, hurricane, war, fire, riot, earthquake, terrorism, act of public enemies, actions of governmental authorities (excepting compliance with applicable codes and regulations), or other "force majeure" event will not be considered a breach of these Official Rules. Released Parties assume no responsibility for any injury or damage to entrants' or to any other person's computer and/or telephone relating to or resulting from entering or downloading materials or software in connection with the Contest or interacting with the Contest Website. Released Parties are not responsible for telecommunications, network, electronic, technical, mobile telephone service, or computer failures of any kind; for inaccurate transcription of entry information; for errors in any promotional, marketing, score notification, potential winner notification, or prize notification or fulfillment materials or in these Official Rules; for any human or electronic error; or for entries that are stolen, misdirected, garbled, delayed, lost, late, damaged, or returned. Sponsors reserve the right to cancel, suspend, extend or modify the Contest or element thereof (including, without limitation, these Official Rules) without notice in any manner and for any reason (including, without limitation, in the event of any unanticipated occurrence that is not fully addressed in these Official Rules), such as viruses, bugs, non-authorized human intervention or other circumstances beyond Sponsors' control. In the event of cancellation, suspension, or modification, Sponsors reserve the right to select Winner from among all eligible, non-suspect entries received prior to the event warranting such cancellation, suspension, or modification. Notice of such cancellation, suspension, or modification will be posted on the Website. Sponsors may prohibit any entrant or potential entrant from participating in the Contest, if such entrant or potential entrant shows a disregard for these Official Rules; acts with an intent to annoy, abuse, threaten, or harass any other entrant, Sponsors, or Sponsors' agents or representatives; or behaves in any other disruptive manner or 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) (as determined by Sponsors in their sole discretion) or is found, in Sponsors' sole discretion, to be tampering with the entry process or the operation of the Contest or any Contest Website. By entering this contest and providing Sponsors with your email address, you may agree to receive periodic promotional communications from NEW YORK INTERNATIONAL AUTO SHOW. If you wish to not receive these promotional communications, please uncheck the field in the entry form that reads "I would like to receive communications from New York International Auto Show" or email contact@autoshowny.com with the subject line "UNSUBSCRIBE FROM NEW YORK INTERNATIONAL AUTO SHOW EMAIL LIST."

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 CONTEST, OR 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.

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.

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 County in the State of New York. The parties agree not to raise the defense of forum non conveniens.

Use of Data. Any personally identifiable information collected during an entrant's participation in the Contest will be collected and used by Sponsors solely for purposes of the proper administration and fulfillment of the Contest as described in these Official Rules and in compliance with COPPA.

List of Winners. To obtain a list of winners, send a self-addressed, stamped envelope by August 30, 2018 to: Situation Interactive, ATTN: Auto Show Team, 223 W. 38 Street, #1093, New York, New York 10018.

NO PURCHASE NECESSARY. Void where prohibited. Open only citizens or legal residents of the fifty United States, the District of Columbia or Puerto Rico. Entrants must be age 18 or older. Contest runs from February 21, 2018 at 2PM ET to March 6, 2018, at 5 PM ET. Limit one (1) entry per email address. Prize restrictions apply. To enter, and for full Official Rules and prize details, go to <https://www.autoshowny.com/2018giveaway/>.

Sponsor(s): Greater New York Automobile Dealers Association, New York International Auto Show, Situation Interactive