

The 2019 NEW YORK INTERNATIONAL AUTO SHOW "Zoom In" Sweepstakes – 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 "Zoom In" Sweepstakes ("Sweepstakes") will begin on March 14th 2019 at 10:00AM ET and end on April 10th, 2019 at 2:00PM ET ("Sweepstakes Period"). All times in Sweepstakes Period refer to Eastern Time ("ET"). Sweepstakes is subject to all applicable federal, state, and local laws.

ELIGIBILITY: In order to enter the Sweepstakes you must be a citizen or legal resident of the fifty United States, the District of Columbia or Puerto Rico. This Sweepstakes is governed exclusively by the laws of the United States and you are not authorized to participate in the Sweepstakes 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, Situation Interactive, Facebook, Instagram, Twitter, and their respective parent, subsidiary and affiliated entities ("Sweepstakes 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 Sweepstakes, entrants agree to have their submitted name displayed on one or all the following: The New York International Auto Show Official Website <autoshowny.com>, as well as Facebook <facebook.com/nyautoshow>, Instagram <Instagram.com/nyautoshow>, and twitter <twitter.com/nyautoshow>, 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 Sweepstakes during the Sweepstakes Period in one way (each method an "Entry," collectively, the "Entries"):

HOW TO ENTER During the sweepstakes period, the Auto Show website, as well as posts on Facebook, Instagram, and Twitter will announce the sweepstakes entry guidelines. An individual may enter the sweepstakes through the method below.

- (i) **Via Instagram:** Post their photos with the hashtags #NYIAS and #Sweepstakes. You must make sure the "Photos Are Private" option in the account settings on your Instagram account are set to "OFF". You must have an Instagram app and account to enter via this method. If you do not have the Instagram app, you may download it through the application store on your device. The Instagram app is free.

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. By entering, each entrant warrants and represents the following with respect to entrant's Submission: (a) entrant is the sole and exclusive owner of the Submission; (b) the Submission will not infringe on any rights of any third parties; and (c) any third parties appearing in the Submission have given entrant appropriate consent to be photographed and used as permitted herein. Sponsor reserves the

right to request releases from any third parties appearing in any Submissions at any time. Failure to produce third party releases upon Sponsor's request may result in disqualification, as determined by Sponsor in its sole and absolute discretion.

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.

Submission Guidelines and Content Restrictions: By entering the Sweepstakes, each entrant agrees that entrant's Submission conforms to the 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 or Submission from the Sweepstakes if it believes, in its sole discretion, that the entrant's Submission fails to conform to the Restrictions.

Content Restrictions:

- The Submission must be posted during the Sweepstakes Period on Instagram.
- The Submission must include the hashtags #NYIAS and #Sweepstakes.
- 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 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 must not communicate messages or images inconsistent with the positive images and/or goodwill with which Sponsor wishes (at Sponsor's sole discretion) to associate;
- The Submission cannot advertise or promote or contain any personal identification, including, but not limited to: registered license plate numbers, e-mail addresses, phone numbers, or street addresses;
- The Submission must be consistent with the image and values of Sponsor and be consistent with and satisfy the purpose of the Sweepstakes.

Each entrant acknowledges that other entrants may have used ideas and/or concepts in their Submission that may be similar in idea or concept to what is included in entrant's Submission. Each entrant understands and agrees that he/she shall not have any claim against any other entrant or Sponsor arising out of any such similarity or be entitled to any compensation because of any such similarity.

Submissions must be received by April 10th, 2019 before 2:00 PM ET to be eligible for the sweepstakes. Sponsors' computer shall be the official timekeeper for all matters related to this Sweepstakes. 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.

Entrants may only submit one submission during the Sweepstakes Period. Entrants are not permitted to share the same e-mail or Instagram 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 Sweepstakes, each entrant agrees that entrant's Submission conforms to the Sweepstakes 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 Sweepstakes if they believe, in their sole discretion, that the entrant's Submission fails to conform to the Conditions and Terms.

WINNER SELECTION AND NOTIFICATION: Potential winner(s) will be notified between April 11th, 2019 and April 17th, 2019. A total of one (1) grand prize winner and four (4) runner-up winners will be selected at random from all entrants. If an Instagram entrant is a potential winner, he/she will be notified by a direct message and/or by Sponsor posting a comment to the potential winner's Submission on his/her Instagram account. The potential prize winner will have 24 hours to claim their prize. , Once confirmed, winners may have their submission retweeted or regrammed on the New York International Auto Show's Instagram (www.instagram.com/nyautoshow)

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

PRIZE: The Grand Prize Winner will receive two (2) early access tickets to the 2019 New York International Auto Show and two (2) bags of NYIAS merchandise ARV: \$490 USD. Runner-Ups will receive two (2) tickets to the 2019 New York International Auto Show ARV: \$34 USD.

The Prizes will collectively be referred to as the "Prizes".

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, travel expenses, gratuities, incidentals, fees, service charges, surcharges, insurance costs and any other unspecified costs or expenses are the sole responsibility of winner. 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 2019 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 between April 11th, 2019 and April 17th, 2019, via Direct Message (DM) on Instagram. Winners will be given 24 hours from notification to confirm acceptance of Prize in writing via Direct Message (DM) on Instagram.

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 Sweepstakes, 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 Sweepstakes and/or his/her acceptance, possession, use, misuse, or inability to use any Prize (including any travel related thereto) or participation in any Sweepstakes-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 Sweepstakes 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 Sweepstakes 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 Sweepstakes itself, and to be bound by all actions of the Sponsors, whose decisions are binding and final on all matters related to this Sweepstakes. Failure to comply with these conditions may result in disqualification from the Sweepstakes at Sponsors' sole discretion.

ADDITIONAL TERMS: Sponsors reserve the right to permanently disqualify from this Sweepstakes any person they believe has intentionally violated these Official Rules. Any attempt to deliberately damage the Sweepstakes 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 Sweepstakes 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 Sweepstakes or interacting with the Sweepstakes 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 Sweepstakes 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 Sweepstakes, 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 Sweepstakes 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 Sweepstakes or any Sweepstakes Website. By entering this Sweepstakes 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 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 SWEEPSTAKES, OR DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY WEBSITES ASSOCIATED WITH THE SWEEPSTAKES. WITHOUT LIMITING THE FOREGOING, THIS SWEEPSTAKES 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 Sweepstakes. Any controversy or claim arising out of or relating to these Official Rules and/or the Sweepstakes 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 Sweepstakes, 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 Sweepstakes will be collected and used by Sponsors solely for purposes of the proper administration and fulfillment of the Sweepstakes 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, 2019 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. Sweepstakes runs from March 14th 2019 at 10:00AM ET until April 10th, 2019 at 2:00PM ET. Prize restrictions apply. To enter, and for full Official Rules and prize details, go to <https://www.autoshowny.com/zoom-in-contest/>

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

THIS PROMOTION IS IN NO WAY SPONSORED, ENDORSED OR ADMINISTERED BY, OR ASSOCIATED WITH, FACEBOOK, TWITTER OR INSTAGRAM. YOU ARE PROVIDING YOUR INFORMATION TO SPONSOR AND NOT TO FACEBOOK, TWITTER OR INSTAGRAM.