



bombora.com

Quest for Sustainable Marketing Competition

General Competition Terms and Conditions (“Official Rules”).

This Sweepstakes is being run and organized by Bombora, Inc. (“Bombora”).

1. **PROMOTION PERIOD:** The Quest for Sustainable Marketing Competition (the “Sweepstakes”) is subject to the information provided below. All entries must be received during the Promotion Period (as defined below). Any entries received after the Promotion Period will not be considered. Bombora’s website is the official time keeping device for this Sweepstakes.

Promotion Period: May 6th, 2019 12:00am Central Time Zone until May 10th, 2019 11:59pm Central Time Zone.

Prize Awarded:

SDS Competition Prize		
Item	Cost	
Hotel - 3 nights	\$1,646.10	Sat 9/21 - \$765 Sun 9/22 - \$345 Mon 9/23 - \$345 check out Tues 9/24
Ritz gift card	\$700.00	
Intent Event ticket value	\$398.00	Estimating \$199 per ticket value

Number of Prizes Awarded: 1

Retail Value: \$2,744.10

Date Prize Winner Announced: Thursday May 16th, 2019

2. Eligibility

In order to be eligible to participate in the Sweepstakes you must be an attendee of the Sirius Decisions Summit at the Austin Convention Center on May 6th to May 9th.

Employees of (1) DiscoverOrg, LLC; (2) Idatalabs, Inc. d/b/a Enlyft, (3) EverString Technology, Ltd., (4) Integrate.com, Inc., (5) Lattice Engines, Inc. (6) Leadspace, Inc., (7) AdRoll Inc., (8) Pegasus Research Group, LLC d/b/a Televerde, (9) Terminus Software, Inc., (10) Triblio, Inc., and (11) Flyp Technologies Inc., d/b/a Uberflip (each a “Activation Partner”) and Employees of Bombora, Inc. are ineligible to participate in the Sweepstakes.





bombora.com

3. YOUR PRIVACY. Entries are treated pursuant to Bombora’s Privacy Policy. See Privacy Policy at: <https://bombora.com/privacy/>

4. HOW TO ENTER: There are two ways to enter:

Entry Method number 1. During the Promotion Period via email:

- a) Collect an entry card from Bombora Sirius Decisions booth 909;
- b) Visit three Bombora Activation Partners across three different use cases (events management, customer success, sales enablement, digital advertising, lead generation, marketing automation, content marketing and data science);
- c) Fill out the entry card with the full answer from each partner about how they help use Intent data to drive Sustainable Marketing; and
- d) Take a photo of the completed entry card and email it, together with your contact information (Full Name, Company, Phone Number) to events@bombora.com.

OR

Entry Method number 2. Alternative Method of Entry (“AMOE”) submit a mail-in entry via U.S. Mail during the Promotion Period as follows:

- a) Collect an entry card from Bombora Sirius Decisions booth 909, Visit three Bombora activation partners (listed below) across three different use cases (events management, customer success, sales enablement, digital advertising, lead generation, marketing automation, content marketing and data science);
- b) Fill out the entry card with the full answer from each partner about they help use Intent data to drive Sustainable Marketing; and
- c) Mail the postcard or paper in an envelope with the proper postage affixed to: Bombora, Inc., Attention: " Quest for Sustainable Marketing Competition Free Entry"; 257 Park Avenue 6th Floor, New York, NY 10010. Limit one (1) entry per stamped envelope. Mail-in entries must be received by May 10th, 2019.

5. Entry Restrictions There is a maximum of one (1) entry per person during the Promotion Period, regardless of the method of entry. Entering more than once during the Promotion Period is prohibited and will not increase your chances of winning. Entrant will receive one entry for their e-mail entry. Mail-in entrants will receive one entry for their mail-in entry. **Entrants may only enter via one method of entry.** Multiple entrants are not allowed to use the same email address. Any attempt





bombora.com

by an entrant to acquire more than one (1) entry during the Promotion Period by using numerous email addresses, registrations, identities, or any other methods will void that entrant's entry and that entrant will be disqualified. The use of automated software or computer programs to register or enter the Sweepstakes is prohibited, and any individual who uses or attempts to use such methods to register or to enter will be disqualified. Valid entries must contain all information required as described in Section 4 above. Incomplete, illegible and/or multiple entries will be disqualified. In the event of a dispute, the authorized account holder of the email address used to enter will be deemed to be the entrant. The authorized account holder is the natural person who is assigned an email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses. Sweepstakes winner will be selected from email and mail-in entries only. Bombora will not verify receipt of entries. By entering, entrants unconditionally acknowledge compliance with and acceptance of these Official Rules, including eligibility requirements. Responsibility for receipt of entry rests solely with the entrant.

6. HOW AND WHEN WINNERS WILL BE DETERMINED: One (1) winner will be selected in a random drawing conducted by Bombora from among all eligible entries received by the end of the Promotion Period. Odds of winning depend upon the number of eligible entries. Winner agrees to be bound by these Official Rules and decisions of Bombora, whose decisions are final on all matters relating to this Sweepstakes.

7. Prize(s) Winner shall receive the following Prize with a total value of two thousand seven hundred forty-four dollars and ten cents (\$2,744.10).

1. An email outlining the details of the 3-night stay at the Half Moon Bay Ritz Carlton be delivered to the winner followed up with a confirmation email of the hotel booking. The 3-night hotel stay must be redeemed and is valid only during the time period of September 21- 24, 2019. Total value of prize is approximately one-thousand, six-hundred forty-six dollars and ten cents (\$1,646.10).

2. The winner additionally will receive a Ritz Carlton gift card for the amount of seven hundred dollars (\$700) that can be used for dinner at the Ritz Carlton Half Moon Bay's restaurant and spa services.

3. Two tickets to Bombora's annual Intent Event at the Ritz Carlton Half Moon Bay, total value of prize is three hundred ninety-eight dollars.

Any and all other expenses not specifically mentioned herein are the sole responsibility of winner. Bombora reserves the right to substitute any portion of these prizes for a prize of equal or greater value. No transfer, assignment, change of the prize, or cash substitution is permitted. Each entry will have an equal chance of winning. Winner agrees to accept the Prize "as is", and entrants hereby acknowledge that Sweepstakes





bombora.com

Entities (as defined below) 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 the prize, including, without limitation, to the prize's quality, merchantability or fitness for a particular purpose or express warranties (if any) provided exclusively by a supplier that are sent along with the Prize. Bombora will not replace any lost or stolen Prize. If prize notification or Sweepstakes-related communication is lost, rejected, faulty, or returned as undeliverable, or if a winner cannot be contacted after a reasonable attempt has been made by Bombora (as determined by Bombora in its sole discretion) or is disqualified, Bombora reserves the right to randomly choose an alternate potential winner, in its sole discretion. Unclaimed prize(s) will not be awarded. Other restrictions may apply. All federal, state, and local taxes on the prize are the sole responsibility of each winner. The Ritz-Carlton Hotel Company, L.L.C is not a sponsor or administrator of this Sweepstakes and separate terms may apply. All travel related expenses, including but not limited to, flights, ground transportation, taxes, gratuities, incidentals, upgrades, insurance, service charges, hotel, resort or property fees, food & beverage and personal expenses are the sole responsibility of all participants.

8. Claiming Prize: Winner will be notified by telephone, mail, and/or email within three (3) business days after the Sweepstakes drawing and will be given three (3) business days to confirm receipt of notification. Sweepstakes Entities are not responsible for any change of email address, mailing address, and/or telephone number of entrants. If a winner cannot be contacted from the information provided, Bombora reserves the right to select another potential winner at its sole discretion. The Sweepstakes Entities are not liable if email is not responded to within the time allowed or prize notification letter is lost in the mail or returned as undeliverable when delivery is attempted by regular mail. If, for any reason, more bona fide winners come forward seeking to claim the prize in excess of the number of prizes set forth in these Official Rules, the winners, or remaining winners, as the case may be, of the advertised prize may be selected in a random drawing from among all persons making purportedly valid claims for the prize. Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances.

9. Release Form: Winner will be required to complete and return an Affidavit of Eligibility/Liability Release (including, where permitted, a Publicity Release) (the "Affidavit") within seven (7) days of notification, and in any event before receiving the prize. Failure to return the executed Affidavit within that time may result in forfeiture of prize and random selection of alternate potential winner from remaining eligible entries. Winner will be subject to a verification process, to include providing a completed W-9 including the winner's name, date of birth, address, home phone number, work/cell phone number, and social security number or taxpayer identification number.





bombora.com

10. Delivery Disclaimer: The Sweepstakes Entities disclaim all liability for the inability of an entrant to complete an online entry due to equipment malfunction, busy lines, inadvertent disconnections, acts beyond their control, or otherwise. The Sweepstakes Entities disclaim all liability for any delays, mis-delivery, loss, or failure in the delivery of any item sent by electronic transmission or other delivery method. The Sweepstakes Entities are not responsible for typographical errors, human, mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, malfunctions or failures of any kind, including: any form of active or passive filtering, insufficient space in entrant's e-mail account to receive e-mail messages, failed, incomplete, garbled or delayed transmission of online entries, traffic congestion on telephone lines, the Internet, or on any website, or lost or unavailable network connections which may limit an online entrant's ability to participate in the Sweepstakes, and any injury or damage to entrant's or any other person's computer related to or resulting from participating in or downloading any information necessary to participate in the Sweepstakes. No mechanically reproduced entries or facsimiles will be accepted. Entries are void if incomplete, defective, altered, forged, illegible, or received outside authorized channels. Sweepstakes Entities reserve the right at its sole discretion, to disqualify any individual (and all of his or her entries, or any portion thereof) who tampers with the entry process. Bombora reserves the right, in its sole discretion to cancel or suspend this Sweepstakes should fraud, virus, bugs or other causes beyond the control of Bombora corrupt the administration, security or proper play of the Sweepstakes. In the event of cancellation, Sweepstakes Entities will determine winners in an equitable manner as determined by the Sweepstakes Entities in their sole discretion.

11. PUBLICITY; USE OF PERSONAL INFORMATION: By entering, except where prohibited, where allowed by law, all winner(s) grant Bombora and/or its agents exclusive permission to use their names, city and state of residence, biographical information, characters, photographs, voices, videotape, likenesses, and/or statements in connection with promotion of this and other Sweepstakes in any and all media now known or hereinafter invented, worldwide, without territorial or time limitations and waive any claims to compensation, notice, royalty, right, or remuneration for such use. By participating in the Sweepstakes, where allowed by law, entrants agree that Bombora may use such information obtained from entrants in this Sweepstakes for marketing purposes and may include the names of winner in a publicly available winners list. For more information on how Bombora will use information collected in connection with this Sweepstakes, please see Bombora's privacy policy at <https://bombora.com/privacy/>. Winners of games and Sweepstakes may be asked to sign an affidavit allowing Bombora, Inc. to use their submission, name, likeness, biographical information, photographs, voices, videotapes or characters in future Bombora, Inc.'s promotional material.





bombora.com

12. Taxes: Any valuation of the prize stated above is based on available information provided to Bombora, and the value of any prize awarded to a winner will be reported for tax purposes as required by law. Winner is solely responsible for reporting and paying any and all applicable taxes related to the prize and paying any expenses associated with any prize(s) which are not specifically provided for in the Official Rules. Winner must provide Bombora with a completed IRS Form W-9 with valid identification and a valid taxpayer identification number or social security number before any prize will be awarded.

13. Conduct and Decisions: By participating in the Sweepstakes, entrants agree to be bound by the decisions of Sweepstakes Entities. Persons who violate any rule, gain unfair advantage in participating in the Sweepstakes, or obtain winner status using fraudulent means will be disqualified. Unsportsmanlike, disruptive, annoying, harassing or threatening behavior is prohibited. Bombora will interpret these rules and resolve any disputes, conflicting claims or ambiguities concerning the rules or the Sweepstakes and Bombora's decisions concerning such disputes shall be final. If the conduct or outcome of the Sweepstakes is affected by human error, any mechanical malfunctions or failures of any kind, intentional interference or any event beyond the control of Bombora, Bombora reserves the right to terminate this Sweepstakes or make such other decisions regarding the outcome as Bombora deems appropriate. All decisions will be made by Bombora and are final. Bombora may waive any of these rules in its sole discretion. Any attempt by an entrant or any other individual to deliberately alter, circumvent, disrupt, damage any website, or undermine the legitimate operation of this Sweepstakes is a violation of criminal and civil laws. Should such an attempt be made, Bombora reserves the right to seek civil and/or criminal prosecution and/or damages from any such person to the fullest extent permitted by law.

14. Hold Harmless/Release: As a condition of entering, entrants agree (and agree to confirm in writing): (a) to hold harmless, defend and indemnify Bombora, Inc., and their respective subsidiaries and affiliated companies, divisions, parent companies, officers, directors, employees, agents and employees of agents, and advertising and public relations agencies and all others associated with the development and execution of the Sweepstakes ("Sweepstakes Entities"), from and against any and all claims, demands, liabilities, damages or causes of action, losses, costs or expenses with respect to or in any way arising out of or related to this Sweepstakes, entrants participation in the Sweepstakes, or the use of the entrant's entry and the awarding, receipt, possession and/or use or misuse of any prize, including without limitation liability for any travel related to the Sweepstakes, death, personal injury, loss, and/or disability; (b) except to the extent prohibited by applicable law under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses; (c) all causes of action arising out of or connected with this Sweepstakes, or any prize awarded, shall be resolved individually, without resort to any



bombora.com

form of class action; and (d) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, excluding attorneys' fees and court costs and entrant further waives all rights to have damages multiplied or increased.

15. Miscellaneous: Winner must submit proof of eligibility and sign Bombora's Affidavit to claim the prize. Bombora may substitute prizes, as well as extend, modify, or discontinue the Sweepstakes at any time without prior notice. Bombora disclaims any responsibility to notify entrants of any aspect related to the conduct of the Sweepstakes. Bombora is not responsible for any typographical error in the printing of these Official Rules, administration of the Sweepstakes, or in the announcement of the Sweepstakes prize. All entries and information become property of Bombora and will not be acknowledged or returned.

16. Winner List: For a winner list, where required by law, send a stamped, self-addressed envelope no later than ninety (90) days after the end date of the Quest for Sustainable Marketing Competition to: Bombora, Inc., 257 Park Avenue 6th Floor, New York, NY 10010.

17. Terms and Conditions: All terms and conditions are incorporated into the rules of this Sweepstakes.

18. Jurisdiction: By entering, entrants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of Bombora in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of State of New York without giving effect to any choice of law or conflict of law rules and the United States of America applicable to contracts made and performed entirely in New York and where the relevant contacts are with such state. By entering, entrants' consent to the jurisdiction and venue of the federal, state, and local courts located in New York, New York.

19. Choice of Law: Any and all legal disputes and lawsuits between entrants and Sweepstakes Entities shall be governed by the laws of the New York.

