

ICMI Summer Video Contest
OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT IMPROVE YOUR CHANCES OF WINNING.

GENERAL CONDITIONS:

The contest is sponsored by ICMI, a division of United Business Media LLC, 121 South Tejon Street, Suite 1100 Colorado Springs, CO 80903 (“**UBM**” or “**Sponsor**”). The contest is governed by these Official Rules, as well as by the laws of the State of New York and applicable United States federal law, without regard to any conflicts of laws principles. The contest is void where prohibited or restricted by law. By entering the contest, each entrant agrees to abide by the terms of these Official Rules and by the decisions of Sponsor, which are final and binding on all matters pertaining to the contest. The contest is being run in connection with Sponsor’s web site located at www.icmi.com (“**the Website**”) and is therefore also governed by Sponsor’s Terms of Service and Privacy Statement, as well as other policies pertaining to the Web Site. These Official Rules will govern any conflict between any of the Website policies and these Official Rules. The Website policies may be viewed on the Website.

HOW TO ENTER:

The Contest begins at 12:01 a.m. EDT on June 14, 2012 and ends at 11:59 p.m. EDT on July 16, 2012. All entries must be received by 11:59 p.m. EDT on July 16, 2012. Contest entrants will have the opportunity to create a short film (the “Film”) portraying the entrant’s representation of their organization’s values and culture, and to submit the Film to the ICMI Facebook fan page for consideration. Facebook fans of ICMI will have until 11:59 p.m. on July 23, 2012 to vote for their favorite video entry by liking, sharing and/or commenting on the video post. Contest entrants may comment and like their own post only once. Any additional likes or comments by affiliated parties (i.e. coworkers) may disqualify the entry. The three video entry posts with the most likes/comments will be determined the contest finalists. The three Film finalists will be reviewed by a three (3) member panel of judges, and a 1st place winner will be determined. To enter, visit www.icmi.com/SummerVideoContest (the “ICMI Web Site”) and follow the instructions to upload your Film to the ICMI Facebook fan page (www.facebook.com/callcentericmi). Each Film submission must meet the following “Film Requirements”. Any Film that, in Sponsor’s sole and absolute discretion, violates any of the following criteria will be disqualified:

- Films must be no shorter than 30 seconds and no greater than 2 minutes in length and may not exceed 1GB in file size;
- Film must be submitted in one of the following formats: MOV, AVI, MP4, WMV, MPEG, 3GP, FLV.
- Films must be in English.

- Films must NOT include third parties/people, who have not expressly authorized entrant to display their image, likeness or voice in the Film or otherwise use such image, likeness or voice in accordance with these Official Rules. Third Parties include but are not limited to celebrities, friends and minors who have not obtained parental consent prior to such participation. Entrants should be able to provide on request all appropriate clearances, permissions and releases for the Films, including releases from all persons appearing in the Film and location releases for all recognizable locations (in the event an entrant cannot provide all required releases, Sponsor reserve the right, in Sponsor's sole discretion, to disqualify the applicable Film, or seek to secure the releases and clearances for Sponsor's benefit.
- Films must NOT contain material which is (or promoting activities which are) sexually explicit, obscene, pornographic, violent, self-mutilating (e.g., relating to murder, the sales of weapons, cruelty, abuse, etc.), discriminatory (based on race, sex, religion, natural origin, physical disability, sexual orientation or age), illegal (e.g. underage drinking, substance abuse, computer hacking, etc.), offensive, threatening, profane, or harassing; or material that contains any derogatory references to any Contest Entities;
- Films must not contain the last name, phone number(s), address, or email address of any person, including the entrant;
- Films must not contain or otherwise make available any unsolicited or unauthorized advertising, "commercial pitch," promotional materials, junk mail, spam, pyramid schemes, or any other form of solicitation;
- Films must not contain or transmit any materials that contain software viruses or other computer code, files or programs designed to impair, limit, interfere with or cause harm to any communications network operated by any of the Contest Entities or the computers of any individual or entity participating in or otherwise associated with the Contest;
- Films must be entirely original to the entrant and must NOT include mention or performance of any copyrighted media production including but not limited to music, films, books, television programming, etc., or identifying descriptions of any media property;
- Films must NOT have been previously submitted to another contest, broadcast on a media network or submitted to any entertainment entity that would conflict with this Contest, as determined in the Contest Entities' sole discretion;
- Films must NOT include third party trademarks, logos, insignia, location signage, photographs, artwork, or sculpture, except for those belonging to Sponsor; and
- Films must comply with the website's Terms of Use.

Eligible entrants may submit only one (1) Film per organization, and there is a limit of one (1) prize package per organization. No other form of participation is valid. Any attempt by any participant to obtain more than one (1) entries by using multiple/different e-mail addresses,

identities or any other methods will void that participant's entries and that participant will be disqualified. Entries must be received and recorded by the Website's computer by 11:59 p.m. EDT on July 16, 2012.

Website's computer is the official timekeeping device for this Contest. No automated entry devices and/or programs permitted. Entries generated by a script, macro or other automated means will be disqualified. Entrants must provide all information requested to be eligible to win. Incomplete, unreadable, or unintelligible entries will be disqualified. Entries will not be returned or acknowledged by the Sponsor.

NOTIFICATION:

At the conclusion of the entry phase (the "Entry Phase"), three (3) Films will be selected as a 1st place winner and two runner-up finalists from among all eligible films received. The Finalists will be selected based on the following judging criteria: Supports theme (0-10 points), Entertainment Value (0-10 points), Originality (0-10 points), and Authenticity of Content (0-10 points). The judging of Films will be conducted under the supervision of Sponsor whose decisions are final and binding in all respects relating to winner selection. In the event of a tie, the tied entrants will be re-judged by an additional judge who will serve as a tie-breaker using the same criteria as outlined herein. The winner and runner-up finalists, as determined by the judging criteria indicated above, will be notified by telephone and/or email on or about July 31, 2012.

Winner(s) will be required to respond to the prize notification within the time specified in the notification and may be required to: (1) provide his or her full mailing address for the purpose of receiving the prize(s), which address must be within the 50 United States (excluding Puerto Rico) or Canada (excluding Quebec); (2) sign and return a release of liability, declaration of eligibility, and, where lawful, a publicity release, upon Sponsor's request; (3) verify his or her social security number or other taxpayer identification number; and (4) take possession of the prize(s) in the manner specified by Sponsor. In addition, selected Canadian entrants must first correctly answer a time-limited mathematical skill testing question administered by telephone in order to claim a prize. If the above requirements are not met, the prize(s) may be awarded to a replacement winner or winners drawn at random from the pool of remaining eligible entries. The replacement winner(s) will need to satisfy all of the requirements of these Official Rules. This process will be repeated until the prize(s) are awarded in full.

GRANT OF RIGHTS:

Each Contest entrant (an "Entrant") hereby irrevocably grants, transfers, sells, assigns and conveys to the Sponsor, their successors and assigns, all present and future right, title and interest of every kind and nature whatsoever, including, without limitation, all copyrights, and all rights incidental, subsidiary, ancillary or allied thereto (including, without limitation, all derivative rights) in and to the Film for exploitation throughout the universe, in perpetuity, by means of any and all media and devices whether now known or hereafter devised. Entrants may be required to provide the original Film to Sponsor upon request. Sponsor shall have the right, in its sole discretion, to edit, composite, morph, scan, duplicate, or alter the Films for any purpose which Sponsor deem necessary or desirable, and each entrant irrevocably waives any and all so-called

moral rights they may have therein. Each entrant hereby acknowledges that such entrant does not reserve any rights in or to the Film.

PRIZE(S):

One (1) eligible winner will win First Prize:

(2) 2-day passes for ICMI Orlando Symposium, taking place November 13-16, 2012, plus their Film featured during ICMI Customer Service Week, their Film incorporated into an ICMI virtual training course, and a copy of Call Center Management on Fast Forward: Succeeding in the New Era of Customer Relationships (3rd Edition). The maximum retail value of the First Prize is \$3,630. (Three thousand six hundred thirty dollars).

Two (2) eligible runner-up finalists will receive:

A copy of Call Center Management on Fast Forward: Succeeding in the New Era of Customer Relationships (3rd Edition). A free pass to an ICMI onDemand virtual training course. The maximum retail value* of the runner-up finalist prizes is \$1080 (One thousand eighty dollars)

Total maximum retail value of all prizes: \$4,710 (Four thousand seven hundred ten dollars).

One (1) prize will be awarded to the each prize winner of each category (First (1st), and two (2) runner-up finalists). In the event of unavailability of a stated prize, Sponsor reserves the right to substitute items of equal or greater value. Prizes are not transferable, exchangeable, or redeemable for cash. Reporting and payment of any federal, state, provincial, local, VAT, or other taxes, fees, customs, duties, insurance, or other amounts owed in connection with any prize are the sole responsibility of the winner(s). Winner(s) will be required to sign and return an affidavit of eligibility, liability release and grant permission to use his/her name and likeness for advertising and promotion (without further compensation) within 14 days of notification or alternate winner(s) will be selected. (Tennessee residents need not complete and return a publicity release.)

If a prize winner is unable to participate in the Trip during the dates designated by Sponsor, or is unsuited to travel due to physical and/or emotional health-related issues, the Sponsor reserves the right to disqualify the applicable prize winner. In the event the prize winners are able to participate in the Trip during the dates designated by Sponsor but Orlando Symposium does not or cannot take place as scheduled or at all, for reasons including but not limited to scheduling conflicts, cancellations, postponement, or for any other reason, then the Sponsor reserves the right to award the remainder of the prizes minus the conference package with no further obligation to the winner. Excepting the preceding sentence, no cash alternative or prize substitutions will be allowed, except that Sponsor reserves the right to substitute prize(s) of comparable value if a prize listed or any portion thereof is unavailable for any reason. Expenses not stated are solely the winner's responsibility.

EACH PRIZE IS GIVEN AWAY BY SPONSOR "AS-IS." SPONSOR DOES NOT MAKE, AND HEREBY DISCLAIMS, ANY WARRANTIES, WHETHER EXPRESS, IMPLIED, OR STATUTORY, REGARDING ANY PRIZE, INCLUDING WITHOUT LIMITATION ANY IMPLIED OR STATUTORY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE, AND NON-INFRINGEMENT.

ELIGIBILITY:

The contest is open to any natural person who is a legal resident of the 50 United States, including the District of Columbia (excluding Puerto Rico) and Canada (excluding Quebec), who is 18 years or older at the time of entry, and who has access to the Internet on or before July 6, 2009. Officers, directors, and employees of Sponsor and/or its parents, subsidiaries, affiliates, divisions, or agents (including but not limited to advertising, promotion and production agencies) and members of their immediate families (including spouse, parents, siblings, grandparents, grandchildren, step-children, step-parents and in-laws) or those with whom they are domiciled are not eligible.

Eligible entrants may submit up to one (1) Film per person, however there is a limit of one (1) prize per person. No other form of participation is valid. Any attempt by any participant to obtain more than one (1) entries by using multiple/different e-mail addresses, identities or any other methods will void that participant's entries and that participant will be disqualified. Late, incomplete, computer-generated script, or other automated entries are not eligible and are void. In addition, entries that have been tampered with or altered are not eligible and are void. Entries made on the Internet 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, a potential winner may be required to provide proof that the potential winner is the authorized account holder of the e-mail address associated with the potentially winning entry. It is the sole responsibility of each entrant to notify Sponsor in the event of a change in e-mail address or other contact information. Sponsor is not responsible for network, modem, or other equipment failures or for incomplete, garbled, or delayed entries, however caused.

DISQUALIFICATION:

Sponsor reserves the right, in its sole discretion, to disqualify any entrant that Sponsor determines: (1) has tampered with the entry process or the operation of the contest or the Web Site; (2) has acted in an unsportsmanlike or disruptive manner or with the intent to annoy or harass Sponsor or any other person or entity; (3) has not satisfied all of the requirements for entry in the contest; or (4) to be otherwise ineligible under, or otherwise in violation of, these Official Rules. Any attempt by an entrant to commit any of the above acts of misconduct may be a violation of civil or criminal law and Sponsor reserves the right to seek damages from such entrant to the fullest extent permitted by law.

LIABILITY/TERMS AND CONDITIONS:

By entering, each entrant releases and holds harmless Sponsor, any manufacturer or supplier of any prize, any other persons or entities involved in the contest, each of its and their respective parents, subsidiaries, and affiliates, and each of its and their respective officers, directors, employees, and agents, from any responsibility or liability whatsoever arising out of or resulting from: (1) entry or participation in the contest; (2) the acceptance, possession, or use of any prize; (3) any violation by such entrant of these Official Rules or applicable laws; (4) any incorrect or inaccurate entry of information including, but not limited to as a result of technical malfunctions, human error, lost/delayed data transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software or any combination thereof; (5) entry

materials that have been tampered with, or entries that are illegible, late, lost, damaged, postage due or misdirected; (6) any injury or damage to participants or any other person's computer related to or resulting from participation or downloading any material in connection with the contest; and (7) any conditions arising from events beyond Sponsor's reasonable control.

WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, NEITHER SPONSOR NOR ANY OF THE AFOREMENTIONED PARTIES SHALL BE LIABLE FOR ANY SPECIAL, INCIDENTAL, INDIRECT, PUNITIVE, EXEMPLARY, OR CONSEQUENTIAL DAMAGES ARISING OUT OF THE CONTEST, HOWSOEVER CAUSED, WHETHER ARISING IN STATUTE, TORT, CONTRACT, OR OTHER LEGAL THEORY, AND REGARDLESS OF WHETHER SUCH PARTY WAS ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, AND ALL SUCH DAMAGES ARE HEREBY DISCLAIMED AND EXCLUDED.

PUBLICITY:

By entering, each entrant grants to Sponsor the right to use and publish such entrant's name, state of residence, and any other information in any winning entry both online and in print, in connection with the contest, without additional compensation, except to the extent prohibited by law. In addition, by entering, each entrant consents to the use of their names and likeness for advertising and/or promotional and/or marketing purposes without additional compensation. (A Tennessee resident consents to the use of his name and likeness only if such Tennessee resident expressly consents to such use.) Sponsor reserves the right to use any information provided by entrants in connection with the contest in any manner permitted by these Official Rules or the ICMI Web Site policies.

TERMINATION:

Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend the contest at any time for any reason, including but not limited to any reason that affects the administration, security, fairness, integrity, or proper conduct of the contest. Such reasons included but are not limited to fraud, tampering, unauthorized access, infections by computer virus, bugs, technical failures, or any other causes beyond the control of Sponsor. Should the contest ever be terminated prior to awarding of the prize(s), Sponsor will announce an alternate means of awarding the prize(s) on the Web Site.

NO ENDORSEMENT:

Nothing contained in these Official Rules or in any of the contest materials should be construed as an endorsement by Sponsor of any prize manufacturers or suppliers or other third party, product, or service.

WINNERS LIST:

For the name of the prize winner(s), available after September 1, 2012, send a stamped, self-addressed envelope to:

United Business Media LLC
“ICMI Summer Video Contest 2012”
121 S. Tejon St. Ste. 1100, Colorado Springs, CO 80903
Attention: Reggie Bautista

Requests must be received by November 15, 2012. Questions regarding the contest may be directed to Reggie Bautista at 719-268-0319.