

## **2012 BEA Mobile App Sweepstakes Rules**

### **1. HOW TO ENTER:**

(a) **BEA Mobile App Entry.** Download the free BEA Mobile App ([www.BEAmobile.com](http://www.BEAmobile.com)) and log in and enter your badge number (which is your show registration ID number) and your zip code during the Sweepstakes Period. Limit one (1) entry per person. The sweepstakes begins 12:01 AM EDT on Thursday, May 10, 2012 and ends 11:59 PM EDT on Monday, June 4, 2012 (the "Sweepstakes Period").

(b) **No Purchase Necessary.** You can enter online via this link <http://www.bookexpoamerica.com/BEA-Mobile-Live/BEA-Mobile-iPad-Contest-Entry-Form/> by entering your name, address, email address and daytime phone number during the Sweepstakes Period. Limit one (1) entry per person.

### **2. GRAND PRIZE:**

(a) A total of one (1) grand prize will be awarded (total estimated value of the prize is US\$629). The grand prize is as follows:

***The New Apple® iPad 16GB (Wi-Fi + 4G AT&T) (Total Estimated Prize Value = US\$629)***

*The Retina display on the new, third generation makes everything look crisper and more life-like. The display features a 2048-by-1536 resolution, 44 percent greater color saturation, and an astounding 3.1 million pixels — in the same 9.7-inch space. The new iPad features a 5-megapixel iSight camera with advanced optics, a backside illumination sensor, an auto white balance, and face detection. Record HD video in full 1080p. The winner is responsible for procuring her/his own service contract with AT&T. See [apple.com](http://apple.com) for full details.*

There are no additional prizes.

(b) A total of One (1) winner will be selected in a random drawing. The drawing shall be held at 2 PM EDT on Wednesday, June 6, 2012 at the Show Office (4B Terrace) of *The Javits Center, New York, NY* from among all eligible entries received. The drawing will be conducted by Reed Exhibitions Americas, whose decisions are final on all matters relating to this Sweepstakes. Winner need not be present to win. Odds of winning are dependent upon the total number of eligible entries received. The winner will be notified by email and/or phone by June 13, 2012.

(c) Please be aware that there may be a tax liability in accepting a prize (See Rule No. 5 below).

**3. GENERAL RULES:** Prize is nontransferable and no substitution will be allowed, except by the Sponsor who reserves the right to award a prize (or portion of prize) of equal or greater value. Sponsor and its agencies assume no responsibility or liability for damages, losses or injury resulting from acceptance or use of prize. The winner will be required to execute and return an Affidavit of Eligibility, Release of Liability/Publicity Release (where legal) with ten (10) days of notification attempt or the prize will be forfeited and an alternate winner selected. By accepting prize, the winner agrees to grant permission to Sponsor to use winner's name, voice, likeness and photograph for publicity purposes without further compensation except where prohibited by law. By entering this sweepstakes, each entrant accepts and agrees to be bound by these official rules and the decisions of the judges.

**4. ELIGIBILITY:** This sweepstakes is open to legal residents of the United States of America, 18 years of age or older at their time of entry. Employees (and their immediate families and household members) of Reed Exhibitions Americas are not eligible. Employees (and their immediate families and household members) of BookExpo America's advertising and promotion agencies are not eligible. This offer is void where prohibited and subject to all federal, state and local laws.

**5. TAXES:** A 1099-MISC will be issued to each winner of a prize with a retail value of US\$600 or more. The winner is solely responsible for taxes on the prize received and should consult a tax professional to determine his or her tax liability. Reed Exhibitions Americas is not allowed to give tax advice.

**6. ONLINE ENTRY DISCLAIMER:** Sponsor is not responsible for failed, partial or garbled computer transmissions, or for technical failures of any kind, including but not limited to electronic malfunction or damage of any network, hardware or software. If for any reason the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or other causes that corrupt or affect the administration, security, fairness, integrity or proper conduct of the contest/sweepstakes, Sponsor reserves the right, in their sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes. No responsibility is assumed for: any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries; or any problems or technical malfunctions of any telephone network or lines, computer online systems, servers, providers, computer equipment, or software; or failure of any e-mail or electronic entry to be received on account of technical problems or traffic congestion on the Internet or at any Website, or any combination thereof, including any injury or damage to entrant's or any other person's computer related to or resulting from participation in or downloading any materials from this Sweepstakes. In the event of a dispute over an electronic entry, prize will be awarded to the owner of the e-mail account, not the name on the entry form.

**7. WINNER:** For the names of the winner, please send a stamped, self-addressed envelope by June 15, 2012 to: 2012 BookExpo America Mobile App Sweepstakes, 383 Main Avenue, Norwalk, CT 06851, Attn: Catherine Auriana.

**8. GOVERNING LAW:**The laws of the State of New York, without reference to the conflicts of laws provisions thereof, govern the Sweepstakes and all aspects related thereto. Except where prohibited, each entrant agrees that: (1) any and all disputes, claims, and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by state or federal courts situated in New York, NY; (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees; (3) no punitive, incidental, special, consequential, or other damages, including without limitation lost profits may be awarded (collectively, "Special Damages"); and (4) entrant hereby waives all rights to claim Special Damages and all rights to have such damages multiplied or increased.

**9. SPONSOR:** The Sponsor of this promotion is Reed Exhibitions Americas (383 Main Avenue, Norwalk, CT 06851).