

# Official Rules

## 2008 PMA Custom Photo Gift Promotion Competition



1. To enter, complete an Official Entry Form for each entry. Each firm is limited to two entries. The contest is subject to all applicable laws and regulations and void where prohibited by law. No purchase is necessary. Photo Marketing Association International® (PMA®) is not responsible for lost, late, misdirected, or undelivered entries. See the Official Entry Form for a complete listing of specific contest entry requirements.
2. PMA and PMA member association officers (president, president-elect, vice president, and treasurer), employees, staff, press, their family members, and those domiciled with them are not eligible to win. Winners may be required to sign an affidavit of eligibility and complete a Claim Form.
3. Entries must be received by 12:00 noon (EST) on January 19, 2009. Entries must be the original work of the entering firm or of an advertising/public relations firm employed by the entrant in an agency/consultant relationship. Tie-ins with multiple-sponsor group promotions (e.g., civic festivals or shopping mall collectives), franchiser-furnished promotions, buying group or association promotions, or promotions purchased through syndication sources are not eligible. Entrants assume all responsibility for entries that contain copyrighted materials, such as photographs, graphics, promotional headlines, and so forth.
4. Eligibility is limited to current PMA Voting, Trial, and Co-Operating (manufacturer and supplier) member firms worldwide. Questions about eligibility will be resolved by reference to the PMA membership records. Entrants who are uncertain of their status should contact the PMA Member Service Center at 517-788-8100 prior to submitting their entry to obtain written confirmation of their membership status.
5. Entries must have been used to promote custom photo gifts to consumers during the time period of January 1, 2008 and December 31, 2008. Advertisements or promotions developed solely for the purpose of being entered in the competition and never actually presented in the marketplace are ineligible.
6. Non-English language entries MUST be accompanied by English language translations. Such translations should be affixed to the portions of the print materials to which they apply. Radio or television entries should be accompanied by script storyboard translations. All entries and translations must be labeled so judges may determine the components represented by the translations.
7. A prize of \$5,000 U.S. dollars, along with a "Crystal Award" and a complimentary PMA 09 All Conference Connection Pass will be awarded to each of the four first-round winners for the four categories of entry. One Crystal Award and All Conference Connection Pass will be awarded to the first-round winner of the Supplier/Manufacturer category. NO cash prizes are awarded for the Supplier/Manufacturer category winners. Supplier/Manufacturer category entries are not eligible to win the grand prize.
8. One grand prize of \$20,000 U.S. dollars will be awarded to the "Best of the Best" entry chosen from the first-round winners, excluding the Supplier/Manufacturer winner. The winner of this award will be determined during a second round of judging involving personal interviews with the first-round winners. To be eligible to win, the contestants MUST participate in the interview process to be held at PMA 09 International Convention and Trade Show on March 3, 2009. PMA is not responsible for providing airfare, hotel accommodations, or any other expenses incurred to attend the judging at PMA 09 in Las Vegas, Nevada.
9. The judges will evaluate the entries and determine the winners using the criteria customarily used in international creative competitions. All decisions of the judges will be final. All aspects of the judging will be held confidential among the judges; there will be no post-judging review, explanation, or justification of the results.

10. PMA reserves the right to manage all aspects of the competition for the benefit of the field. This shall include, but not be limited to, the authority to determine entrant eligibility, to resolve any issues concerning the placement of entries in their appropriate trade categories, to advise the judges in instances where they request the PMA counsel on various aspects of the contest, and to make any on-the-spot rulings as may be necessary during the judging process. PMA reserve the right to combine revenue levels if there are not enough entries to warrant fair competition and to adjust or withdraw the prizes in any eliminated categories.
11. Entries must be received at PMA headquarters in Jackson, Michigan, USA, no later than 12:00 noon (EST) January 19, 2009. Entries that do not meet the above-stated deadlines will be ineligible. No exceptions can be made to these requirements. PMA assumes no responsibility for late, lost, misdirected, or undelivered entries.
12. Winners of the first round of judging will be notified by mail and/or phone call by February 9, 2009. Winners will be required to complete a Claim Form to be eligible for the grand prize judging. Prizes will be mailed to the first-round winners after receiving the completed Claim Form.
13. First-round winners are required to submit a completed Statement of Planning and Results no later than February 23, 2009.
14. Winner of the grand prize will be notified on March 4, 2009 at PMA 09 in Las Vegas, Nevada, at the Official Business Session. Winner must be present to win. Prize will be delivered to the winner after PMA's receipt of the completed Claim Form(s).
15. All taxes are the responsibility of the prize winners, and a properly completed IRS form and/or withholding may be required. All prizes must be claimed and required documents received by PMA by April 30, 2009 or the prize will be forfeited.
16. All winners authorize PMA to use their name, entry materials, information, and likeness in reporting and promoting PMA's activities for the benefit the photo industry. All materials submitted become the property of PMA and will not be returned to the contestant.
17. PMA reserves the sole right to interpret these rules and to make decisions as necessary for the reasonable conduct of the contest, including the selection of the winners. All decisions are final.
18. Michigan Law applies. All entrants consent to the personal jurisdiction and venue in Jackson, Michigan, for any court or other proceedings regarding this drawing.

To receive a list of winners, send a separate, stamped, self-addressed envelope to: PMA Promo Competition List, 3000 Picture Place, Jackson, MI, 49201.