

TERMS AND CONDITIONS

These terms and conditions describe legal requirements and restrictions for each participant ("Contest Participant") in the contest sponsored by the Specialty Equipment Market Association ("SEMA") known as SEMA Launch Pad (the "Contest").

By participating in the Contest, Contest Participant agrees to the following terms and conditions, the judging decisions of SEMA, and all applicable federal, state, and local laws.

SUBMISSIONS

Each Contest Participant must submit an online application. If selected as a semi-finalist the participants must film a three-minute or shorter video to compete in the next round.

Contest Participant must only submit self-generated content or content for which Contest Participant has all the necessary permissions. Although a patent or trademark registration is not required, Participant certifies that he/she has ownership rights to the content submitted to the Contest including, but not limited to, any intellectual property rights (ex: trademark, copyright, patent).

ELIGIBILITY

OPEN ONLY TO LEGAL RESIDENTS OF THE UNITED STATES AND THE DISTRICT OF COLUMBIA WHO ARE AT LEAST 18 YEARS OF AGE AND WHO HAVE A VALID EMAIL ADDRESS. THE CONTEST IS VOID IN ANY JURISDICTION IN WHICH IT IS PROHIBITED BY LAW. NO PURCHASE NECESSARY TO ENTER OR WIN THE CONTEST.

Contest Participant must be:

1. The business owner, company's leading executive (ie. president, CEO, CFO, COO), or vice president (with ownership stake) on behalf of the company;
2. Under the age of 40 at the time of the closing of the 2017 SEMA Show on November 3, 2017.

SEMA employees and their immediate family members are not eligible to enter or win the Contest.

CONTEST PERIOD

The contest begins at 12:00 a.m. Pacific Time ("PT") on March 14, 2017 and ends at the close of the 2017 SEMA Show on November 3, 2017.

Selection Criteria

- The business owner, company's leading executive (ie. president, CEO, CFO, COO), or vice president (with ownership stake) is the participant on behalf of the company. The business owner/executive will complete the online application. Deadline: May 30, 2017.
- Applicants do not need to be a SEMA and/or a YEN member but must be under the age of 40 (at the time of the closing of the 2017 SEMA Show on November 3, 2017.)
- The competing business must offer a product or service that is a functioning prototype, functioning concept, or currently for sale.
- The applications will be reviewed by a YEN Task Force, composed of industry young professionals, who select the top 15 participants as the semi-finalists.
- The semi-finalists earn a spot to attend the Exhibitor Summit Experience (Las Vegas: June 19th – 21st) where they will be filmed giving a three-minute video pitch on their company's innovative product or service. (Participation in Exhibitor Summit is mandatory. The same participant in the original application must make the three-minute video pitch. No substitutes.) The video will be used for the Facebook voting competition described below. (SEMA provides complimentary registration to the Summit, two nights hotel, meals at the event, and a \$500 grant to be used towards flight expenses.
- 15 semi-finalists will be narrowed to 10 finalists via a Facebook video voting competition (July 18, 2017 – September 4, 2017). The top 10 participants will be selected by the highest quantity of votes, with a minimum of four spots guaranteed for manufacturers.
- If chosen as a semifinalist (top 15 candidates), semi-finalist will travel to the Exhibitor Summit (Las Vegas, NV) at your own expense (SEMA provides event registration, hotel, meals onsite and a \$500 Grant to be used towards flight expenses). If chosen as one of the ten finalists, you will travel to the SEMA Show (Las Vegas, NV) at your own expense.
- The 10 finalists receive a “kiosk” style booth at the 2017 SEMA Show (October 31 – November 3, 2017). Finalists compete in the live event on Monday, October 30, 2017. (Participation in the “kiosk” style booth and at the live event is mandatory. The participant in the original application must make the live pitch. No substitutes.)
- A panel of judges will select the winning participant at the live show (October 30).

Prizes

SEMI-FINALIST: (15 Participants)

- 1 year complimentary SEMA Membership.
- Complimentary registration to the 2017 Exhibitor Summit, 2 nights of hotel and meals at the event (June 19 & June 20)
- \$500 award to be used towards the cost of flight to the 2017 Exhibitor Summit.

FINALISTS: (10 Participants)

- All the Semi-finalist prizes and:
- Complimentary 2017 SEMA Show "Kiosk" Booth in New Products Showcase Area.* 2 Exhibitor Passes to the SEMA Show. 2 Tickets to the SEMA Banquet.
- 1 Hour Mentoring Session w/ an "Industry Icon"

GRAND PRIZE: 1 Participant

- All the Semi-finalist prizes, Finalist prizes and:
- A \$10,000 award to be used for the benefit of the winner's business
- SEMA Show: Turn-key Exhibit Space with Premium Placement in the 2018 SEMA Show*
- SEMA News: One full-page, four-color ad.
- SEMA Garage: One full day of photography studio usage and up to three hours of free custom scanning services.
- SEMA Data Co-op: 50% off Supplier monthly membership fees for your first year (up to a \$3,600 value).
- SEMA Manufacturers' Rep Network: Distribution/sales support consultation meeting.
- Xceleration Media Group®: 6 months of digital advertising on their official website with banner ads (300x250, 728x90, and 300x100 pixels) including product release and social media coverage (which can include Facebook, Twitter and/or Instagram) In print a 1/2 page - 4 color ad in the next two issues of the title that most closely fits with the winner's product/service. *Non-transferable and must be used within one year of winning.
- Family Events: Event-level sponsorship package to either a Family Events truck and off-road group property or a Family Events performance car group property.

All taxes on prizes are the sole responsibility of the prize-winning company. Tax liability is based on the value of the prizes. All prize winners must complete a W-9 in order to receive a prize.

*No changes are permitted to the booth layout. Company does not accrue SEMA Show seniority points by reason of exhibiting at a 2017 SEMA Show "Kiosk" Booth in New Products Showcase Area or the "Turn-key" Exhibit Space with Premium Placement in the 2018 SEMA Show.

LICENSE TO SUBMITTED CONTENT AND PUBLICITY GRANT

By submitting content to the Contest, Contest Participant grants SEMA a world-wide, royalty-free perpetual license to use, reproduce, display, and distribute any content Contest Participant submits to the Contest.

The Contest winner, by acceptance of prize, except where legally prohibited, grants permission for SEMA and its designees to use Contest Participant's name, address (city and state), photograph, voice and/or other likeness and prize information for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter discovered, world-wide in perpetuity, without further notice or approval.

RESERVATION OF RIGHTS

SEMA reserves the right to disqualify Contest Participant for submission of any content that is unlawful, harmful, threatening, abusive, harassing, tortious, defamatory, vulgar, obscene, pornographic, libelous, invasive of privacy or publicity rights, hateful, or racially, sexually, ethnically or otherwise objectionable. SEMA further reserves the right to disqualify Contest

Participant for any violation or noncompliance with any requirement or restriction within these Terms and Conditions.

SEMA reserves the right to terminate the Contest at any time for any reason at the sole discretion of SEMA and its designees.

SEMA reserves the right to change or substitute prizes to be awarded to a Contest Participant at any time prior to the conveyance of such prize at the sole discretion of SEMA and its designees.

LIMITATION OF LIABILITY

SEMA and its designees are not responsible for damages arising out of computer hardware or software, Internet Service Provider (ISP), server, website, satellite, telephone, cable, or network malfunctions occurring in connection with Contest submissions or communications, including, without limitation, errors or difficulties which may occur in connection with the administration of the contest, the processing of submissions, the announcement of the prizes, or in any contest-related materials. SEMA and its designees are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the contest. SEMA and its designees are not responsible or liable for injury or damage to any property, including, but not limited to, computer and video equipment, incurred while participating in this contest.

Contest Participant, by participating, agrees that SEMA and its respective parents, subsidiaries, divisions, affiliated companies, dealers, service agencies, independent contractors, advertising and promotion agencies, web hosting and service and fulfillment providers, and all of their respective officers, directors, employees, representatives, and agents will have no liability whatsoever for, and shall be held harmless against, any liability for any injuries, losses, or damages of any kind, including death, to persons or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse, or use of a prize, including any travel or activity related thereto, or from participation in this Contest.

Persons who tamper with or abuse any aspect of this Contest or who are in violation of these Terms and Conditions, as solely determined by SEMA and its designees, will be disqualified and all associated submissions will be void.

RELEASE AND WAIVER, ASSUMPTION OF RISK, AND INDEMNITY AGREEMENT

Contest Participant hereby assumes full responsibility for and releases SEMA and its designees from liability, including liability in connection with any bodily injury, death, or property damage arising out of or related to the Contest, whether caused by the negligence of SEMA and its designees or otherwise, and agrees to indemnify SEMA and its designees for any damage or liability incurred by reason of Contest Participant's participation in the Contest. Contest Participant hereby agrees that this Release and Waiver, Assumption of Risk, and Indemnity Agreement extend to all acts of negligence by SEMA and its designees and is intended to be as broad and inclusive as is permitted by the laws of the State of California and that if any portion

thereof is held invalid, it is agreed that the balance shall, notwithstanding, continue in full legal force and effect.

DISPUTES

This Contest shall be governed by and interpreted under the laws of the State of California, U.S.A. without regard to any conflict-of-laws provisions. Contest Participants hereby agree that any and all disputes, claims, causes of action, or controversies arising out of or in connection with this Contest shall be resolved by arbitration pursuant to the procedures of either the Judicial Arbitration and Mediation Services, Inc. ("JAMS") or the American Arbitration Association ("AAA").

REPRESENTATION, WARRANTY & ASSUMPTION OF LIABILITY BY CONTEST PARTICIPANT

By providing personal information, information about the Company of which Contest Participant is an executive, CEO or owner, or information about the Company's products and/or services, Contest Participant represents and warrants to SEMA that Contest Participant owns or has all the necessary licenses, rights, consents, and permissions to use any trade secret, trademark, service mark, copyright, patent, or other proprietary information submitted to the Contest. (A patent, trademark or copyright registration is not required to participate in the Contest.) Contest Participant also represents and warrants that Contest Participant has obtained any and all necessary written or implied consents, releases, and permissions of each and every identifiable person or business represented in Contest submissions. Contest Participant assumes responsibility for any unauthorized use of any trade secret, trademark, service mark, copyright, patent, or other proprietary information, or any other unauthorized or unlawful use of information or likenesses, and agrees to release and hold harmless SEMA from any and all liability arising from any such unauthorized use.

Further, Contest Participant assumes responsibility for any and all tax liability incurred as a result of participation in the Contest, as well as any and all tax liability incurred as a result of winning the Contest.