

IoT EVOLUTION 2015 FAST-PITCH CONTEST

Official Rules

Eligibility. Open to legal residents of the 50 United States and the District of Columbia, 18 or older. Not open to employees or immediate family members (spouses, domestic partners, parents, grandparents, siblings, children and grandchildren) of employees of sponsor, its affiliates or advertising/promotion agencies. Applications that have already been contracted with AT&T are not eligible.

How to Enter. To enter contest, with final presentations made on August 18, 2015, submit a description of your Business Idea that will be pitched through the online form at <http://www.iotevolutionexpo.com/west/fast-pitch.aspx>.

To be eligible, applications submitted as entries must be an Internet of Things-related application or solution. All entries/applications must be received online by 11:59:59 p.m. (PT) on August 16th, 2015 or presented live during the Walk-in Auditions being held on August 17th at Caesar's Palace in Las Vegas, NV. Sponsor's servers and clock shall be deemed the official clock for the contest and entrant's proof of submission does not constitute proof of receipt by sponsor. Incomplete and/or duplicate entries will be void. Sponsor is not responsible for lost, misdirected, late, incomplete, illegible or unintelligible entries/applications or for inaccurate entry information, whether caused by participant or by any of the equipment or programming associated with or utilized in this contest, or by any technical or human error that may occur in the processing of entries/applications. By submitting an entry/application, each entrant represents and warrants that (i) each application is original; (ii) each application does not infringe the intellectual property or any rights of any third party; and (iii) he/she is entitled or duly licensed to submit the entry/application.

Judging. Each entry/application will be reviewed by sponsor to determine which entries/applications are qualified entries. All qualified entries/applications will be judged by a panel of qualified judges selected by sponsor using the following judging criteria: (i) innovation and originality; (ii) marketability; (iii) ease of use; and (iv) user interface design (the "Judging Criteria"). The judges will review 10 best entries/applications and determine 2 winners. The first place winner will be determined purely by the judges and announced on Aug 19th. The second place winner will be determined by the judges casting their votes based on online voting via the AT&T Networking Exchange Blog during the time period of August 20-27th. During the time period of 5:00PM-7:00PM (PT) August 18, 2015, sponsor will schedule a 3-minute pitch session with each of the 10 selected Finalists at the IoT Evolution Conference at the Caesar's Palace in Las Vegas, NV. Entrants must be available in person at the scheduled meeting time to remain eligible in the contest. At each scheduled Fast Pitch, entrant will present and demonstrate his/her submitted concept to a panel of qualified judges selected by sponsor. During the presentations, the judges will judge the applications presented based on the Judging Criteria. In the event there is a tie, the tie will be broken by the judges judging the tied entries using innovation and originality as the judging criteria. The first prize winner selected by the judges will be notified by phone by 10:00 a.m. on August 19, 2015. The second prize winner will be notified by phone on August 28th. Each winner will be required to sign and return to sponsor an Affidavit of Eligibility and Liability/Publicity Release within 7 days of being notified that he/she is a winner. If any winner is deemed not eligible, an alternate winner may or may not be selected.

Prizes. One (1) Grand Prize will be awarded, consisting of \$10,000 cash. In addition, one (1) Runner-up Prize will be awarded, consisting of \$5,000 cash. The retail value of all prizes is \$15,000. Winners are responsible for paying all costs and expenses related to the prizes that are not specifically mentioned, including, but not limited to, taxes and all travel expenses related to attending the IoT Evolution 2015 Conference. Prize won by a minor in any state where the age of majority is not 18 will be awarded to such minor's parent or legal guardian who must sign and return all required documentation.

Additional Terms. Sponsor reserves the right, in its sole discretion, to modify, terminate, or suspend this contest should viruses, bugs, unauthorized human intervention or other causes beyond sponsor's control corrupt or impair the administration, security or fairness of the contest. Sponsor is not responsible for any human error that may occur in the processing of the entries/applications, nor is it responsible 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/applications, whether caused by the sender or any of the equipment or programming associated with or utilized in this contest. Sponsor reserves the right, in its sole discretion, to disqualify any individual found to be tampering with the entry process or the operation of the contest or web site; to be acting in violation of these rules; or to be acting in an unsportsmanlike or disruptive manner or with intent to annoy, abuse, threaten or harass any other person. Any use of robotic, automatic, programmed or similar entry methods will void all such entries submitted by such methods. In the event of a dispute as to entries/applications submitted by multiple users having the same e-mail account, the authorized subscriber of the e-mail account used to enter the contest at the actual time of entry will be deemed to be the participant and must comply with these rules. The authorized account subscriber is deemed to be the natural person who is assigned an e-mail address by an Internet access provider, on-line service provider or other organization responsible for assigning e-mail addresses for the domains associated with the submitted e-mail addresses. Only the number of prizes stated in these Official Rules will be awarded. By entering this contest, applicant consents to the use of their and their representative company's name, photograph and/or likeness by AT&T Mobility LLC, and its affiliates and advertising/promotion agencies for any promotional purpose for no additional consideration. Applicant hereby waives any right they may otherwise have to approve such use of name, company name and logo, photograph and/or likeness, and releases to AT&T Mobility LLC, and its affiliates and advertising/promotion agencies from any claim or liability arising out of any distortion which may arise in the reproduction of applicants name and/or likeness.

Miscellaneous. By entering, participants agree to be bound by these rules. No transfer, assignment, cash redemption or substitution of prizes is permitted except by sponsor due to prize availability and then with a prize of equal or greater value. By accepting a prize, each winner agrees (for himself or herself and his or her heirs) that sponsor and its affiliates and agents will have no liability, and will be held harmless by such winner for any liability, loss, injury or damage to property or to person, including death, and reasonable attorney's fees and court costs, due in whole or in part, directly or indirectly, by reason of the acceptance, possession, use or misuse of the prize or participation in this contest, even if caused or contributed to by the negligence of sponsor. Participants agree that the decisions of sponsor related to this contest and the judging of entries/applications are final. By participating in contest, each winner consents to the use of his/her name, photograph and/or likeness in any manner and in any medium for promotional purposes without additional compensation, except where prohibited by law.

Winners' List. For an identification of winners, send a request along with a self-addressed, stamped envelope for receipt by December 31, 2015 to: AT&T Attn: Jared Peterson, Lead Marketing Manager, 3033 Chain Bridge Rd, Oakton, VA 22124.

Sponsor. AT&T Mobility LLC