

OFFICIAL RULES

1. Penton, Inc. d/b/a Chief Marketer ("Sponsor") is offering the Interactive Marketing Awards contest ("Contest"). **CONTEST VOID WHERE PROHIBITED.**
2. **ENTRY FEES:** \$250 USD per each entry if postmarked on or before March 4, 2011; \$300 USD per each entry if postmarked between March 4, 2011 and March 9, 2011. No entries accepted if postmarked after April 8, 2011 Entry fees are not required for entries submitted

by residents of Arizona, Maryland, North Dakota and Vermont.

3. Entrants must be 21 years or older as of December 1, 2010. Employees of Sponsor, and Sponsor's parents, subsidiaries, affiliates, advertising and promotion agencies and the family members of such employees (defined as parents, spouse, children, siblings, grandparents) and all those with whom such employees are domiciled, are not eligible to enter. Void where prohibited, taxed or restricted by law. All international, federal, state and/or local rules and regulations apply.
4. Enter by filling out an official entry form available at www.awardsecure.com.com/ima and providing the requested information about your interactive marketing campaign indicated on the entry form. All entry forms must be completed in ENGLISH. The entry form must be submitted along with a digital campaign write-up containing: 1) An overview of the marketing situation, 2) Campaign objectives, 3) Campaign graphics, 4) Campaign or program results. Program(s) must have ended in the 12 months prior to December 31, 2010 (start date is not a criteria). All entries must be postmarked no later than April 8, 2011.

Send your entry along with the applicable entry fee to 2011 Interactive Marketing Awards, Attn: Maureen Van Kuren, 11 Riverbend Drive South, (if sending via USPS, add PO Box 4949), Stamford, CT, 06907. Multiple entries are permitted. Entrants must pay separate entry fee for each entry, and must fill out an official entry form for each entry. Entry forms or requests that are printed by machine, mechanically reproduced, tampered with, illegible or incomplete are not eligible. Sponsor is not responsible for lost, late, illegible, stolen, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind whether mechanical, human or electronic. Proof of submission will not be deemed to be proof of receipt by Sponsor. All Entries must include completed entry form. In the event an insufficient number of eligible entries are received, Sponsor reserves the right to cancel the Contest and shall be under no obligation to award the awards. By entering, all entrants warrant and represent that their respective Entries (including but not limited to any materials integrated into their Entries) will not infringe or violate the rights of any third parties, including but not limited to copyrights, trademarks, rights of publicity/privacy. Sponsor reserves the right to reject any entries that it deems, in its sole discretion, to be inappropriate, for any reason whatsoever.

5. Each entrant selected as a potential winner must comply with all terms and conditions set forth in these Official Rules, and winning is contingent upon fulfilling all such requirements. Winners are selected by a panel of judges recruited by Chief Marketer and are judged based on the following equally weighted criteria in each category: (i) concept, (ii) innovative use of technology, (iii) execution and (iv) results. Categories are: Best Social Marketing Campaign: Networks, Best Social Marketing Campaign: Twitter, Best Mobile Marketing Campaign: Text-Message Based, Best Mobile Marketing Campaign: Smartphone Apps, Best Use of Digital Video in a Web Campaign, Best Web-based Trial Recruitment Campaign, Best Web-based Loyalty Marketing Campaign, Best Use of a Microsite in a Campaign, Best Integration of a Campaign within a Brand's Main Web Site, Best Ecommerce Site Launch or Revamp, Best Use of Branded Web Game(s), Best Use of Online Contest or Sweepstakes for Lead Generation, Best Cross-Platform Promotional Campaign Using Interactive Channels, Best Cross-Platform Direct-Response Campaign Using Interactive Channels, Best B-to-B Interactive Campaign, Best Nonprofit Interactive Campaign, Best Use of Search Engine Marketing, Best Email Marketing Campaign, Best Holiday-Themed Campaign. A Best Overall Winner will be selected among the category winners. Participants agree to be bound by these rules and the decision of the Sponsor, whose decisions are final. Winners will appear in the April/May issue of Chief Marketer, on promomagazine.com/awards/iaawards and be celebrated in a live Webinar. To obtain a list of winners, send a self-addressed, stamped envelope, after April 2, 2011, to 2011 Interactive Marketing Awards, Attn: Patty Odell, 11 Riverbend Drive South, (if sending via USPS, add PO Box 4949), Stamford, CT, 06907.
6. A statue (estimated retail value of less than \$200.00) will be awarded to each winner. All unspecified expenses are the responsibility of winner. Award is non-transferable. No substitution/cash redemptions.
7. All entries and requests become the property of Sponsor, and will not be acknowledged or returned. Sponsor will have the right to photograph the winner. Entry constitutes permission to use the winner's name, picture, likeness and city and state of residence and entry for purposes of trade, publicity or promotion for no additional compensation except where prohibited by law. All entries must be original, may not have won previous awards or prizes and must not infringe on any third party rights. Submission of an entry constitutes entrant's consent to irrevocably assign to Sponsor any and all rights to their entry including, but not limited to, intellectual property rights. Submission of an entry grants Sponsor and their agents the right to publish, produce, use, adapt, edit and/or modify the entry in any way and in any and all media, without limitation and without compensation to the entrant.
8. The potential winner will be required to execute an Affidavit of Eligibility, a Liability Release and where lawful, a Publicity Release within fourteen (14) days of award notification. If the winner cannot be contacted within 10 calendar days of first notification attempt, if award or award notification is returned as undeliverable, if winner rejects his/her award or in the event of noncompliance with these Contest rules and requirements, such award will be forfeited and an alternate winner will be selected based on the above judging criteria.
9. By participating, entrants agree to release and hold harmless Sponsor, and its respective parent companies, subsidiaries, affiliates, advertising and promotions agencies, partners, representatives, agents, successors, assigns, employees, officers and directors, from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, travel to, or participation in Contest, or possession, acceptance and/or use or misuse of award or participation in any Contest-related activity and for any claims based on publicity rights, defamation or invasion of privacy and merchandise delivery. Sponsor is not responsible if Contest cannot take place or if award cannot be awarded due to travel cancellations, delays or interruptions due to acts of God, acts of war, natural disasters, weather or acts of terrorism.
10. The Sponsor of this Contest is Penton, Inc., d/b/a Chief Marketer, 11 Riverbend Drive South, (if sending via USPS, add PO Box 4949), Stamford, CT 06907.