

ENTRY ACCEPTANCE OF THESE TERMS AND CONDITIONS: Submission of designs in the Blunt + Idealog + Generator Umbrella Experiment (“the Competition”) and/or voting for any design submitted is deemed acceptance of these terms and conditions (“Terms and Conditions”).

1. **PROMOTER:** The Promoter is Idealog and Blunt.
2. **ELIGIBILITY:** Employees and their immediate families, volunteers and member of the Board of Directors and their families of the Promoter are not eligible to enter. The Promoter reserves the right to verify the validity of all entries.
3. **OWNERSHIP:** You must only submit designs into this competition that you have ownership of (i.e. you have designed yourself or have been given permission to publish). If you have not been given permission to use the design you submit from the owner or do not have ownership the Promoter will not be liable for any breaches in copyright.
4. **HOW TO ENTER:** To submit a design for entry in the Competition, you must register via <https://idealog.shuttlerock.com/competition#/boards/umbrella-xperiment>. Once registered you can upload your design(s).
5. **SUBMISSION PERIOD:** Designs can only be submitted up to 11.59pm, February 22, 2018 (the “Submission Period”).
6. **REQUIREMENTS:** The design(s) must meet reasonable standards of decency. The Promoter has the sole discretion to determine whether or not a design meets these requirements.
7. **NUMBER OF ENTRIES:** You may submit as many designs as you wish during the Submission Period but only one is eligible to win.
8. **VOTING PERIOD:** Voting runs from Thursday February 1 to February 29, 2018.
9. **HOW TO VOTE:** Voters must register through <https://idealog.shuttlerock.com/competition#/boards/umbrella-xperiment>.
10. **NUMBER OF VOTES:** A voter may cast one vote per entry, per day. Each user can vote once for a particular entry each day. If they return the next day, they can vote again. They can vote for multiple entries each day.
11. **SOLICITING VOTES:** An entrant may share their design(s) on social media and solicit votes from their friends.
12. **NOTIFICATIONS:** Representatives from Idealog, Blunt and Generator will choose their four favourite designs from all submissions as finalists. The People’s Choice winner will also be included among the finalists. The finalists will be announced after the date voting closes (February 29, 2018). The finalists announcement will

appear on the Idealog, Blunt and Generator digital and social media channels. The winner will be announced separately.

13. PRIZES: The winning designer will receive an iPad Pro, a small commission from each umbrella sold, six umbrellas to give away and a credit on the packaging, a two page profile in the Technology issue of Idealog, on sale in late July, and a six-month co-working tenancy for up to 4 people with Generator. The prize is worth \$28,000 and there will be opportunities to showcase your business within the activation spaces and events at Generator to the Generator network.

- To claim the Generator prize you must be a New Zealand Resident over 18 years old
- The winner will be contacted via email and/or phone and have 48 hours to respond and claim the Generator prize. If the winner is unable to redeem the tenancy, the Promoter reserves the right to choose another tenant from among the finalists and/or entrants.
- The free workspace tenancy must commence within 8 weeks of competition close date.
- Generator prize does not include transportation. The winner will need to provide their own transportation to the workspace.
- The Generator prize cannot be claimed by existing businesses or individuals currently customers of Generator or GridAKL
- By entering this competition, your email address and phone number will be stored and you may be contacted by Generator for future promotions.
- No cash alternative to the Generator prize will be offered. The prize is not transferable.
- The promoter is not responsible for inaccurate prize details supplied to any entrant by any third party connected with this competition.
- Standard Generator Agreement and House Rules Apply to this prize.
- Generator prize location is based on winner's choice and Generator availability.

14. WINNER ANNOUNCEMENTS: By submitting a design for entry and/or voting, the entrant hereby agrees to participate in any publicity related to the Competition. Winners and finalists in the Competition agree that their identity may be disclosed in winner announcements and promotional material. Winners also agree to have his/her image photographed and used for publicity purposes without any additional payment being made. Video content may be created to show the production process, which may include a video interview with the winner. A launch event with the finalists/winner may be arranged and we will require the winner to be present.

15. PRIZE ELIGIBILITY: The Promoter cannot be held responsible for the winner being unable to redeem the prize.

16. USAGE: By submitting a design, the entrant agrees to allow the Promoter permission to use the design for the purposes of promoting the Competition, now and into the future, at no cost to the Promoter. The entrant also agrees to allow the Promoter to use their design for printed collateral, online, in store and across other marketing mediums, at Promoter's sole discretion and at no cost.

17. COPYRIGHT: In submitting a design for entry, the entrant declares that they have created the design and own and have sole and complete intellectual property rights to the design. The entrant will indemnify the Promoter against any claim, loss or costs incurred by the Promoter where a third party claims ownership of the rights to a design. The Promoter reserves the right to request proof of ownership.

18. TWITTER/ FACEBOOK: By entering this contest you agree to release Facebook/Twitter of any liability or obligation related to the entry and you acknowledge the promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook/Twitter.