

SEMA BATTLE OF THE BUILDERS YOUNG GUNS® OFFICIAL RULES

Specialty Equipment Market Association (“SEMA”) is SEMA sponsoring the 2017 SEMA “Battle of the Builders Young Guns” contest (the “Contest”) to award six (6) outstanding young builders a prize consisting of travel to the 2017 SEMA Show and entry in the 2017 SEMA Battle of the Builders (SBOTB).¹ Eligible builders must be over the age of eighteen and twenty-seven years’ old on November 3, 2017.

PRIZE

There will be a total of six (6) prize winners (“Winners”). Each Winner will receive a Prize consisting of the following:

- A trip for the winner (plus one guest) to the 2017 SEMA Show consisting of:
 - Round-trip domestic coach class airfare to the 2017 SEMA Show
 - Five nights lodging in Las Vegas at a designated SEMA-partner hotel as selected by SEMA
 - \$500 towards other expenses
- Vehicle transportation to and from the 2017 SEMA Show for the winner’s vehicle within the continental United States.
- Designated Feature Vehicle spot at the 2017 SEMA Show
- Credentials for winner (plus one guest) to the 2017 SEMA Show
- Automatic entry to the 2017 SEMA Battle of the Builders® competition.

Approximate value of Prize is \$6,950.

PRIZE STIPULATIONS: Lost or stolen Prize will not be replaced. Prize does not include any other item or expense not specifically described in these Official Rules, and all additional expenses, if any, are the sole responsibility of Winner. Prize may not be transferred or assigned except by the SEMA. Only listed Prize will be awarded and no substitutions or cash equivalents or redemption will be made, except that SEMA reserves the right to award a Prize of equal or greater value if any advertised Prize (or any component thereof) becomes unavailable. Prize cannot be used in conjunction with any other promotion or offer. Winner agrees to accept the Prize(s) “as is”, and Winners acknowledge that SEMA, SEMA’s related bodies corporate, their respective employees, the Contest’s participating sponsors and their advertising agencies, employees of other radio or television stations or live event promoters, and members of the immediate family of any such persons have neither made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to the Prize, including express warranties (if any) provided exclusively by a Prize supplier that as part of its supply.

Winners must sign and return such forms as SEMA requests, which may include those confirming eligibility, releases and tax forms within seven (7) days after any such request. If a Winner is disqualified, SEMA reserves the right to determine an alternate Winner or not to award that Winner’s Prize, in its sole discretion.

Regarding the travel, vehicle transportation, and accommodation components of the Prize, they must be booked and completed as specified by SEMA and must be taken on the dates specified by SEMA to coincide with the event components of the Prize. The Prize is subject to booking, availability and any terms and conditions

¹ Promoters/managers of the following car shows will select a total of six (6) winners to receive prize packages: Autocon, Los Angeles, CA (March 26, 2017); 4Wheel Jamboree, Lima, OH (May 19-21, 2017); Nashville Nationals, Nashville, TN (May 19-21, 2017); Summer-Get-Together, Pleasanton, CA (June 3-4, 2017); East Coast Nationals (Rhinebeck, NY 2017); Autocon, New York, NY (June 10, 2017); Speedway Motors, Lincoln, NE (June 17, 2017); Street Machine Nationals, Duquoin, IL (June 23-25, 2017); Heartland Nationals, Des Moines, IA (June 30-July 2, 2017); 4Wheel Jamboree, Bloomsburg, PA (July 7-9); PPG Nationals Columbus, OH (July 7-9); Street Machine Nationals St. Paul, MN (July 14-15); Pacific Northwest Nationals, Puyallup, WA (July 28-30); Great Northwest Nationals Spokane, WA (August 18-20, 2017); West Coast Nationals, Pleasanton, CA (August 25-27, 2017); Colorado Nationals, Loveland, CO (September 8-10, 2017).

imposed by the relevant providers. All costs associated with the Prize which are not expressly stated in these Official Rules to be included, including ground transportation, meals, gratuities, incidental hotel expenses additional spending money, passport and visa costs, transfer costs, meals, taxes, insurance, luggage costs and all other ancillary costs, are the responsibility of the Winner. Winner and any travelling companion(s) must depart and return at the same time using the same air carrier. Winner and any travelling companion(s) are responsible for ensuring they have all necessary travel insurance (if not included in the Prize) and documents to travel to the relevant place(s) (including passports and visas, if required) and transport vehicles. Any alterations or extensions to Prize details must be approved in advance by SEMA (at its sole discretion) and will be at the expense of Winner. SEMA is not responsible for the cancellation, delay or rescheduling of any part of a travel, vehicle transportation, or accommodation component of Prize and any costs incurred by Winner or any travelling companion(s) as a result (including accommodation costs) will be the responsibility of the Winner. Winner is responsible for ensuring that they and their travelling companion(s) are fit to travel and have received appropriate immunizations and/or health checks prior to taking the Prize. Winner is responsible for ensuring that their vehicle is in proper condition to be transported.

ELIGIBILITY AND LIMITATIONS: Employees of SEMA and members of their immediate families are not eligible. Entrants and Winner(s) must be at least 18 years of age and twenty-seven years' old on November 3, 2017. Winner assumes all liability for use of the Prize.

Builders and Winners agree to comply with and be bound by these Official Rules and the decisions of the judges which are final and binding in all respects. Failure to comply with these Official Rules may result in disqualification from the Contest.

Winner, the Winner's project vehicle, and the company sponsoring Entrant's project vehicle (if any) must comply with all applicable SEMA Show rules, including, but not limited to, SEMA Show Exhibitor Rules and Regulations, SEMA Intellectual Property Rights Policy, SEMA Show Exhibit Display Regulations, SEMA Show Promotion and Contest Rules, Freeman Contractor Regulations, SEMA Show Exhibitor-Appointed Contractor Guidelines, SEMA Show Non-Exhibiting Companies/Outboarding Policy, SEMA Show Lighting Restrictions, SEMA Show Permit Rules, and SEMA Show Feature Vehicle, Booth Vehicle and Display Vehicle policies. Failure to comply with all applicable SEMA Show rules may result in disqualification of Winner from SBOTB.

Winner agrees he/she will not make any significant modifications to the winning vehicle between the time he/she is selected as Winner and SBOTB. Winner agrees not to solicit 2017 SEMA Show exhibitors for parts, sponsorship, or promotions in advance of the 2017 SEMA Show.

LICENSE TO SUBMITTED CONTENT

Winner grants SEMA a perpetual, non-exclusive, transferrable, royalty-free, worldwide right and license to use, reproduce, display, and distribute any content Winner submits.

RIGHT TO USE NAME AND LIKENESS

Winner hereby knowingly authorizes and grants to SEMA, its agents, representatives, affiliates, successors, and assigns the right to use Entrant's name, voice, signature, photograph, likeness, and any other characteristics of Entrant's persona or personality for or in connection with the broadcast, advertising, or publicizing of SBOTB, SEMA Ignited, the SEMA Show, Contest, and any other SEMA products or services.

Winner hereby expressly and irrevocably grants and conveys to SEMA in perpetuity all intellectual property rights and interests Winner may have, or claim to have, in photographs, recordings and other works created by SEMA, its agents, representatives, affiliates, successors and assigns in connection with Contest and/or SBOTB incorporating Winner's name, voice, signature, photograph, likeness, or any other characteristics of Winner's persona or personality, including, but not limited to, the rights to reproduce, sell, syndicate, and license such works and create derivative works.

Winner hereby waives any right to inspect or approve SEMA's or its affiliate's use of Winner's name, voice, signature, photograph, likeness, image, persona, or personality in any work created in connection with SBOTB and/or Contest.

To the extent permissible under state and federal law, SEMA, its agents, representatives, affiliates, successors and assigns shall not be responsible for any damage or injury to Winner, his agents, affiliates, employees or property incurred by reason of SEMA's or its agent's use of Winner's name, voice, signature, photograph, likeness, image, persona or personality, and Winner hereby expressly releases and holds SEMA, its agents, representatives, affiliates, successors and assigns harmless from such liability, including, but not limited to, any and all claims based on libel, slander, invasion of the right of privacy, misappropriation of name or likeness, or violation of the right of publicity.

Winner hereby releases, discharges, and agrees to release and hold harmless SEMA, its agents, representatives, affiliates, successors, and assigns from any liability, including, without limitation, any claims for libel, slander, or invasion of privacy, incurred by virtue of any blurring, distortion, alteration, optical illusion, or use in composite form, whether intentional or otherwise, that may occur in any works incorporating Winner's name, voice, signature, photograph, or likeness, or in any reproductions thereof, as well as in any subsequent processing, broadcast or publication thereof.

RESERVATION OF RIGHTS

SEMA reserves the right to disqualify Winner 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, in SEMA's sole discretion, otherwise objectionable. SEMA further reserves the right to disqualify Winner for any violation of or noncompliance with any requirement or restriction within these Terms and Conditions.

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

LIMITATION OF LIABILITY

Winner agrees that SEMA and its respective parents, subsidiaries, divisions, affiliated companies, independent contractors, advertising and promotional affiliates, web hosting, and service and fulfillment providers, and all of their respective directors, officers, employees, representatives, and agents will have no liability whatsoever for, and shall be held harmless against, any liability for any and all injuries, losses and damages of any kind, including death, to persons or property resulting in whole or in part, directly or indirectly, from Winner's participation in SBOTB, whether caused by the negligence of SEMA or otherwise. Winner has read, understands and consents to this release and waiver of his or her legal rights.

IDEMNIFICATION

Winner agrees to indemnify, hold harmless and defend SEMA, its directors, officers, employees, representatives, agents, assigns and those acting on its behalf ("Indemnitees") from and against any and all suits, claims, actions, damages, liability, loss and expense, including attorneys' fees, reasonably incurred by or imposed upon the Indemnitees in connection with or arising out of any claim, action, suit, proceeding or appeal (such expenses to include the cost of reasonable settlements made with a view to curtailment of costs of litigation), including but not limited to loss of life, bodily injury, damage to business, damage to property and/or any other liability, including but not limited to damages resulting from any breach or alleged breach of any of these Terms and Conditions, occasioned wholly or in part by any act or omission of Winner or others acting on behalf of Winner. This indemnification shall survive the termination of SBOTB.

CONFIDENTIAL INFORMATION

By reason of Winner's participation in SBOTB, Winner may have access to and become acquainted with information of a confidential, proprietary or secret nature, which Winner shall not disclose, directly or indirectly, or use in any way, either during SBOTB or at any time thereafter, except as required for compliance with these Terms and Conditions. Winner will abide by SEMA's policies for the protection of trade secret and confidential information.

DISPUTES

Disputes regarding Winner's participation in the Contest and/or SBOTB shall be governed by and interpreted under the laws of the State of California, U.S.A. without regard to any conflict of law rules. Further, any and all disputes resulting from Winner's participation in SBOTB shall be adjudicated in the courts of Los Angeles County, California, U.S.A.

CONTACT

Please direct all questions about the Contest and/or SBOTB, including judging criteria and submission instructions, by email to the following address: marketing@semaignited.com.