

# evo's text4baby Enrollment Card Design Contest

Sponsored by *Johnson & Johnson*

## OFFICIAL CONTEST RULES

### Promotion Description

evo's text4baby Enrollment Card Design Contest, sponsored by Johnson & Johnson, is offered to evo'11 attendees and their children. Contest begins at 9:00 a.m. MDT on Thursday, July 7, 2011 and ends at 4:00 p.m. MDT on Saturday, July 9, 2011.

### The Contest

The text4baby Enrollment Card Design Contest, sponsored by Johnson & Johnson, invites evo'11 attendees and their children to create an original design for the text4baby enrollment cards. The cards will be posted on [www.text4baby.org](http://www.text4baby.org) and shared with national, state and local partners to use in enrolling new and expectant mothers in the mobile service.

The winning design will be judged based on words and visuals that strongly encourage a new or expecting mom to enroll in text4baby.

### Sponsor

Johnson & Johnson

### Administrator

text4baby / Johnson & Johnson / evo / Edelman

### Eligibility

The contest is open to all evo'11 attendees and their children. All entries must meet contest guidelines to be eligible. All winners will be chosen by a pre-selected panel that shall have the sole discretion to choose the winner of the contest and its determination shall be final and binding.

### Agreement to the Official Rules

By participating in evo's text4baby Enrollment Card Design Contest, each entrant fully and unconditionally agrees to and accepts these Official Rules, including those relating to eligibility to participate. Participation in, and receiving any winning prize for the contest is contingent upon fulfilling all requirements set forth herein. Johnson & Johnson and text4baby reserve the right to reject any entry which Johnson & Johnson and text4baby, in their sole discretion, deem non-compliant.

### How to Enter

Drop off the completed design templates at the Johnson & Johnson Penthouse Suite (room #704) in the Grand Summit Lodge at evo'11 beginning Thursday, July 7 at 9:00 a.m. MDT through Saturday, July 9 at 4:00 p.m. MDT. **No entries will be accepted after 4:00 p.m. MDT on Saturday, July 9.**

### Contest Guidelines

- Only one entry per person
- Entries must be hand drawn – no photographs or computer generated images will accepted
- Design must be submitted on the template provided
- Design may be horizontal or vertical in format
- All entries must be based upon original, non-infringing designs and not copied or in any way reproduced from other works
- Entries not received by the deadline will not be considered
- Winning designs may be altered in the final template creation process

Each entry must include a design along with the participant's name, email address and phone number. Once submitted, all designs become the property of Johnson & Johnson and text4baby.

### **Winner Selection and Verification**

Three winners will be selected on Saturday, July 9, 2011 after 4:00 p.m. MDT.

Winners will be determined by a panel in conjunction with Johnson & Johnson. Criteria will be based on words and visuals that strongly encourage a new or expecting mom to enroll in text4baby. The entries will be judged based on the following criteria:

- 1) Potential for compelling new or expecting moms to enroll in text4baby
- 2) Creativity
- 3) Originality

Johnson & Johnson will make two attempts within two business days to contact the potential winners. If any potential winners are unreachable, or if there is no response from any potential winner, an alternate winner will be chosen, at the sole discretion of Johnson & Johnson. If the potential winner is ineligible to receive the prize, the prize will be forfeited and an alternate winner will be selected from the remaining eligible entries.

**Three Prizes:** \$100 Good Card for each winner, redeemable at NetworkForGood.org which can be donated to winner's choice of charity.

**Winners will be announced during the evo'11 Closing Keynote on Saturday night from 5:00 p.m. MDT to 6:00 p.m. MDT in the Kokopelli Grand Ballroom (The Canyon's Grand Summit Hotel).**

### **General Prize Restrictions**

The value of the Prizes may be taxable as income. Upon receipt of the Prize the winner is required to comply with any and all applicable federal, state and local tax that becomes due with respect to the prize.

### **General Conditions/Release**

Johnson & Johnson is not responsible for any problems or technical malfunctions of any telephone network or lines, computer on-line systems, servers or providers, computer equipment, software, failure of email or players on account of technical problems or traffic congestion on the Internet or at any website or combination thereof, including injury or damage to participants or to any other person's computer related to or resulting from participating or downloading materials in this contest. If, for any reason, the contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Johnson & Johnson which corrupt or affect the administration, security, fairness, integrity or proper conduct of this contest or for any reason Johnson & Johnson deems it necessary, Johnson & Johnson reserves the right at their sole discretion to cancel, terminate, modify or suspend the contest with or without notice.

Should the contest be terminated prior to the stated expiration date, evo and text4baby will attempt to post a notice on their website: <http://evoconference.com/> and <http://www.text4baby.org/>.

### **Artwork Release**

Winner(s) agree that text4baby may use artwork as their enrollment template card design in future promotional campaigns and that no compensation (other than that listed in these Rules) will be made to winner.

### **Disputes**

All interpretations of the rules and decisions by Johnson & Johnson are final and applicants hold Johnson & Johnson harmless from and against claims arising from it. Johnson & Johnson reserves the right at its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the contest or to be acting in violation of the Official Contest Rules.

Any violation of these official rules by the contest winner (at the sole discretion of Johnson & Johnson) will result in disqualification as the winner of evo's text4baby Enrollment Design Contest, sponsored by Johnson & Johnson.

**Acceptance**

By signing below, you agree to the rules and guidelines for evo's text4baby Enrollment Card Design Contest, sponsored by Johnson & Johnson. Parent or guardian's signature is required if entrant is under 18 years of age.

Name: \_\_\_\_\_

*Please print first and last name*

Date: \_\_\_\_\_

E-mail: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Signature: \_\_\_\_\_