

## **Survey Sweepstakes OFFICIAL RULES**

NO PURCHASE OR PAYMENT NECESSARY TO ENTER. A PURCHASE DOES NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED.

**1. ELIGIBILITY:** YOU HAVE NOT YET WON. 2025 CMI Sweepstakes (the "Sweepstakes") is sponsored by Informa Tech LLC dba Content Marketing Institute ("Informa") in connection with the Qualtrics survey program. The Sweepstakes is open to those who complete the online CMI Audience Survey (the "Survey"), as well as those who qualify under either entry method below. All entrants must be 18 years of age or older at the time of entry and, to be eligible for the charity gift cards, legal residents of the United States. An invitation to enter the Sweepstakes does not indicate automatic qualification. Employees of Informa, and its agents, affiliates, subsidiaries, and parent companies, sales representatives, distributors, advertising and promotion agencies and members of the immediate families or households of each are not eligible.

**2. HOW TO ENTER:** The Sweepstakes begins at or around 3:00 pm US EST on or about May 7, 2025, and ends at or around 8:00 am US EST on or about June 2, 2025 ("Sweepstakes Period"). During the Sweepstakes Period, there are two (2) ways to enter. Entry Method One: Click on the link in the email invitation and follow the directions provided to complete the Survey and receive one (1) entry into the Sweepstakes. All entries submitted via this method must be received by 8:00 am US EST on June 2, 2025, to be eligible. Entry Method Two: Beginning May 7, 2025, submit your email address to [cmi\\_info@informa.com](mailto:cmi_info@informa.com). All entries must be received by June 2, 2025. Entrants must comply with any terms of use provided by Informa or the survey platform. **Limit one entry per person.** Email address can only be used for one entry only (i.e., multiple persons cannot use the same email address to enter). No mechanically reproduced entries or facsimiles allowed. For a copy of the Official Rules, email [cmi\\_info@informa.com](mailto:cmi_info@informa.com). Proof of entry submission will not be deemed proof of receipt by Informa. In the event of a dispute about entries submitted by multiple individuals using the same email account, entry will be deemed to have been submitted by the authorized subscriber of the email account used to enter the Sweepstakes at the actual time of entry. The authorized email account subscriber is deemed to be the natural person who is assigned an email address by an Internet-access provider, online-service provider, or other organization that is responsible for assigning email addresses for the domain associated with the submitted email address. Multiple entries per email address or any use of robotic, repetitive, automatic, programmed or similar entry methods or agents (including, but not limited to, sweepstakes entry services) are prohibited and will void all entries by that entrant. Entrants assume all risk of lost, late, misdirected, incomplete, or illegible entries. All entries and information contained therein become the property of Informa and will not be returned.

**3. DRAWING:** Ten potential winners will be selected by Informa in two random drawings held on or about June 9, 2025, from all eligible entries received. Odds of winning depend on the number of eligible entries received. Potential winners will be notified by email or telephone on or about June 11, 2025, and may be required to execute and return any required tax forms, an Affidavit of Eligibility and Liability and, unless prohibited, a Publicity Release within seven (7) days of date of issuance. If a prize or prize notification is returned as undeliverable, or a potential winner does not respond to the initial notification within the time period stated, return all required documents within the time period stated, or a potential winner is not in compliance with these Official Rules, prize will be forfeited and, at Informa's discretion and time permitting, an alternate winner selected for the drawing at issue. Informa and its agents are not responsible for (i) any typographical or other error in the printing, offering, or announcement of the prizes, (ii) lost, late, damaged, illegible, incomplete, misdirected, or other indecipherable, unreadable, or invalid entries, (iii) electronic transmission errors resulting in omission, interruption, deletion, defect, or delay in operations, (iv) transmission, theft, destruction or unauthorized access to or alterations of entries, (v) technical, network, telephone equipment, electronic, computer hardware or software malfunctions, (vi) limitations of any kind or inaccurate transmissions, or (vii) failure to receive entry or other Survey or Sweepstakes related information by entrants due to technical problems or human error.

**4. PRIZES:** Informa will conduct two drawings with 10 total winners, 10 total prizes. Each winner will win one prize. **The prize includes a CharityChoice gift card, approximate retail value (“ARV”) of \$50** or one All Access Pass to Content Marketing World 2025 (travel and accommodations not included), approximate retail value (“ARV”) of \$2,749. The value of the total prize package for available prizes via this Sweepstakes is \$5,898. The prize will be delivered via email notification no later than June 11, 2025. No prize transfers, cash redemption or substitutions except as provided for herein. Informa reserves the right to substitute prizes of equal or greater value for whatever reason, including, but not limited to, unavailability of the advertised prize. Unclaimed prizes will not be awarded. Prize delivery is subject to product and Informa availability.

**5. PUBLICITY GRANT:** Each entrant, except where legally prohibited, grants permission for Informa and its designees to use his/her name, address (city and state), photograph, voice and/or other likeness and prize information for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter discovered, in any manner, worldwide, in perpetuity, without notice or review or approval.

**6. LIMITATIONS OF LIABILITY:** Each entrant agrees to abide and be bound by these Official Rules and the decisions of the judges, which are final. By participating, each entrant agrees to release Informa, the survey platform, and its and their agents, parent companies, affiliates, subsidiaries, officers, directors, contractors, employees, and all others associated with the development and execution of this Sweepstakes (collectively, “Released Parties”) from any and all past or present, alleged or actual, claims, actions, liability, loss, damage, or injury with respect to or in any way arising from this Sweepstakes: (i) from participating in any Sweepstakes related activity, including completing the Survey, or (ii) awarding, delivery, mis-delivery, acceptance, possession, use, or misuse of any prize, including liability for personal injury, bodily injury (including wrongful death or disability), damage to property, and damage or loss of any kind. Entrants acknowledge Released Parties are not responsible or liable for any purchases or subsequent usage of the prize. Released Parties are not responsible for lost, late, incomplete, inaccurate, stolen, delayed, misdirected, undelivered, or garbled messages, notifications, mail or entries, or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind, whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Sweepstakes; this includes, without limitation, errors or difficulties which may occur in connection with completing the Survey or use of the survey platform, the administration of the Sweepstakes, the processing of entries, the announcement of the prizes, or in any Sweepstakes-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Sweepstakes. Released Parties are not responsible for injury or damage to entrants’ or to any other person’s computer related to or resulting from participating in this Sweepstakes or downloading materials from or use of the website or the survey platform. Released Parties are not responsible for user cheating or fraud by entrants. Persons who tamper with or abuse any aspect of the Sweepstakes or website or who are in violation of these Official Rules, as solely determined by Informa, will be disqualified and all associated entries will be void. Informa reserves the right at its sole discretion to suspend, modify or terminate the Sweepstakes for whatever reason, including to the extent any portion of this Sweepstakes is compromised by virus, worms, bugs, non-authorized human intervention or any causes which corrupt or impair the administration, security, fairness or proper play, or submission of entries. Released Parties are not responsible for any liability due to events beyond its reasonable control which, in the sole opinion of Informa, make it impracticable to host Content Marketing World run the Survey, or sponsor the Sweepstakes. If this Sweepstakes is terminated for whatever reason, Informa may, at its discretion, select the potential winners from all eligible, non-suspect entries received prior to action taken or as otherwise deemed fair and appropriate by Informa.

**7. WINNER LIST:** For the names of the winners, after June 25, 2025, email [cmi\\_info@informa.com](mailto:cmi_info@informa.com).

**8. SPONSOR:** Informa Tech LLC dba Content Marketing Institute of 605 Third Ave. Fl. 22, New York, NY 10158  
Promotion and all related published ads, promotional materials, online and in printed entry forms are the property of Informa. Entrants agree that by providing the personal information on the Survey form and/or in their email entry to Informa, entrants agree to the terms of Sponsor's Privacy Policy: <https://www.informa.com/privacy-policy>. Informa may send tailored information, including industry insights, exclusive networking opportunities, and access to offers for Informa's events and products, and those of Informa's selected partners. Entrants may opt out at any time by clicking unsubscribe or contacting Informa. Any personal information provided by entrants may be held and used by Informa or its agents and suppliers to administer this Sweepstakes.