

Adorama Business Solutions \$50K Studio Upgrade Contest

OFFICIAL RULES

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE CHANCES OF WINNING. THIS IS A SKILL-BASED CONTEST. VOID WHERE PROHIBITED.

1. Sponsor

The Adorama Business Solutions \$50K Studio Upgrade Contest (the "Contest") is sponsored by Adorama, Inc., 42 West 18th Street, New York, NY 10011 ("Sponsor").

2. Eligibility

The Contest is open only to legal entities, schools, institutions, and other organizations that, **excluding residents of Florida, Hawaii and Alaska:**

- are located in one of the forty-seven (47) states (excluding Florida, Hawaii and Alaska) in the United States or the District of Columbia;
- produce, or have a bona fide plan to produce, video, photography, audio, live-streaming, or multimedia content;
- are legally permitted to participate in the Contest and accept the prize; and
- enter through an authorized representative who is a legal resident of the fifty (50) United States or the District of Columbia, is at least the age of majority in the representative's jurisdiction of residence, and has authority to submit the entry and bind the organization to these Official Rules.

Eligible organizations may include, without limitation, higher education institutions, K-12 schools and programs, corporate video and marketing teams, creative agencies, and brand studios.

Employees, officers, directors, and representatives of Sponsor, its parent, subsidiaries, affiliates, advertising or promotion agencies, and prize suppliers, and organizations owned or controlled by any of the foregoing, are not eligible. Organizations located in Puerto Rico, U.S. territories or possessions, or foreign jurisdictions are not eligible. Void where prohibited or restricted by law.

Public-sector, government, school, and higher education entrants are responsible for confirming that participation in the Contest and acceptance of any prize comply with all applicable gift, grant, ethics, procurement, conflict-of-interest, and internal approval requirements. Sponsor may require written confirmation of such approvals before awarding a prize.

3. Contest Period

The Contest begins on April 18, 2026 at 12:00 a.m. Eastern Time and ends at 11:59 p.m. Eastern Time on November 11, 2026 (the "Contest Period"). Sponsor's computer is the official timekeeping device for the Contest.

4. How to Enter

During the Contest Period, visit <https://www.adorama.com/g/abs-studio-contest> and complete and submit the online entry form. No purchase, payment, customer relationship, sales meeting, or proof of purchase is required to enter or win, and none will increase an entrant's chances of winning.

Entrants must provide complete, accurate information about the organization, its current studio or production environment, and its production needs. Limit one (1) entry per organization during the Contest Period. Multiple entries submitted by or on behalf of the same organization may be disqualified. Entries generated by script, macro, bot, automated means, or any method that subverts the entry process are void.

Sponsor may request supplemental information, photographs, video, or other materials from entrants under consideration to verify eligibility, evaluate feasibility, or administer the Contest. Failure to respond to Sponsor's request within the time specified may result in disqualification or evaluation based only on the information available to Sponsor.

5. Entry Requirements

Each entry and any supplemental materials must:

- be truthful, complete, and submitted by an authorized representative of the organization;
- not violate any third-party intellectual property, privacy, publicity, contractual, confidentiality, or other rights;
- not contain confidential, proprietary, sensitive, student, patient, or personal information that the entrant is not authorized to share;
- not include photographs, video, audio, names, likenesses, or identifying information of minors or other individuals unless the entrant has obtained all required permissions, consents, and releases; and
- not contain unlawful, obscene, defamatory, threatening, harassing, hateful, discriminatory, or otherwise inappropriate content, as determined by Sponsor in its reasonable discretion.

By submitting an entry, the entrant represents and warrants that it has all rights, authorizations, approvals, and releases necessary to submit the entry and grant the rights described in these Official Rules.

6. Judging Criteria and Winner Selection

This is a contest of skill. Winners will not be selected by random drawing, chance, or luck. Eligible entries will be reviewed by Sponsor or a judging panel designated by Sponsor using the following weighted criteria:

- Demonstrated Need - 25%
- Potential Impact of Upgrade - 25%
- Feasibility of Proposed Use - 20%
- Quality and Clarity of Submission - 15%
- Alignment with Contest Purpose - 15%

"Alignment with Contest Purpose" means the extent to which the proposed studio upgrade supports bona fide video, photography, audio, live-streaming, educational, communications, brand, or multimedia production objectives consistent with the purpose of the Contest.

In the event of a tie, the tied entries will be ranked first by the score for Demonstrated Need, then by Potential Impact of Upgrade, then by Feasibility of Proposed Use. If a tie remains, Sponsor or its judging panel will conduct an additional review of the tied entries using the same criteria. All judging decisions are final and binding. Sponsor may select fewer than two (2) winners if Sponsor determines, in its reasonable discretion, that fewer than two eligible entries satisfy the Contest criteria. Because winners are selected by skill-based judging, odds of winning do not apply.

7. Winner Notification and Verification

Two (2) potential winning organizations are expected to be selected and notified on or before December 31, 2026 by email, telephone, or another contact method provided in the entry. A potential winner must respond within seven (7) days after the first notification attempt, or the potential winner may be disqualified and an alternate potential winner may be selected based on the judging results.

Before being confirmed as a winner, a potential winner may be required to complete, sign, and return eligibility, liability, publicity, tax, vendor, W-9, release, acceptance, internal approval, and other documentation requested by Sponsor. If a potential winner fails to timely complete required documentation, is found ineligible, cannot accept the prize, or does not comply with these Official Rules, the potential winner may be disqualified and an alternate potential winner may be selected.

8. Prize

Each confirmed winner will receive a studio upgrade package with an approximate retail value ("ARV") of up to Fifty Thousand Dollars (US \$50,000). The total ARV of all prizes is up to One Hundred Thousand Dollars (US \$100,000).

Each prize package may include, as determined by Sponsor in its sole discretion:

- professional photo and/or video equipment;
- lighting and/or audio solutions;
- studio design consultation; and/or
- workflow recommendations.

The exact components, brands, models, quantities, services, and configuration of each prize package will be determined by Sponsor based on availability, compatibility, the winner's stated needs, and Sponsor's assessment of feasibility. Actual retail value may vary. Any difference between stated ARV and actual value will not be awarded.

Prizes are awarded to the winning organizations, not to individual representatives. Prizes are not transferable, assignable, redeemable for cash, or substitutable by winners. Sponsor reserves the right to substitute any prize or component with an item or service of equal or greater value. Sponsor will cover standard shipping of prize equipment to the winning organization's eligible U.S. location unless Sponsor states otherwise in writing.

9. Taxes and Other Costs

Winners are solely responsible for all applicable federal, state, and local taxes and for any costs or expenses associated with acceptance, receipt, installation, ownership, or use of a prize that are not expressly included in these Official Rules. Sponsor may issue an IRS Form 1099-MISC or other applicable tax information return as required by law. Winners must complete and return IRS Form W-9 and any other tax documentation requested by Sponsor before receiving the prize.

10. Intellectual Property; Publicity

Entrants retain ownership of their entries and submitted materials. By entering, each entrant grants Sponsor and its designees a non-exclusive, worldwide, royalty-free, transferable, sublicensable license to use, reproduce, display, distribute, edit, adapt, publish, and create derivative works from the entry and submitted materials for purposes of administering, judging, advertising, publicizing, and promoting the Contest, Sponsor, and Sponsor's products and services, in any media now known or later developed, without additional compensation, notice, or approval, except where prohibited by law.

Except where prohibited by law, by accepting a prize, each winner grants Sponsor and its designees the right to use the winning organization's name, logo, city, state, submitted materials, prize information, photographs, videos, testimonials, case studies, and statements about the Contest for advertising, marketing, publicity, and promotional purposes without additional compensation, notice, or approval. Sponsor may request additional permissions or separate agreements for post-award content creation, installation coverage, interviews, or case studies.

11. Privacy

Information collected in connection with the Contest will be used in accordance with Adorama's Privacy Policy, available at <https://www.adorama.com/help/privacy>. Entrants should not submit personal information of students, minors, patients, employees, clients, or other individuals unless the entrant has all required rights and consents to do so.

12. General Conditions

Sponsor reserves the right to cancel, suspend, extend, or modify the Contest, or any part of it, if fraud, technical failures, human error, force majeure, legal requirements, or any other factor impairs the integrity, administration, security, fairness, or proper operation of the Contest, as determined by Sponsor in its reasonable discretion. If the Contest is cancelled or modified, Sponsor may, in its discretion, select winners from eligible, non-suspect entries received before the action was taken using the judging criteria described above.

Sponsor reserves the right to disqualify any entrant or entry that Sponsor determines violates these Official Rules, tampers with the entry process, attempts to undermine the legitimate operation of the Contest, acts in an unsportsmanlike or disruptive manner, provides false or misleading information, or otherwise damages or threatens to damage Sponsor, the Contest, or any other person or entity.

Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, misdirected, delayed, corrupted, or undelivered entries or communications; technical, hardware, software, browser, network, platform, Internet, or computer failures; or other errors or problems of any kind, whether human, technical, mechanical, electronic, network, typographical, printing, or otherwise. Proof of submission does not constitute proof of receipt.

13. Compliance with Laws and Organization Policies

Each entrant and winner is responsible for complying with all laws, rules, regulations, policies, and contractual obligations applicable to its participation in the Contest and acceptance and use of any prize. No prize is intended to influence any purchasing, procurement, contracting, referral, or official decision. If accepting a prize would

violate applicable law or the entrant's internal policies, Sponsor may disqualify the entrant and select an alternate winner.

14. Release and Limitation of Liability

By participating in the Contest, entrants agree, to the fullest extent permitted by law, to release, discharge, indemnify, and hold harmless Sponsor, its parent, subsidiaries, affiliates, advertising and promotion agencies, prize suppliers, social media platforms used to promote the Contest, and each of their respective officers, directors, employees, representatives, agents, successors, and assigns (collectively, the "Released Parties") from and against any claims, liabilities, losses, damages, costs, or expenses arising out of or relating to participation in the Contest; any entry or submitted materials; violation of these Official Rules; or acceptance, receipt, possession, use, misuse, installation, or operation of any prize.

Prizes are provided "as is" and without warranties of any kind by Sponsor, whether express or implied, except for any manufacturer warranties that may apply. To the fullest extent permitted by law, Released Parties are not liable for indirect, incidental, consequential, special, punitive, or exemplary damages.

15. Disputes; Governing Law

Except where prohibited by law, all issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules or the rights and obligations of entrants, winners, and Sponsor in connection with the Contest will be governed by and construed in accordance with the laws of the State of New York, without regard to conflict-of-law principles. Entrants agree that any dispute arising out of or relating to the Contest will be resolved exclusively in the state or federal courts located in New York County, New York, and entrants consent to the personal jurisdiction of those courts.

Except where prohibited by law, entrants agree that disputes will be resolved individually, without resort to any form of class action, and waive any right to a jury trial and any right to seek punitive, incidental, consequential, or other damages other than actual out-of-pocket expenses, if any, not including attorneys' fees.

16. Social Media and Third-Party Platforms

The Contest may be advertised on or through third-party websites, social media platforms, or digital platforms. The Contest is not sponsored, endorsed, administered by, or associated with LinkedIn, Meta, Facebook, Instagram, X, TikTok, YouTube, or any other third-party platform, unless expressly stated by Sponsor. Entrants agree to comply with all applicable platform terms and policies.

17. Severability

If any provision of these Official Rules is held to be invalid, illegal, or unenforceable, that provision will be enforced to the maximum extent permissible and the remaining provisions will remain in full force and effect.

18. Winners List

To request the names of the winning organizations after winners have been confirmed, send a written request to: Adorama Business Solutions, \$50K Studio Upgrade Contest Winners List, 42 West 18th Street, New York, NY 10011, within sixty (60) days after winners are confirmed. Sponsor may provide only the winning organizations' names, cities, and states, as permitted by law and Sponsor's privacy practices.