

Adorama Business Solutions

\$50K Studio Upgrade Contest

OFFICIAL RULES

1. Sponsor

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

2. Eligibility

The Contest is open to **organizations located in the United States, excluding residents of New York and Florida**, that produce video or multimedia content, including but not limited to:

- Higher education institutions
- K–12 schools and programs
- Corporate video and marketing teams
- Creative agencies and brand studios

Entries must be submitted by an **authorized representative** of the organization who has the authority to enter on its behalf and to bind the organization to these Official Rules.

Void where prohibited or restricted by law.

3. Contest Period

The Contest begins on or about April 18, 2026 and ends at 11:59 PM ET on November 11, 2026 (“Contest Period”).

4. How to Enter

No purchase or payment of any kind is necessary to enter or win. To enter, complete the online submission form available at <https://www.adorama.com/g/abs-studio-contest>

Entrants must:

- Submit required information about their studio and production needs
- Provide accurate and complete responses

After submission, selected entrants may be asked to provide photos or video materials.

Limit one (1) entry per organization.

5. Judging Criteria

This is a **contest of skill**. Winners will be selected based on the following criteria:

- Demonstrated Need (25%)
- Potential Impact of Upgrade (25%)
- Feasibility of Proposed Use (20%)
- Quality and Clarity of Submission (15%)
- Alignment with Sponsor Objectives (15%)

Judging will be conducted by Sponsor or its designated panel. All decisions are final.

6. Winners & Odds

Two (2) winning organizations will be selected. Odds of winning depend on the number and quality of eligible submissions received.

Potential winners will be notified on or before December 31, 2026. If a selected winner cannot be contacted within seven (7) days, an alternate winner may be selected.

7. Prize

Each winner will receive a **studio upgrade package with an approximate retail value of up to \$50,000**.

The prize is expected to include:

- Professional photo and/or video equipment
- Lighting and audio solutions
- Studio design consultation
- Workflow recommendations

Sponsor reserves the right to substitute components with items of equal or greater value based on availability.

No cash alternative will be provided.

8. Taxes

Winners are responsible for all applicable federal, state, and local taxes. Sponsor will issue IRS Form 1099-MISC as required by law. Winners must complete and return IRS Form W-9 prior to receiving the prize.

9. Intellectual Property

By entering, participants grant Sponsor a **non-exclusive, worldwide, royalty-free license** to use submitted materials for promotional and marketing purposes.

Additional permissions related to post-award content may be requested from winners separately.

10. General Conditions

Sponsor reserves the right to cancel, suspend, or modify the Contest due to causes beyond its reasonable control, including but not limited to technical failures, fraud, or other unforeseen events.

Sponsor reserves the right to disqualify any entrant who violates these Official Rules or engages in fraudulent or disruptive behavior.

11. Privacy

Information collected in connection with this Contest will be used in accordance with Adorama's Privacy Policy: <https://www.adorama.com/help/privacypolicy>

12. Limitation of Liability

By participating, entrants agree to release and hold harmless Sponsor and its affiliates from any claims arising out of participation in the Contest or acceptance/use of any prize.

13. Disputes

All disputes shall be governed by the laws of the State of New York, without regard to conflict of law principles.

14. Winners List

To request the names of winners, send a request to:

Adorama Business Solutions, 42 West 18th Street, New York, NY 10011

within 60 days after the Contest Period ends.