

Association of Equipment Manufacturers GENERAL CONTEST RULES 2011

Contest Dates: Always in effect unless expressly stated otherwise.

Company: Association of Equipment Manufacturers ("AEM")

Company Address: 6737 W. Washington St. Suite 2400

Company City, State, Zip Code: Milwaukee, WI 53214

Company Telephone: 414-272-0943

1. Description of Contest/How to Enter:

All contest entrants must follow the instructions listed on AEM's website, www.agconnect.com/awards.

2. Prize(s)

Will be clearly stated online prior to the beginning of the contest. If a winner is disqualified, AEM reserves the right to determine an alternate winner or not to award that winner's prize, in its sole discretion. Prizes are not transferable or exchangeable for any other prize. Each verified winner has ten (10) business days from the date of winning to claim their prize. Each winner must present a copy of their valid photo ID to claim their prize and sign all required documents. AEM's business hours are 8am to 4:30pm, Monday through Friday. If a winner cannot be contacted or is disqualified, AEM reserves the right to determine an alternate winner or not to award that winner's prize, in its sole discretion.

3. Eligibility and Limitations.

No purchase necessary. Winner's are subject to a verification process to include winner's name, address, home phone number, work/cell phone number, and social security number. If a winner is disqualified, AEM reserves the right to determine an alternate winner or not to award that winner's prize, in its sole discretion. Employees of AEM, the Contest's participating sponsors and their advertising agencies, employees of other trade associations, and members of the immediate family of any such persons are not eligible to participate and win. The term "immediate family" includes spouses, siblings, parents, children, grandparents, and grandchildren, whether as "inlaws," or by current or past marriage(s), remarriage(s), adoption, co-habitation or other family extension, and any other persons residing at the same household whether or not related. Grand prize winners under the age of 18 must have a parent claim the prize and be accompanied by an adult.

4. Delivery Disclaimer.

AEM disclaims all liability for any delays, misdelivery, loss, or failure in the delivery of any item sent by mail, courier, express, electronic transmission, or other delivery method. AEM is not responsible for mechanical, technical, electronic communications, telephone, computer, hardware or software errors, malfunctions or failures of any kind, including: failed, incomplete, garbled or delayed transmission of online entries, traffic congestion on telephone lines, the Internet or at any website or lost or unavailable network connections which may limit an online entrant's ability to participate in the Contest, and any injury or damage to entrant's or any other person's computer related to or resulting from participating in or downloading any information necessary to participate in the Contest.

5. Publicity; Use of Personal Information.

By participating, all participants and winner(s) grant AEM exclusive permission to use their names, characters, photographs, voices, and likenesses in connection with promotion of this and other contests and waive any claims to royalty, right, or remuneration for

such use. By participating in the Contest, participants agree that AEM may disclose personal information obtained from participants in the Contest to third parties and use such information for marketing and other purposes on a worldwide basis in perpetuity.

6. Release.

By participating in the Contest, each participant and winner waives any and all claims of liability against AEM, its employees and agents, the Contest's sponsors and their respective employees and agents, for any personal injury or loss which may occur from the conduct of, or participation in, the Contest, or from the use of any prize. In order to receive a prize, participants must sign an official waiver form provided by AEM as well as all tax forms.

7. Taxes.

Any valuation of the prize(s) stated above is based on available information provided to AEM, and the value of any prize awarded to a winner may be reported for tax purposes as required by law. Each winner is solely responsible for reporting and paying any and all applicable taxes. Each winner must provide AEM with valid identification and a valid taxpayer identification number or social security number before any prize will be awarded. Prizes are not transferable, redeemable for cash or exchangeable for any other prize. Any person winning over \$600 in prizes from AEM will receive an IRS form 1099 at the end of the calendar year and a copy of such form will be filed with the IRS.

8. Conduct and Decisions.

By participating in the Contest, participants agree to be bound by the decisions of AEM personnel. Persons who violate any rule, gain unfair advantage in participating in the Contest, or obtain winner status using fraudulent means will be disqualified.

Unsportsmanlike, disruptive, annoying, harassing or threatening behavior is prohibited. AEM will interpret these rules and resolve any disputes, conflicting claims or ambiguities concerning the rules or the Contest and AEM's decisions concerning such disputes shall be final. If the conduct or outcome of the Contest is affected by human error, any mechanical malfunctions or failures of any kind, intentional interference or any event beyond the control of AEM, AEM reserves the right to terminate this Contest, or make such other decisions regarding the outcome as AEM deems appropriate. All decisions will be made by AEM and are final. AEM may waive any of these rules in its sole discretion. ANY ATTEMPT BY A CONTESTANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY CIRCUMVENT, DISRUPT OR DAMAGE ORDINARY AND NORMAL OPERATION OF THIS CONTEST, WEBSITE, OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, AEM RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PARTICIPANT TO THE FULLEST EXTENT PERMITTED BY LAW.

9. Miscellaneous.

Each winner must submit proof of eligibility and sign AEM's release form to claim the prize. No purchase necessary to participate or win. Void where prohibited. Odds of winning depend upon the number of participants. AEM may substitute prizes, amend the rules or discontinue the Contest at any time as announced. AEM disclaims any responsibility to notify participants of any aspect related to the conduct of the Contest. Written copies of these rules are available during normal business hours at AEM offices and by mail upon written request with a stamped, self addressed, return envelope. All entries become the property of AEM and will not be returned. To be removed from our direct mail, email or fax lists, visit the AEM main office during regular business hours, or send a self addressed stamped envelope with contest name to AEM, 6737 W. Washington St, Suite 2400, Milwaukee, WI 53214.

10. Compliance with Law.

The conduct of the Contest is governed by the applicable laws of the United States of America, which take precedence over any rule to the contrary herein. AEM shall follow the applicable laws for conducting contests, including notice to the state attorney general or consumer affairs office, posting of a prize bond, furnishing lists of winners, providing specific written information about the Contest, etc. as required by local and state law.