



2011 ROCKIE AWARDS RULES

ELIGIBILITY. This contest (the "Contest") is open to individuals who are 18 years old or older and reside and work in the state of Utah. The Sponsor of this contest is the American Advertising Federation of Utah.

ENTRY PERIODS. The nomination form will be available at 12:00 p.m. Mountain Time ("MT") on October 25, 2011 and will close at 5:00 p.m. MT on November 9, 2011. Finalists will be notified on November 11, 2011. Public voting period begins at 12:00 p.m. Mountain Time ("MT") on November 14, 2011 and will close at 5:00 p.m. on November 28. Winners will be announced at the luncheon on December 7, 2011.

HOW TO ENTER. Nominators may nominate up to one person per category (from the ten listed categories). Nominators must be an active AAF-Utah member and listed on website as such (www.aafutah.com/member_directory.html). Any employee who works for a Corporate or Small Business Member, may also nominate. You may not nominate yourself. To nominate, you must completely fill out the Nomination Form. It is to the nominator's discretion if they notify the nominee of their nomination.

SELECTION OF FINALISTS. Following the Nomination Period, a committee made up of at least five (5) AAF-Utah board members and members of large (of which none can have a nomination on the table) will select three finalists in each of the ten categories. Only entries that are complete will be considered.

SELECTION OF WINNERS. The ten (10) Finalists will be chosen 40% via voting results through Facebook and 60% by a committee made up of at least five (5) AAF-Utah board members and members of large (of which none will be finalists). The voting is open to anyone who "likes" the AAF-Utah Facebook page and not limited to only AAF-Utah members. Each person may vote for one person in each category up to once per 24 hours. If a winner is unable to attend the luncheon on December 7th, their award will be delivered following the event.

CONSENT. By agreeing to be a finalist in the Contest entrants acknowledge and agree: (1) that they consent to their entry in the Contest, (2) that portions of the Contest, including the photo and video recorded are the sole, exclusive and perpetual property of Sponsor and (3) Sponsor may use videos and photos in Sponsor's sole and absolute discretion, including using each entrant's name, age, photograph, image, likeness, and/or statements for promotional purposes in any without payment or consideration to entrant.

PRIZES. No prize will be awarded to the thirty finalists. The ten winners will receive an award worth an undisclosed amount of money and endless amounts of praise and admiration.

GENERAL CONDITIONS. Each entry is subject to verification by Sponsor. By participating in this Contest, each entrant agrees to be bound by these Rules and the decisions or interpretation of Sponsor regarding the Rules.

RIGHT TO CANCEL OR MODIFY CONTEST. The Sponsor reserves the right to cancel or modify the Contest at any time, but especially if fraud or technical failures destroy the integrity of the Contest. Negative personal opinions of the finalists are not permitted on Facebook and will be deleted immediately.

DISPUTES. Each entrant agrees that: (i) any and all disputes, claims and causes of action arising out of or connected with this Contest, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and exclusively by any court of competent jurisdiction located in Salt Lake County, State of Utah.