

“CES UNVEILED STARTUP PITCH BATTLE” (“CONTEST”) SPONSORED BY THE CONSUMER TECHNOLOGY ASSOCIATION® (“CTA”) IS A CONTEST OPEN ONLY TO STARTUPS REGISTERED FOR CES UNVEILED AMSTERDAM. VOID WHEREVER PROHIBITED.

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CONTEST.

1. **Contest Dates and Timelines:** The Contest will have two (2) rounds: Round One – online entry forms; and Round Two – finalist presentations. Finalist presentations will take place onsite at CES® Unveiled Amsterdam on October 15, 2024 at the Beurs van Berlage Amsterdam Conference Centre (the “Event”).
 - a. **Round One Entry Period:** The entry period for Round One begins 12:01AM CEST (Central European Summer Time) on June 11, 2024 and ends 11:59PM CEST August 30, 2024. Judges will pick the top eight (8) to ten (10) finalists to compete in Round Two.
 - b. **Round Two Timeline:** One (1) winner will be selected by a panel of five (5) judges onsite during the Event. The winners will be announced on the same day by 9:00 PM CEST.
2. **Contest Sponsor and Prize Provider:** Consumer Technology Association, 1919 S. Eads St., Arlington, Virginia 22202, USA.
3. **Eligibility:** The contest is only open to startups registered to attend the Event. Employees, contractors, and directors, of CTA, its subsidiaries, sales representatives, advertising, promotion and all other service agencies involved with design, execution or fulfillment of this Contest, and members of the immediate families (defined for these purposes as parents, children, siblings, domestic partner and spouse) or households (whether related or not) of any of the above are NOT eligible to participate. Entries deemed by CTA in their sole discretion to be immoral, obscene, indecent, profane or not in keeping with the CTA’s image will be disqualified. CTA reserves the right in its sole discretion to disqualify any entry at any time which, in the CTA’s opinion, endangers the safety or wellbeing of any person, or fails to comply with these Official Rules. CTA decisions are final and binding.
4. **Requirements:**
 - a. **Company Criteria**
 - Contestants must be registered attendees for CES Unveiled Amsterdam 2024.
 - Contestants must be eligible to exhibit in Eureka Park® at CES 2025, including by meeting the below criteria:
 - o Contestants must have been founded between 2019-2024 and operate with the purpose of building or marketing software or hardware products.
 - o The technology displayed must be applicable to the consumer technology space.
 - o Contestants must show a technology that can be realized commercially within three (3) years but is not currently available to consumers. An exception will be granted to software/online services currently available to consumers with public launch dates no more than nine (9) months prior to CES 2025.
 - o If the Contestant submits a product currently available to consumers, the product cannot have been shipped or been on the market prior to January 1, 2024.
 - o Technology must be demonstrated as a prototype or software mockup at CES (no paper/concepts). Companies must show finished goods under their own brand names rather than as an OEM/ODM.
 - o The product or service must be innovative with the potential to make a profound impact on the market.
 - o The company must have no known intellectual property conflicts.
 - b. **Language:** English
 - c. **Exhibit Space Contract Agreement:** If selected as a winner and eligible for Eureka Park, you must agree to sign and return a CES 2025 Exhibit Space Contract with CTA to reserve your booth space in the Eureka Park exhibit area at CES.
5. **How to Enter/Submission Details:**
 - a. **Round One Submission Criteria (“Entry”):** To enter, Contestants must submit their company’s product for consideration via the online form found at https://cea.formstack.com/forms/pitch_battle_at_ces_unveiled_in_amsterdam during the Round One Entry Period. Only one (1) entry form may be completed per product. Contestants must confirm that their company meets the eligibility and entry requirements, and that representative(s) would be available to participate in the Event on October 15, 2024 if selected as a finalist for Round Two. The judging panel will consist of five (5)

individuals having knowledge of the tech industry and business funding (which could include, for example: a representative from EIC; an engineer from an established company or innovation and research facility; a CVC investing partner; and two venture capital investors).

- Pitch Slide Deck: Contestants must provide, via Google Drive or Dropbox link, a pitch slide deck not more than five (5) slides, excluding a title slide.
- Pitch Video Run Time: In lieu of a pitch slide deck, contestants may provide a link to a business/product pitch video no more than one (1) minute long.
- Slide deck must be in English.

b. *Round Two Finalist Presentation Criteria ("Presentation"):*

- Must be able to participate in the Event on October 15, 2024.
- Each startup will have three (3) minutes to present their company's product and two (2) minutes for questions and answers from the voting attendees.
- Pitch video and slide deck may be used, provided the entire presentation remains within the three (3)-minute timeframe.
- Presentation must be in English.

c. *Copyright:* All materials submitted during Round One Entry and materials used in Round Two Presentation must be of your own original work and property and may not contain any commercial copyrighted images. By entering the Contest, you represent and warrant that (a) your Entry and Presentation is your original work and that you own all rights, including copyright rights; (b) Your Entry and Presentation do not infringe the intellectual property, privacy or publicity rights or any other legal or moral rights of any third party; (c) Your Entry and Presentation do not contain any defamatory, libelous, indecent, illegal or obscene material; and (d) you have obtained permission from each person whose name, image, or likeness (collectively, "Likeness") is included in your Entry and/or Presentation, such person(s) have granted you all necessary rights to use their Likeness as described in these Official Rules, and you can make written copies of such permissions available to CTA upon request. (If the Likeness of a minor is included in your Entry or Presentation, such grant of rights must include written permission from the minor's parent or legal guardian authorizing the use of the minor's Likeness.)

6. **Round One Finalist Selection and Notification:** The judging panel will select eight (8) to ten (10) finalists to compete in Round Two from eligible Round One submissions, dependent on the number of eligible entries received. Round One submissions will be judged based on the following criteria:

- Meeting Entry Requirements outlined in these Official Rules;
- The product's application of technology for positive societal impact;
- Judges will score each product out of 5 for each of the following categories:
 - Uniqueness: Innovative Marketing Opportunity
 - Problem & Solution: Strength of Business Concept
 - Overall Feel: Attractiveness to Learn More

Designation as a finalist is subject to proof of compliance with Official Rules, maintaining compliance with these Official Rules, and approval by CTA. Finalists moving on to Round Two will be notified via email by September 13, 2024.

Press Release: CTA will promote this Contest on social media and have the right to mention finalists as part of the Contest. CTA will also create a press release on the Contest including the Contest winner. If selected as a winner, you agree to be publicized in this press release.

7. **Round Two Winner Selection:** Finalists will present their products during the Event on October 15, 2024. The same judges as Round One will evaluate the expanded presentations for the submitted products, unless CTA at its discretion must replace a judge with equal or similar qualifications due to unforeseen circumstances. The winning startup will be selected based on the judges' votes for the product's ability to meet the following qualifications: 1) The product's application of technology for positive societal impact; 2) Uniqueness; 3) Problem and Solution; 4) Overall Feel. Winners will be announced the same day during the Event. Any ties in the Judge scores will be resolved by a vote amongst the judges and representatives of CTA using the Round Two criteria.

Odds of winning depend on the number of eligible startups presenting. Contestants may be from the Netherlands or other nearby European countries and the winner will be determined out of all entries of the countries combined. Based on the demographic and number of entries, no winner from the Netherlands may be selected. Designation as a prize winner is subject to proof of compliance with Official Rules, maintaining compliance with these Official Rules and approval by CTA. As a condition of winning the prize, winners will be required to supply contact information including, but not limited to name,

address, phone number, email address, and LinkedIn Profile. Personal information will be used solely to facilitate the Contest and distribute prizes and will not be used for marketing purposes. Once notified, winners must complete a CES 2025 Exhibit Space Contract which must be signed and returned to CTA within 20 days of CTA's initial sales contract. Failure to timely sign and return this Exhibit Space Contract may result in the applicable winner's disqualification, forfeiture of all interest in prizes, and the selection of a substitute winner. Prizes not won and claimed by an eligible winner in accordance with these Official Rules will not be awarded and will remain the property of CTA. To obtain a winner selection notice (available after October 16, 2024), send your request with a self-addressed stamped envelope to Consumer Technology Association, 1919 S. Eads Street, Arlington, VA 22202.

8. **Prize:** One (1) Winner will receive: one (1) 10' x 10' standard booth package, plus Electrical/Internet Upgrade in the Eureka Park exhibit area at CES; one (1) room in Las Vegas within a CES hotel room for up to five (5) nights; and other promotional opportunities if available. Total maximum ARV of all prizes: \$3,500 USD.

Prizes are not transferable. No substitutions, except that CTA reserves the right to substitute a prize of equal or greater value. All prizes will be awarded provided they are properly claimed in accordance with these Official Rules and a sufficient number of eligible entries are received. If a prize winner is 18 but deemed a minor in his/her state of residence, the prize will be awarded on behalf of the minor to his/her parent or legal guardian, who must comply with the prize claim requirements. The Winner is responsible for any applicable taxes on the value of the prize.

9. **Rights Granted to CTA:** By entering the Contest, you agree and irrevocably grant to CTA, its affiliates, employees, and respective assigns, agents and licensees (collectively, the "CTA Parties"), the unconditional, royalty-free right and license to reproduce, encode, store, copy, transmit, publish, post, broadcast, display, publicly perform, adapt, edit, exhibit, create derivative works and otherwise use or reuse your video post, throughout the world, in perpetuity, in any media, including, without limitation, the Internet. CTA reserves the right to record the Presentations in Round Two. You consent to CTA's use of this footage in connection with the promotion and publicity of this Contest and any future pitch contests at CTA's sole discretion.

Except where prohibited, by entering the Contest you also irrevocably agree that the CTA Parties may use your name, likeness, voice, video and any statements regarding your participation in the Contest (collectively, "Your Likeness") throughout the world, in perpetuity, in any media, without limitation or compensation to you. By entering the Contest, you permanently waive all intellectual property rights, privacy/publicity rights and other legal or moral rights that might preclude the use of Your Likeness, and you agree not to sue or assert any claim against the CTA Parties relating to their use of Your Likeness. Each contestant selected as a Contest Winner grants CTA permission, without compensation or prior approval, to use its name, detailed description, website and photograph/Likeness in promoting this or similar award programs in the future. CTA may issue a press release including information on the Contest and the Contest winner and you waive your right to review or approve any such public releases featuring your Likeness. If you do not agree to be publicized in this press release, you are not eligible to participate.

10. **Privacy Statement:** CTA adheres to applicable data privacy and security laws. CTA will collect information for the purpose of registering companies for this Contest. In order to process entries, this information is required. If you choose not to supply the information, you will not be eligible to enter this Contest. By submitting information in the entry process, you consent to your personal information being processed and used for the specific purposes set forth below:
- a. Data Administrator: Consumer Technology Association, 1919 S. Eads Street, Arlington, Virginia, USA 22202.
 - b. Information collected during registration includes: name, business job title, company, address, corporate website, LinkedIn Profile, email address, and phone number.
 - c. The Data Administrator will retain submission forms from Round One, stored on Formstack, until September 8, 2024 and then will be deleted from Formstack. The Data Administrator may retain Round One submission forms for archival purposes for up to three (3) years and after that only store the company name and award status. CTA reserves the right to retain Round Two finalists' Entries and Presentations indefinitely for archival purposes.
 - d. Information collected during Entry will be used for the following: to verify consumer technology industry affiliation and to send transactional emails directly related to the Contest.
 - e. The data will be shared with The Next Web Events, B.V. in working with CTA to facilitate review of entry and conduct the contest.
 - f. Personal information collected will be protected under the rules and laws of the United States of America.
 - g. If you need to correct information, obtain a copy of the information, request deletion of the information you have submitted, or submit a complaint, please send a request to dataprivacy-ces@cta.tech. Note that if you request deletion of submitted information, you may be ineligible for this Contest as we require certain information to process and retain registration.

- h. Please familiarize yourself with CTA's full [Privacy Policy](#).
- i. Press may be present at the Event. CTA makes no representations or warranties with respect to press. CTA is not responsible for any press coverage of Contestants.

11. **Additional Information:** By entering, you agree to abide by these Official Rules and the decisions of CTA, which shall be final in all matters relating to the Contest. Contestants agree to waive any right to claim ambiguity or error in these Official Rules.

- a. The CTA Parties are not responsible or liable for: (1) garbled, illegible, incomplete, damaged, misdirected, late, lost or failed presentations; (2) telephone, electronic, hardware, software, network, Internet or computer malfunctions, failures or difficulties; (3) any condition caused by events beyond the control of the CTA Parties which may cause the Contest to be disrupted or corrupted; (4) any losses or damages caused by participation in the Contest or acceptance or use of the prize; or (5) any printing or typographical errors in any materials associated with the Contest.
- b. CTA may prohibit you from participating in the Contest, in its sole discretion, if you fail to follow the Official Rules or act: (a) in a manner it determines to be not fair or equitable; (b) with an intent to annoy, threaten or harass any other contestant or the CTA Parties; or (c) in any other disruptive manner.
- c. CTA reserves the right in its sole discretion to cancel, terminate or suspend this Contest should electronic viruses, malicious software attacks, unauthorized human intervention, systems malfunctions, failures, difficulties or other causes beyond the control of the CTA and its agencies corrupt or affect the administration, security, fairness or proper play or conduct of the Contest.
- d. CTA reserves the right to limit, or restrict upon notice, participation in the Contest by any person or entity at any time for any reason.
- e. CTA's decisions are final and binding.

12. **Disputes and Governing Law:** By participating, contestants forever and irrevocably release, indemnify, and hold harmless, CTA and its officers, directors, employees, agents and all others associated with the development and execution of this Contest from and against any injury, loss or damage caused or claimed to be caused by your participation in the Contest and/or the acceptance, awarding, receipt, use and/or misuse of the prize, including without limitation personal injury, death, and/or property damage. Contestants agree that CTA is not responsible for any warranty, representation, or guarantee, expressed or implied, in fact or in law, relating to the Contest and/or the awarding of any prize. In the event that the preceding release and indemnity clause is determined by a court of competent jurisdiction to be invalid or void for any reason, contestant agrees that, by entering the Contest, (i) any and all disputes, claims, and causes of action in connection with the Contest, or any prizes awarded, shall be resolved individually without resort to any form of class action; (ii) any claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Contest, but in no event attorney's fees; and (iii) and contestant hereby waives all rights to claim, punitive, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than damages for actual out-of-pocket expenses. Contestants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of CTA, or contestants in connection with the Contest, shall be governed by the laws of the Netherlands.