

Design Days 2024 : Design-a-thon

Contest Official Rules

Standard Terms and Conditions

- 1) **NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.**
- 2) **AGREEMENT TO OFFICIAL RULES:** Participation in the Contest constitutes entrant's full and unconditional acceptance of the Contest Details and Standard Contest Terms and Conditions, (collectively, these are the official rules "Official Rules") and the decisions of the judges, administrators and Sponsor, which are final and binding in all aspects. To the extent of any inconsistency, the Standard Contest Terms and Conditions prevail.
- 3) **ELIGIBILITY:** The Contest is open to the Participants who meet the Eligibility Criteria. If the Contest is open to individuals, then Participants (i) must be 18 years of age or older or who have reached the age of majority in their jurisdiction of residence as of the date of entry , (ii) are legal residents of India, (iii) are working professionals in India. Eligible participants must also be able to attend Sponsor's Design Days 2024 Event in person or online, on 25th October 2024 ("Event") accessible via <https://india.sfdesigndays.com/> . Employees, contractors, consultants, officers, directors and agents (and their immediate families and household members regardless of where they live), or members of the same households, whether related or not, of Sponsor, its parent, divisions, subsidiaries, agents, promotional partners, advertising/promotion agencies, and prize suppliers ("Contest Entities") are not eligible to participate in the Contest or win any prize. If you enter this Contest on behalf of a company, you represent and warrant that you are an authorized agent with the authority to enter on its behalf and bind said Company. Employees or officials of any [Government Entity or Government-Owned Entity](#) are not eligible to participate or win any prize. Failure to meet the eligibility requirements will result in an entry being invalid and forfeiture of any prize. Sponsor reserves the right to disqualify any entrant that Sponsor determines could potentially reflect negatively on Sponsor's image. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. Contest is subject to applicable laws.

- 4) **ENTRY PERIOD:** The Design Days 2024: Design-a-thon (“Contest”) sponsored by Salesforce.com India Private Limited (“Sponsor”) begins 6pm, 30 August 2024 IST and ends on 11:59 pm, 5 September 2024 IST (“Contest Period”). Submission entries must be submitted between 6pm, 30 August 2024 IST and ends on 11:59 pm, 5 September 2024 IST (“Submission Period”). Shortlisted submission presentation period will be between from 10am 25 October 2024 to 6pm 25 October 2024 (“Finalist Presentation Period”). Sponsor’s computer will be the official clock for the Contest. All entries must be received during the Contest Submission Period to be eligible to enter the Contest or win a prize. All times in these Official Rules are Indian Standard Time (IST).
- 5) **TO ENTER:** During the Entry Period, eligible Participants must:
- (a) complete an [Entry Form](#) to register for the Contest accessible via the [website](#);
 - and (b) prepare and submit a presentation as set out in the Submission Guidelines, and aligned to the Judging Criteria.

If required by Sponsor you may also be instructed to, as set out in the Submission Guidelines and aligned to the Judging Criteria:

- (c) present your presentation to an audience as per Sponsor’s written instructions; and
- (d) Register and attend in person or online the Design Days 2024 event on 25 October 2024 accessible via the Contest website at <https://india.sfdesigndays.com/>.

Entrants may register as an individual or as a team of up to two (2) total members. Each team member must also meet the eligibility requirements in order to participate. Team members should be selected carefully because (i) entrants will not be allowed to switch teams or add or remove team members after the Contest begins and (ii) Sponsor is not responsible for, and will not assist in resolving, any disputes between team members. Limit of one (1) entry per person or team during the Contest Submission Period, regardless of the method of entry. For purposes of clarity, if an entrant enters as part of a team that entrant is not allowed to enter as an individual. Entry information becomes the property of Sponsor and will not be acknowledged or returned. Entries will be disqualified if they are late, incomplete and/or in excess of the stated entry limits.

Any Contest submissions must not (i) violate any third party rights, including, but not limited to, copyrights, trademark rights, or rights of privacy and publicity; (ii) contain defamatory statements; (iii) include threats to any person, place, business or group; or (iv) be obscene, indecent or objectionable. If applicable, individuals who are disqualified from completing the entry form or survey because of any screening questions, or who fail to complete the entry form or survey for any other reason, may not enter the Contest. Entry information becomes the property of Sponsor and will not be acknowledged or returned. Entries will be disqualified if they are late, incomplete and/or in excess of the stated entry limits. Any entries attempted through the use of agencies or robotic, repetitive, automatic, programmed or similar methods will be void. Sponsor’s computer will be the official clock for the Contest. All entries must be received during the instructed

Entry Period to be eligible to enter the Contest or win a prize.

6) **SUBMISSION GUIDELINES:** All entries must be consistent with the following

Submission Guidelines :

- a) Participants must prepare an original design solution that fits the Judging Criteria.
- b) Participants must submit a comprehensive presentation of their design solution in a creative format, such as one of the (but not limited to) following formats :
 - i) A short video (up to 5 minutes)
 - ii) A slide deck (up to 25 slides)
 - iii) A prototype (up to 25 frames)
- c) Entry must not infringe, misappropriate, or violate any rights of any third party including, without limitation, copyright (including moral rights), trademark, patent, trade secret, or right of privacy or publicity.
- d) Entry must be original content, must be unpublished and not have been submitted in any other contest, promotion, competition, or challenge.
- e) Entry must not contain or describe any harmful or illegal activity or content or in any way violate any federal, state, or local laws, rules or regulations.
- f) Entry must not include any malware, spyware, viruses or similar harmful code or content.
- g) At any time, and at its sole discretion, the Sponsor will have the ability to disqualify a submission for not sufficiently fitting the main submission requirements.
- h) Entry Must not include third party trademarks, or copyrighted music or other material unless the Team has permission to use such material.
- i) Submit the design and brief and solution as per their chosen format to as per instructions on the contest webpage.
- j) Entry must not contain any confidential, proprietary or sensitive information including personal information or third party intellectual property

Participant represents and warrants that their entry complies with these Submission Guidelines.

Following closure of the Contest Period, potential five(5) finalists will be notified via email by 11:59pm, 1 October 2024 . In this email, the five(5) finalist participants will be invited to present their design solutions to the judges during the Design Days 2024 event, on 25 October 2024 (Finalist Presentation Period) and will be communicated any further additional details about the process.

During the Finalists Presentation Period, the five (5) finalists will be invited to present their presentation (10 minutes for submission presentation followed by a Q&A of 5 mins each).

- 7) **JUDGING:** Sponsor will review all entries for compliance with these Official Rules. All eligible submissions will be judged by a panel of judges comprised of three (3) employees of Sponsor, and based on the following judging criteria ("Judging Criteria"):
- a) **Utility/Theme** - Does the design meet the intended purpose and address the needs of the user? (20 points)
 - b) **Impact** - The benefit delivered to the user and value addition through the design (20 points)
 - c) **Innovation** - Does the design solution stand out? Does it provide something novel to the market? Or does it supplement or improve an existing product or service? (20 points)
 - d) **Feasibility** - How realistic is it, technically and economically, to bring this design to production and broad-scale use? (20 points)
 - e) **Quality of outcome** - How well the solution is designed, is presented and is communicated through a design presentation, a video, a prototype or a similar creative format? (20 points)

The one (1) entry (with a minimum of one (1) person and maximum of two (2) persons) with the highest scores will be the potential winner ("Winning Entry"). Additionally, there will be one (1) runner up winner which will be the entry (with a minimum of one (1) person and maximum of two (2) persons) that receives the second highest scores ("Runner Up Entry"). In the event of a tie for any prize, the tied entry with the higher score in 'Impact' criterion will be the winner. The judging and final determination of the winning entries will be at the sole discretion of the judges.

8) **PRIZE AND PRIZE VALUE:**

- a) The Winning Entry (with a minimum of one (1) person and maximum of two (2) persons) will be eligible to receive the following prizes:- Each team member will receive:
 - i) One (1) Amazon gift voucher with approximate retail value ("ARV") of 25,000.00 INR;
 - ii) Three (3) x one (1) hour mentoring sessions with a Salesforce designer (with ARV ₹0); and
 - iii) miscellaneous Salesforce swag.

Total ARV of the Winning Entry is 25,000.00 INR for one (1) team member, and 50,000.00 INR for two team members if applicable.

- b) The Runner Up Entry (with a minimum of one (1) person and maximum of two (2) persons) will be eligible to receive the following prizes:- Each team member will receive:
 - i) One (1) Amazon gift voucher with approximate retail value ("ARV") of 20,000.00 INR;
 - ii) miscellaneous Salesforce swag.

Total ARV of the Winning Entry is 20,000.00 INR for one (1) team member, and 40,000.00 INR for two team members if applicable.

All currency listed in these Official Rules is in Indian Rupees (₹)

9) PRIZE DETAILS AND CONDITIONS:

Prizes (gift vouchers) will be sent via email or post to the winner's contact email or address. If a prize includes a gift card or certification voucher, those prizes will be subject to any gift card or voucher terms and conditions set forth by the issuer, including without limitation expiration dates and associated fees.

Sponsor will email the winners the details of their mentoring session prizes. The three (3) one-hour mentoring sessions with a Salesforce designer must be redeemed by or before 31 December 2024. Scheduling of the mentoring sessions will be subject to the winner(s) and Salesforce designer(s) respective availability. For the avoidance of doubt, the winner(s) participation in the mentorship sessions does not create an employment relationship between the winner(s) and Sponsor.

Any prize details not specified herein will be determined by Sponsor in its sole discretion. Prizes are not transferable, assignable or refundable and cannot be substituted for cash. Prizes must be accepted as awarded. Sponsor reserves the right to substitute prizes of equal or greater monetary value to the prizes if for any reason any prize cannot be awarded as contemplated in these Official Rules. Sponsor is not responsible for lost or stolen prize elements. Prizes may be reported as income to a winner and the winner will be responsible for all taxes associated with the receipt of any prize. Winners may be required to complete required tax forms or other documents requested within the time period stipulated by Sponsor. Winners may be responsible for any costs and expenses not listed herein. Proof of identity, age and/or legal residence may be required to claim the prize. Failure to comply with any of the requirements set forth in the Official Rules may result in disqualification or forfeiture of the prize.

10) WINNER NOTIFICATION AND ANNOUNCEMENT:

Following closure of the Contest Period, the Judges will shortlist the five(5) potential finalists from among the eligible entries received during the Contest Period. The five(5) finalists will be notified via email and communicated on or about 11:59pm, 1 October 2024.

The finalists will be required to present their design solutions during the Design Days 2024, on 25 October 2024 in person or virtually accessible via webpage <https://india.sfdesigndays.com/#/home>. For finalists attending Design Days 2024 event in person, the sponsor will not provide travel, food, lodging, or any expenses related to participation in the event, nor will there be any reimbursements for such expenses. Participants should make their own arrangements to attend the event.

The potential winners will be notified on 25 October 2024, during or at the end of the

Design Days Event, and later winners will also be notified by email on or before 30 October 2024.

With consent, results will also be published on the Event website

<https://india.sfdesigndays.com/#/home> .

Sponsor will not be liable for any potential prize notification that is lost, intercepted, or not received by any potential winner for any reason. If a potential winner cannot be contacted within five (5) minutes after the first attempt to contact the winner, the Sponsor may select an alternate potential winner from the remaining eligible entries. If a potential winner is unable to accept the prize or any portion of the prize for any reason, Sponsor shall have no further obligation to such potential winner.

There is a limit of one (1) prize per entrant. You need to attend the Design Day 2024 Event in person or online, in order to win. In order to receive a prize, the winner may be required to sign a Declaration of Eligibility, Liability and Publicity Release (unless prohibited by law).

- 11) **GENERAL CONDITIONS:** Contest Entities and Internet/wireless access providers are not responsible for incomplete, late, lost, misdirected or postage-due entries or mail, or for any technical malfunction, human error, lost or delayed data transmission, omission, interruption, deletion, and defect or line failure in connection with any telephone network, computer equipment, software or any combination thereof. Entries are void if unreadable, inaccurate, and incomplete, mutilated, tampered with, forged, mechanically reproduced, irregular in any way or otherwise not in compliance with these Official Rules. Contest Entities make no warranties, and hereby disclaim any and all warranties, express or implied, concerning any prize furnished or made available in connection with the Contest. Although Sponsor attempts to ensure the integrity of the Contest, Contest Entities are not responsible for the actions of entrants or other individuals in connection with the Contest, including entrants' or other individuals' attempts to circumvent the Official Rules or otherwise interfere with the administration, security, fairness, integrity or proper conduct of the Contest. Contest Entities are not responsible for injury or damage to entrant's or to any other person's computer(s), wireless devices, other equipment or person(s), related to or resulting from participation in the Contest or downloading materials from or using any website. In the event of any conflict between any details contained in these Official Rules and details contained in any Contest advertising materials, the details of the Contest as set forth in these Official Rules shall prevail. If, for any reason, the Contest is not capable of running as planned by reason of an insufficient number of eligible entries, damage by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical limitations or failures, by reason of any acts of God, terrorist acts, earthquake, war, fire, flood, unusually severe weather, strikes or legal disputes (whether legal or illegal), industry conditions, bankruptcy or liquidation, marketplace demands, applicable law, unforeseen obstacles or any other causes which, in the sole opinion of Sponsor, could corrupt, compromise, undermine or otherwise affect the administration, security, fairness, integrity, viability or proper conduct of the Contest, Sponsor reserves the right in its sole and absolute discretion to cancel, terminate, modify

or suspend all or any part of the Contest, and to select the prize winner from among the applicable eligible entries received up to the time of such cancellation, termination, modification or suspension, as applicable, or to proceed in such a manner as may be deemed fair and equitable by Sponsor in its sole discretion. Screen shots or any other evidence of entry submission will not be deemed receipt of any such entry. Entry must be made by the entrant and via the means described herein. You are not a winner until your entry has been verified and you have complied with these Official Rules. In the event of a dispute as to any online entry, if any, the authorized account holder of the e-mail address used to enter the Contest will be deemed to be the entrant. The "authorized account holder" is the natural person who is assigned to an email address by an internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted email address.

- 12) **CONDUCT:** BY ENTERING AND PARTICIPATING IN THIS CONTEST, YOU: (A) FULLY AND UNCONDITIONALLY AGREE TO BE BOUND BY THESE OFFICIAL RULES AND BY ALL DECISIONS OF SPONSOR (WHICH DECISIONS SHALL BE FINAL AND BINDING IN ALL RESPECTS), INCLUDING WITHOUT LIMITATION DECISIONS REGARDING ELIGIBILITY, WINNERS AND THE INTERPRETATION OF TERMS USED IN THESE OFFICIAL RULES; (B) REPRESENT AND WARRANT THAT ALL INFORMATION PROVIDED BY YOU IN CONNECTION WITH THE CONTEST IS TRUE, ACCURATE AND COMPLETE; AND (C) AGREE TO COMPLY WITH ALL FEDERAL, STATE, LOCAL, TERRITORIAL, AND PROVINCIAL LAWS AND REGULATIONS. SPONSOR RESERVES THE RIGHT, AT ANY TIME AND AT ITS SOLE DISCRETION, TO DISQUALIFY AND/OR DEEM INELIGIBLE TO PARTICIPATE IN THIS CONTEST OR ANY FUTURE SPONSOR PROMOTIONS, ANY INDIVIDUAL IT SUSPECTS: (A) TO BE TAMPERING WITH THE ENTRY PROCESS OR THE OPERATION OF THE CONTEST OR ANY WEBSITE; (B) TO BE ACTING IN VIOLATION OF THE OFFICIAL RULES OR SPONSOR'S PRIVACY POLICY OR OTHER TERMS, CONDITIONS OR GUIDELINES; (C) TO BE ACTING IN BAD FAITH OR IN A DISRUPTIVE MANNER, OR WITH THE INTENT TO ANNOY, ABUSE, THREATEN OR HARASS ANY OTHER PERSON; (D) TO HAVE FAILED TO AGREE TO THESE OFFICIAL RULES; OR (E) TO BE IN VIOLATION OF THESE OFFICIAL RULES. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY INTERNET SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF THESE OFFICIAL RULES AS WELL AS CRIMINAL AND CIVIL LAWS. SHOULD SPONSOR BELIEVE OR BECOME AWARE THAT SUCH AN ATTEMPT HAS BEEN, IS BEING, OR WILL BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES FROM ANY RESPONSIBLE ENTRANT(S) AND OTHER RESPONSIBLE INDIVIDUAL(S) IN THE ATTEMPTED DAMAGE TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING WITHOUT LIMITATION CRIMINAL PROSECUTION.
- 13) **RELEASE, LIMITATION OF LIABILITY, AND INDEMNIFICATION:** By participating in the Contest, you agree to release, indemnify and hold harmless Sponsor, its parent, its

subsidiaries, affiliates, and each of their respective officers, directors, employees, and agents from and against any claim or cause of action arising out of participation in the Contest or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Contest; (b) technical errors; (c) printing errors; (d) late or undelivered mail or communication; (e) errors in the administration of the Contest; or (f) injury or damage to persons or property. You waive the right to claim any attorney's fees and any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. You agree that in any cause of action, the Contest Entities, and each of their respective officers, directors, employees, representatives, agents, shareholders, successors and assigns liability will be limited to the cost of entering and participating in the Contest.

14) **PRIVACY AND PUBLICITY:** Any information submitted or used as part of the Contest will be treated in accordance with Sponsor's [Privacy Statement](https://www.salesforce.com/company/privacy/full_privacy/), currently located at https://www.salesforce.com/company/privacy/full_privacy/. If Participant is in Japan, Participant also acknowledges that their personal information will be handled in accordance with this [Privacy Statement](https://www.salesforce.com/jp/company/privacy/) and [Japan Privacy Supplement](https://www.salesforce.com/jp/company/privacy/) accessible at <https://www.salesforce.com/jp/company/privacy/>. If Participant is in South Korea, Participant also agrees and acknowledges that their personal information will be handled in accordance with this [Privacy Statement](https://www.salesforce.com/jp/company/privacy/) and collection and use of my [personal information](https://www.salesforce.com/jp/company/privacy/), such statements accessible at <https://www.salesforce.com/jp/company/privacy/>. South Korean Participants also agree to the provision of their personal information to [third parties](https://www.salesforce.com/jp/company/privacy/) and the transfer of my personal data to [other countries](https://www.salesforce.com/jp/company/privacy/). Except where prohibited, each potential winner consents to the use of their respective name, voice, photograph and/or likeness for promotional purposes in any media without further payment or compensation, and may be required to provide a signed release acknowledging such consent.

15) **SPONSOR'S USE OF ENTRIES:**

- a) You do not transfer ownership of your entry (or any part of it). However, by submitting an entry, you grant us an irrevocable, royalty-free, worldwide rights and license to: (a) use, review, assess, test, and otherwise analyse your entry and all its content in connection with the Contest; and (b) feature your entry and all its content for promotional purposes (including, but not limited to, in advertisements, press releases, presentations, and trade shows) in all media, now known or later developed. You also agree to sign any necessary documentation that may be required for us and our designers to make use of the rights you granted.
- b) You warrant that your works are original creations and we are not infringing the intellectual property or other rights of any third parties by acting in accordance with these Official Rules.
- c) You acknowledge that we, other entrants or others may have developed or commissioned materials similar or identical to your entry, or may develop

something similar in the future, and you waive any claims you may have resulting from any similarities to your entry.

- d) You understand that we cannot control the information you disclose to us or our representatives in the course of participating in the Contest, or what we or our representatives will remember about your entry. You also understand that we will not restrict work assignments of representatives who have had access to your entry. By participating in the Contest, you agree that we may use any information in our representatives' unaided memories in the development or deployment of our products or services without liability or compensation to you. You understand that you will not receive any compensation or credit from us for use of your entry in connection with this Contest. We are not responsible for any unauthorized use of your entry by those accessing or viewing your entry.
- e) Please note that after the Contest, you and/or your entry may be publicized in advertisements related to the Contest. These advertisements may be distributed online and posted on our site or third-party websites.
- f) While we reserve the rights set forth above, we are not obligated to use your entry for any purpose, even if it has been selected as a winning entry.
- g) If you do not want to grant us these rights to your entry, please do not enter this Contest.
- h) Nothing in these Official Rules shall be interpreted as granting you permission to use or display any of the salesforce.com trademarks (including any logo or brand) or rights in any salesforce.com technologies or intellectual property. You agree to contact us prior to promoting or publicizing your participation in and, if applicable, you winning the Contest.

16) **SEVERABILITY:** If any provision of these Official Rules is found to be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from these Official Rules and shall not affect the validity and enforceability of any remaining provisions. Headings and captions are used in these Official Rules solely for convenience of reference and shall not be deemed to affect in any manner the meaning or intent of these Official Rules or any provision thereof.

17) **DISPUTES:** Except where prohibited, entrant agrees that any and all disputes, actual or alleged claims, and causes of action at law or in equity, ("Claims") will be resolved individually, without resort to any form of class action. Claims arising out of or relating to this Contest / Sweepstakes, including without limitation, the interpretation of the Official Rules or any prize awarded will be resolved by applying the Governing Law set forth in these Official Rules, without regard to conflict of laws. Claims will be solely and exclusively brought in the courts located in the Court with Exclusive Jurisdiction set forth in these Official Rules.

18) **CONTEST RESULTS:** To receive winner information, participants can send an email to the Sponsor Email Address with the name of this contest / sweepstakes in the subject

line. Requests must be received within four (4) weeks of the end of the Entry Period.

19) **NO SOCIAL MEDIA ENDORSEMENT:** This Contest is in no way sponsored, endorsed or administered by, or associated with any social media platform, including but not limited to Facebook, X (formerly Twitter) or LinkedIn. You understand that by using and interacting with any social media platform, you are subject to the terms, conditions, and policies that govern the use of those sites. You should therefore review their applicable terms and policies, including privacy and data gathering practices, before using and interacting with those sites.

20) **SPONSOR CONTACT:** Salesforce.com India Private Limited Block 3, DivyaSree Orion IT/ITES , Raidurg Village Serilingampally Mandal, Ranga Reddy District Hyderabad (Telangana) 500 032 India All rights reserved.