

## **IPM&E SOLUTIONS TREASURE HUNT AT IBC 2024 – Terms and Conditions**

IPM&E SOLUTIONS TREASURE HUNT AT IBC 2024 ("Treasure Hunt" and or "Promotion") is promoted by Arista Networks Limited, a company registered in England with company number 07003500, registered office at 6th Floor, One London Wall, London, EC2Y 5EB (the "Promoter").

The Treasure Hunt invites participants to visit Arista's booth and 7 of Arista's Eco-system partner booths at IBC 2024, to learn more about the Arista Media & Entertainment Eco-system and complete a 'collector card' that entitles participants to claim a prize on completion of the card and entry into a prize draw, within the terms laid out below.

Participation in the Treasure Hunt is subject to the following terms and conditions. By entering the Promotion, you accept these terms.

### Terms and conditions

1. This Treasure Hunt is open to all attendees at IBC2024, aged 18 or over on the date on which you enter this Promotion, excluding employees and their immediate families and household members of the Promoter or participating Eco-system partners.
2. The Treasure Hunt will take place from 10:30am CEST on Friday, September 13, 2024, to 1:00pm CEST on Sunday, September 16, 2024 (the "Promotional Period").
3. Entries received after the end of the Promotional Period (for whatever reason) will be invalid. No entries from agents, third parties, syndicated entries or bulk entries are permitted.
4. To enter the Treasure Hunt activity, pick up a 'collector card' at Arista's booth or any participating Arista's Eco-system partner booth. The remaining booths may be visited in any order.
5. Allocation of a 'sticker' is achieved by completing a specified activity at each booth. Once the specified activity has taken place at a booth, a member of the booth team will issue you with a 'sticker' which should be attached to your 'collector card', and you can continue to your next chosen booth.  
  
Collect 'stickers' at each participating booth and add your contact details to the 'collector card' to complete the treasure hunt and be entered into the draw for a 'mystery prize' valued at approximately €100.
- 5.a Activities at each vendor booth are at the total discretion of that vendor. This may include but is not limited to: watching a technology demonstration; listening to a presentation; engaging in a brief discussion with a booth representative; following the vendor on a social media platform and posting a photo or comment about their booth.
6. The winner of this draw will be selected 4:00pm CEST on Sunday, September 16, 2024, at random, by an independent third party.
7. All correctly completed 'collector cards' - meaning that vendors' branded stickers are placed in the relevant branded placements marked on the card - received during the Promotional Period will receive a Treasure Hunt travel organiser, while supplies last.
8. No purchase is necessary to enter the Treasure Hunt. However, only one entry per person is allowed.
9. The Promoter reserves the right at any time, in its absolute discretion, to: (a) verify the eligibility of any participant (including their age); (b) disqualify any participant found to be abusing or tampering with the operation of this Promotion or entering using

fraudulent means, or who the Promoter believes to have acted in breach of these terms and conditions; and (c) disqualify participants who do not give correct contact details or those who make an entry on someone else's behalf.

10. As soon as the prize-winner claim has been validated, the Promoter's Team will commence the prize fulfilment process. The winner will be contacted directly to arrange prize fulfilment. The prize will be delivered, by courier at the expense of the promoter, within 30 working days from a valid acceptance of the prize.

11. The Promoter will not be liable if a prize winner cannot take the prize for reasons beyond the Promoter's control or if the Promoter is unable to contact that prize winner, including due to his or her provision of inaccurate or incomplete information.

12. If a prize winner cannot be contacted by email - or phone where possible - or does not respond within 28 days from the expiry of the Promotional Period, or the winner is ineligible, or the winner's entry is invalid or disqualified, or the winner has otherwise failed to comply with these terms and conditions, then such potential winner forfeits all rights to any prize.

13. No cash or other alternatives are available to the prize which is non-transferable and nonexchangeable and cannot be resold. The Promoter reserves the right to substitute the prize with an alternative prize of equal or greater value.

14. The Promoter makes no express or implied warranties with respect to the prizes.

15. By participating in this Promotion, you agree that Arista and the participating Arista Eco-system partners may collect and use your personal information for marketing purposes.

Please read our Privacy Policy (available here: <https://www.arista.com/en/privacy-policy>) which tells you how Arista use any personal information we may collect about you by entering this Promotion.

16. The Promoter will not be responsible under any circumstances or be liable for any person not being able to enter the Promotion for any reason.

17. If any court or competent authority finds that any provision of these terms and conditions (or part of any provision) is invalid, illegal or unenforceable, that provision or part-provision shall, to the extent required, be deemed to be deleted, and the validity and enforceability of the other provisions of these terms and conditions shall not be affected.

18. The Promoter reserves the right to extend, withdraw, alter or suspend this Promotion or these terms and conditions at any time if circumstances beyond its control make this unavoidable.

19. Any decision of the Promoter in respect of this Promotion is final. For any further information, please contact the Promoter's Marketing Team by email at: [emea-marketing@arista.com](mailto:emea-marketing@arista.com)

20. These terms and conditions (including any contractual or non-contractual dispute or claim in relation to them) are governed by the laws of England.