

MICROSOFT POWER BI BOOKMARKING CONTEST OFFICIAL RULES

1. SPONSOR

These Official Rules (“Rules”) govern the operation of the Microsoft Power BI Bookmarking Contest (“Contest”). Microsoft Corporation, One Microsoft Way, Redmond, WA, 98052, USA, is the Contest sponsor (“Sponsor”).

2. DEFINITIONS

In these Rules, "Microsoft", "we", "our", and "us" refer to Sponsor and “you” and "yourself" refers to a Contest participant, or the parent/legal guardian of any minor Contest entrant. By entering you (your parent/legal guardian if you are a minor) agree to be bound by these rules.

3. ENTRY PERIOD

The Contest starts at 12:01 a.m. Pacific Time (PT) on December 12, 2017, and ends at 11:59 p.m. PT on December 27, 2017 (“Entry Period”).

4. ELIGIBILITY

To enter, you must be 18 years of age or older. Minors must have consent of a parent or legal guardian.

Employees and directors of Microsoft Corporation and its subsidiaries, affiliates, advertising agencies, and Contest Parties are not eligible, nor are persons involved in the execution or administration of this promotion, or the family members of each above (parents, children, siblings, spouse/domestic partners, or individuals residing in the same household). Void in Cuba, Iran, North Korea, Sudan, and Syria and where prohibited.

5. HOW TO ENTER

To create an entry, you must create a Power BI report featuring the newly updated Bookmarking feature.

To submit an entry, visit the Contest website at <http://community.powerbi.com/t5/Data-Stories-Gallery/bd-p/DataStoriesGallery> and upload the report to the Data Stories Gallery with the tag “Bookmarking.”

The entry limit is one per person overall.

We are not responsible for excess, lost, late, or incomplete entries. If disputed, entries will be deemed submitted by the authorized account holder of the email address, social media account, or other method used to enter.

6. ELIGIBLE ENTRY

To be eligible, an entry must meet the following content/technical requirements:

- Your entry must be your own original work; **and**
- Your entry cannot have been selected as a winner in any other contest; **and**
- You must have obtained any and all consents, approvals, or licenses required for you to submit your entry; **and**
- To the extent that entry requires the submission of user-generated contest such as software, photos, videos, music, artwork, essays, etc., entrants warrant that their entry is their original

work, has not been copied from others without permission or apparent rights, and does not violate the privacy, intellectual property rights, or other rights of any other person or entity. You may include Microsoft trademarks, logos, and designs, for which Microsoft grants you a limited license to use for the sole purposes of submitting an entry into this Contest; **and**

- Your entry may NOT contain, as determined by us in our sole and absolute discretion, any content that is obscene or offensive, violent, defamatory, disparaging or illegal, or that promotes alcohol, illegal drugs, tobacco or a particular political agenda, or that communicates messages that may reflect negatively on the goodwill of Microsoft.

7. USE OF ENTRIES

We are not claiming ownership rights to your Submission. However, by submitting an entry, you grant us an irrevocable, royalty-free, worldwide right and license to use, review, assess, test and otherwise analyze your entry and all its content in connection with this Contest and use your entry in any media whatsoever now known or later invented for any non-commercial or commercial purpose, including, but not limited to, the marketing, sale or promotion of Microsoft products or services, without further permission from you. You will not receive any compensation or credit for use of your entry, other than what is described in these Official Rules.

By entering you acknowledge that we may have developed or commissioned materials similar or identical to your entry and you waive any claims resulting from any similarities to your entry. Further you understand that we will not restrict work assignments of representatives who have had access to your entry and you agree that use of information in our representatives' unaided memories in the development or deployment of our products or services does not create liability for us under this agreement or copyright or trade secret law.

Your entry may be posted on a public website. We are not responsible for any unauthorized use of your entry by visitors to this website. We are not obligated to use your entry for any purpose, even if it has been selected as a winning entry.

8. WINNER SELECTION AND NOTIFICATION

Winners will be determined as follows:

Public Voting: Throughout the Entry Period, entries will open to public voting on the contest website: <http://community.powerbi.com/t5/Data-Stories-Gallery/bd-p/DataStoriesGallery>. During the entry period, users can vote for their favorite entry by using the "like" function. Users may vote for more than one entry. The sum total of likes per entry will be weighted and added to final score.

Judging: A panel of judges will review all entries and will select winners of the contest prizes below based on the following judging criteria:

- 20% - Visual Presentation
- 20% - Subject (Originality)
- 20% - Functionality
- 20% - Good Use of Power BI
- 20% - Use of Bookmarking Feature
- Sum total of "likes" per entry, weighted and added to the final score

Winners will be selected from among all eligible entries received within 7 days following the Entry Period.

In the event of a tie between any eligible entries, an additional judge will break the tie based on the judging criteria described above. The decisions of the judges are final and binding. If we do not receive a sufficient number of entries meeting the entry requirements, we may, at our discretion, select fewer winners than the number of Contest Prizes described below. If public vote determines winners, it is prohibited for any person to obtain votes by any fraudulent or inappropriate means, including offering prizes or other inducements in exchange for votes, automated programs or fraudulent i.d's. Microsoft will void any questionable votes. In its sole discretion, Sponsor reserves the right to select an alternate winner should the voting appear to have been tampered with or manipulated in any way. Any attempt by any voter to obtain more than the stated number of votes by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that voter's votes and that voter may be disqualified. Use of any automated program to vote will result in disqualification.

Winners will be notified via the contact information provided during entry no more than 7 days following the drawing with prize claim instructions, including submission deadlines. If a selected winner cannot be contacted, is ineligible, fails to claim a prize or fails to return any Forms, the selected winner will forfeit their prize and an alternate winner will be selected time allowing. If you are a potential winner and you are 18 or older, but are considered a minor in your place of legal residence, we may require your parent or legal guardian to sign all required forms on your behalf. Only three alternate winners will be selected, after which unclaimed prizes will remain unawarded.

9. PRIZES

The following prizes will be awarded:

One (1) Grand Prize. A Prize Package consisting of the following items:

A(n) (1) \$60 Merch code (Available to US Residents only) OR (1) Power BI Super Swag Pack (Available to non-US residents only). Approximate Retail Value (ARV) \$60.00.

The total Approximate Retail Value (ARV) of this Package is \$60.

Two (2) Second Prizes. Each winner will receive a Prize Package consisting of the following items:

A(n) (1) \$20 Merch Code (Available to US Residents only) OR (1) Power BI Runner Up Swag Pack (Available to non-US residents only). Approximate Retail Value (ARV) \$20.00.

The total Approximate Retail Value (ARV) of this Package is \$20.

The ARV of electronic prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. We will determine the value of the prize to be the fair market value at the time of prize award.

The total Approximate Retail Value (ARV) of all prizes: **\$100**

We will only award one (1) prize(s) per person/company during the Entry Period. No more than the stated number of prizes will be awarded. No substitution, transfer, or assignment of prize permitted,

except that Microsoft reserves the right to substitute a prize of equal or greater value in the event the offered prize is unavailable. Prizes will be sent no later than 28 days after winner selection. Prize winners may be required to complete and return prize claim and / or tax forms (“Forms”) within the deadline stated in the winner notification. Taxes on the prize, if any, are the sole responsibility of the winner, who is advised to seek independent counsel regarding the tax implications of accepting a prize. By accepting a prize, you agree that Microsoft may use your entry, name, image and hometown online and in print, or in any other media, in connection with this Contest without payment or compensation to you, except where prohibited by law.

10. ODDS

The odds of winning are based on the number of eligible entries received.

11. GENERAL CONDITIONS AND RELEASE OF LIABILITY

To the extent allowed by law, by entering you agree to release and hold harmless Microsoft and its respective parents, partners, subsidiaries, affiliates, employees and agents from any and all liability or any injury, loss or damage of any kind arising in connection with this Contest or any prize won.

All local laws apply. The decisions of Microsoft are final and binding

We reserve the right to cancel, change or suspend this Contest for any reason, including cheating, technology failure, catastrophe, war or any other unforeseen or unexpected event that affects the integrity of this Contest, whether human or mechanical. If the integrity of the Contest cannot be restored, we may select winners from among all eligible entries received before we had to cancel, change or suspend the Contest. Rules violators will be prosecuted to the full extent of the law and may be banned from participation in Microsoft Contest.

12. GOVERNING LAW

This Contest will be governed by the laws of the State of Washington, and you consent to the exclusive jurisdiction and venue of the courts of the State of Washington for any disputes arising out of this Contest.

13. WINNERS LIST

Send email to v-mabenj@microsoft.com with the subject line “Power BI Bookmarking Contest winners” within 30 days of December 27, 2017 to receive a list of winners that received a prize worth \$25.00 or more.