

Albuquerque, New Mexico

March 12-15, 2012

in collaboration with
Software

SEPG North America 2012 eBook Sweepstakes Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

1. Eligibility: The **SEPG North America 2012 eBook** Sweepstakes (the "Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry. Due to varying international laws, Sponsor regrets that this sweepstakes is not open to residents outside of the United States. To be automatically entered into the sweepstakes, participants must book a room **within the SEPG North America 2012 group block** in one of the official conference hotels: the Hyatt Regency Albuquerque, the DoubleTree by Hilton Hotel Albuquerque, or the Andaluz Hotel. Employees of Carnegie Mellon University (which includes employees of the Software Engineering Institute) as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. Subject to all applicable federal, state, and local laws and regulations. Void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor decisions, which are final and binding in all matters related to the Sweepstakes. Winning the prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: The Carnegie Mellon Software Engineering Institute, 4500 Fifth Avenue, Pittsburgh, PA 15213.

3. Timing: The Sweepstakes begins at 12:01 a.m. ET on Monday, March 12, 2012 and ends at 11:59 p.m. ET on Thursday, March 15, 2012 (the "Promotion Period"). After the conclusion of the Promotion Period and no later than March 30, 2012, the Sponsor will conduct a drawing. Winners will be notified no later than April 15, 2012. Sponsor's computer is the official time-keeping device for the Sweepstakes.

4. How to Enter: Participants who book a room **within the SEPG North America 2012 group block** in one of the official conference hotels (the Hyatt Regency Albuquerque, the DoubleTree by Hilton Hotel Albuquerque, or the Andaluz Hotel) will be automatically entered into the sweepstakes. Participants may also enter the sweepstakes by emailing his or her full name, address, email address, and phone number to sepgsweepstakes@sei.cmu.edu between 12:01 a.m. ET March 12, 2012 and 11:59 p.m. ET on Thursday, March 15, 2012. Email entries received outside of this time period will not be given an entry into the Sweepstakes. Participants may also enter the Sweepstakes by visiting the SEI booth in the exhibit hall at SEPG North America 2012 during posted exhibit hall hours and filling out a postcard with their name, address, email address, and phone number.

5. Limit: Each participant may obtain only one (1) entry into the random drawing. Any attempt by any participant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that participant's entries and that entrant may be disqualified from the entire Sweepstakes. Use of any automated system to participate is prohibited and will result in disqualification.

6. Prize Drawings: At the close of the Promotion Period, Sponsor will randomly select 250 participants from among all automatically entered participants and those who entered via email or in-person at the SEI booth. The potential winners will receive detailed instructions on how to download the eBook by April 15, 2012 at the email address provided in the hotel reservation, email, or postcard. If the potential winner does not claim their prize by May 31, 2012 he/she forfeits prize. Any forfeited prize will not be awarded.

7. Prizes: There is one drawing during the Promotion Period to award 250 participants with an electronic copy of the book *Leadership, Teamwork, and Trust: Building a Competitive Software Capability* by Watts S. Humphrey and James W. Over. The eBook, published by Addison-Wesley Professional and part of the SEI Series in Software Engineering series, will be provided in both a Portable Document Format (.PDF) and EPUB format.

Total Actual Retail Value (ARV) of all prizes: \$6,397.50. The odds of winning a prize depend upon the number of eligible participants.

8. Release: By receipt of any prize, participant agrees to release and hold harmless the Software Engineering Institute, Carnegie Mellon, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

9. Publicity: Except where prohibited, participation in the Sweepstakes constitutes participant's consent to Sponsor's and its agents' use of participant's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

10. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or any other Promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

11. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or otherwise impaired entries; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from participation in the Sweepstakes or receipt or use or misuse of any prize.

12. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Western District of Pennsylvania or the appropriate Pennsylvania state court located in Fifth Judicial District of Pennsylvania; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the Commonwealth of Pennsylvania without giving effect to any choice of law or conflict of law rules (whether of the Commonwealth of Pennsylvania or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the Commonwealth of Pennsylvania.

13. Winner List: A winner's list may be obtained by emailing sepgsweepstakes@sei.cmu.edu. Winner list requests will only be accepted after the promotion end date listed above and no later than May 31, 2012.