

# YOU MAKE IT CHALLENGE

## OFFICIAL RULES

### **1. THE CHALLENGE AND THE CHALLENGE PERIOD**

Rockwell Automation, Inc. (“Sponsor”) is conducting the *You Make It Challenge* (the “Challenge”). Entries for the Challenge may be submitted starting on June 13, 2019. To be considered for the Challenge all entries must be submitted by 11:59 p.m. CST on July 26, 2019.

After the entries are submitted a designated team of employees from the Sponsor will assess each submission based on purpose, innovation, creativity and presentation. Ten semi-finalists will be selected.

The week of August 12, 2019 semi-finalists will be contacted by the Sponsor and announced on the Sponsor’s social media outlets. Thereafter, from August 10, 2019 to August 25, 2019, the general public will be invited to vote on the ten entries via the website YouMakeItChallenge.com. Only one vote per person will be permitted. The entries with the top three votes will be named finalists.

The three finalists will have the opportunity to enhance their entry by working with a virtual project mentor provided by the Sponsor.

The week of November 18, 2019, three finalists will receive an all-expenses paid trip to Chicago to present their entries at Rockwell Automation’s keynote media event, Automation Perspectives. The entries will be evaluated by a designated panel of judges and a grand prize winner will be selected on November 19, 2019.

### **2. ELIGIBILITY**

The Challenge is open to students ages 8-17 in United States. Void where prohibited by law. All federal, state and local laws and regulations apply. By entering this Challenge, you (“Entrant”) agrees to abide by and be legally bound by these Official Rules and Regulations (the “Rules”). If you do not agree to be legally bound by these Rules, then please do not participate in this Challenge. The relatives of Rockwell Automation employees, including but not limited to, children, grandchildren, cousins, nieces or nephews or any other familial relation are ineligible to participate in the Challenge.

### **3. HOW TO ENTER**

To enter the Challenge, go to [www.youmakeitchallenge.com](http://www.youmakeitchallenge.com) (the “Website”) and follow the full list of instructions to submit your entry; a fully completed Submission Agreement and Parental consent forms for all persons under the age of 18 submitting an Entry. Submissions that do not include a fully completed Submission Agreement and the required Parental consent forms will not be entered into the Challenge. THERE IS NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE PARTICIPANTS’ CHANCES OF WINNING.

### **4. ENTRY REQUIREMENTS**

By submitting an Entry, you agree that your idea (and each individual component thereof) complies with all conditions stated in these rules. The Releasees (defined below) will bear no liability regarding the use of any Entry (or a component thereof) you submit. The Releasees (defined below) shall be held harmless by you in the event it is subsequently discovered that you have departed from or not fully complied with any of these rules.

To be eligible for entry in this Challenge, any Entry you submit must: (i) be unique and original (i.e., you cannot submit the same, or substantially the same, Entry more than one time in this Challenge).

By participating in the Challenge, each Entrant agrees and represents that any Entry he/she submits:

- i. is original to him/her;
- ii. does not violate any law, statute, ordinance or regulation;
- iii. will not give rise to any claims of infringement, invasion of privacy or publicity, or infringe on any rights and/or interests of any third party, or give rise to any claims for payment whatsoever;
- iv. does not contain confidential information; and
- v. is not defamatory, trade libelous, pornographic or obscene, and further that it will not contain, depict, include, discuss or involve, without limitation, any of the following: nudity; explicit or graphic sexual activity, or sexual innuendo; crude, vulgar or offensive language and/or symbols; derogatory characterizations of any ethnic, racial, sexual, religious or other groups (including, without limitation, any competitors of Sponsor); content that endorses, condones and/or discusses any illegal, inappropriate or risky behavior or conduct; personal information of individuals, including, without limitation, names, telephone numbers and addresses (physical or electronic); commercial messages, comparisons or solicitations for products or services other than products of Sponsor; any identifiable third party products, trade-marks, brands and/or logos, other than those of Sponsor; conduct or other activities in violation of these Rules; and/or any other content that is or could be considered inappropriate, unsuitable or offensive, all as determined by the Sponsor in its sole and absolute discretion.

Entrant also represents that any person (or their parent or legal guardian if under the age of 18) appearing in any media used for the Entry or involved in creating the Entry has signed a Consent Form to: 1) appear in the media describing the Entry; 2) allow the media to be entered in this Challenge and 3) grant the license set out below.

The Sponsor and/or its promotional agency or designated content moderator (the "Reviewer") will initially screen the Entry. Any Entry that the Reviewer deems, in its sole and absolute discretion, to violate the terms and conditions set forth in these Rules will be rejected.

Prior to being posted and/or being accepted as an eligible Entry, the Reviewer reserves the right, in its sole and absolute discretion, to edit or modify any Entry (or any component thereof), or to request an entrant to modify, edit and/or re-submit a Entry (or any component thereof), in order to ensure that the Entry (or any component thereof) complies with these Rules, or for any other reason.

By entering the Challenge, each Entrant: (i) grants to the Sponsor, in perpetuity, a nonexclusive license to publish, display, reproduce, modify, edit or otherwise use his/her Entry, in whole or in part, for advertising or promoting the Challenge or for any other reason whatsoever; (ii) waives all moral rights in and to his/her Entry in favor of the Sponsor; and (iii) agrees to release and hold harmless Sponsor, and each of their respective agents, employees, directors, officers, successors and assigns (collectively, the "Releasees") from and against any and all claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectual property related cause of action that relate in any way to the Entry (or any component thereof). For greater certainty, the Reviewer reserves the right, in its sole and absolute discretion and at any time during the Challenge, to modify, edit or disqualify any Entry (or any component thereof), or to request an Entrant to modify or edit his or her Entry (or any component thereof) for any reason whatsoever.

- vi. To protect the innovative ideas of the participants of this Challenge, we reserve the right to place a patent on any Entry that we feel is of great value to the student.

## 5. WINNER DETERMINATION

All accepted Entries will be submitted using the online submission form. Entries for the Challenge may be submitted starting on June 13, 2019. To be considered for the Challenge all entries must be submitted by 11:59 p.m. CST on July 26, 2019. After the entries are submitted a designated team of employees from the Sponsor will assess each submission based on purpose, innovation, creativity and presentation. Ten semi-finalists will be selected.

The week of August 12, 2019 semi-finalists will be contacted by the Sponsor and announced on the Sponsor's social media outlets. Thereafter, from August 10, 2019 to August 25, 2019, the general public will be invited to vote on the ten entries via the website YouMakItChallenge.com. Only one vote per person will be permitted. The entries with the top three votes will be named finalists.

The three finalist will have the opportunity to enhance their entry by working with a virtual project mentor provided by the Sponsor.

The week of November 18, 2019, three finalist will receive an all-expenses paid trip to Chicago to present their entries at Rockwell Automation's keynote media event, Automation Perspectives. The entries will be evaluated by a designated panel of judges and a grand prize winner will be selected on November 19, 2019.

## 6. PRIZES

Finalists:

- Three finalists will be selected.
- Each finalist will receive an all-expense paid trip to Chicago for themselves and an adult guest to present their Entry on stage during Rockwell Automation's keynote event at Automation Fair called Automation Perspectives.
- Rockwell Automation will also pay the annual team registration fee for the three Finalists 2020 season of FIRST in the United States.
- The Chicago trip includes the following for each finalist:
  - Two roundtrip airline tickets for the finalist and an adult guest
  - One hotel room for two nights (arriving Monday and departing Wednesday)
  - All meals Monday - Wednesday
  - Group celebration dinner for finalists and guests on Monday night
  - Automation Fair floor tour on Wednesday

Grand Prize Winner

- One grand prize winner will be selected from the three Finalists.
- The grand prize winner will receive a personal "maker lab starter kit," worth an estimated \$7,500, with guidebook of options for how the kit can be used. The maker lab starter kit consists of the following:
  - 3D Printer: MakerBot Replicator+ (\$2,799)
  - 3D Printer (Material): Large 10-Pack PLA Material (\$430)
  - 3D Printer (Hardware): Smart Extruder+ (\$249)
  - Computer: Microsoft Surface Pro w/512GB, Intel Core i7, 16GB RAM (\$1,899)
  - Software: SketchUp Pro (\$299)
  - Kit: Edison EdSTEM Class Pack (\$1,260)
  - Station: SEAM/SEAM Maker Station Premium (\$575)

All prizes subject to change. No transfer, substitution or cash equivalent of Prizes are permitted.

## **7. DECLARATION AND RELEASE OF PRIZES**

Before being awarded, the Prize Winners' legal guardians must: 1. Sign a standard form agreeing that by entering the Challenge, the Prize Winner: a) accept(s) the Prize as awarded; and b) agrees to the following Declaration and Release:

1) I, for myself, my heirs, executors, administrators, assigns and personal representatives (collectively the "Releasors") do hereby release, remise and forever discharge Rockwell Automation Inc. and their respective subsidiaries, affiliates, predecessors, successors, assigns, related entities, partners, partnerships, licensees, licensors, service providers, advertising agencies, promotional agencies, fulfillment house, officers, directors, shareholders, governors, employees, volunteers, agents, and representatives (collectively the "Releasees"), of and from any and all liability, actions, causes of action, suits, debts, dues, sums of money, costs, interest, claims and demands whatsoever, whether at law or in equity, which I have or hereafter may or shall have in connection with the Challenge, my participation therein, any advertising or promotion related to the Challenge, and my acceptance, possession, or use of the Challenge Prize or any portion thereof;

2) declare and agree that I will not commence any proceedings with respect to the Challenge, my participation therein, any advertising or promotion related to the Challenge, or my acceptance, possession, or use of the Challenge Prize against any other person or legal entity who may claim contribution or indemnity from the Releasees;

3) consent to the publication, reproduction dissemination and/or other use of my name, photograph, likeness, voice, personal information and/or statements about the Challenge without further notice or compensation, in any publicity or advertisement carried out by the Releasees in any manner whatsoever, including print, broadcast, events, or the internet (the "Advertising");

4) acknowledge that the product of the Advertising, including but not limited to photographs, video, electronic files and prints to be generated by the Releasees (collectively the "Works") may involve or include me and I hereby accordingly agree(s) to release all rights, including all moral rights, title and interest that I may have in the Works. I further agree(s) that all such Works shall become the property of the Releasees to be used as the Releasees see fit; and

5) declare that: I have read, understood and agreed to the terms of this Declaration and Release, and am aware that this is a legally binding document that limits my rights.

## **8. OWNERSHIP OF ENTRIES**

All entries shall become the property of Sponsor and its advertising and promotional agencies. The Releasees assume no responsibility for lost, stolen, destroyed or otherwise indecipherable entries due to any failure or technical malfunction of the telephone network, online computer systems of equipment, servers, access providers, software, poor reception, technical problems, and failure of any email or submission or due to any other reason regardless of cause.

## **9. WHERE CHALLENGE RULES AND REGULATIONS AVAILABLE**

These rules and regulations are available online at [www.YouMakeltChallenge.com](http://www.YouMakeltChallenge.com).

## **10. COMPLIANCE WITH CHALLENGE RULES**

All Entrants agree to abide by the Challenge Rules, which are subject to change at the sole discretion of the Sponsor.