Adobe at EDUCAUSE Sweepstakes -- Official Rules

NO PURCHASE OR DOWNLOAD NECESSARY TO ENTER OR WIN. CONTENT WILL NOT INFLUENCE YOUR CHANCES OF WINNING. SWEEPSTAKES IS OPEN ONLY TO U.S. CITIZENS, NON-U.S. CITIZENS VISITING THE UNITED STATES ON AN ELIGIBLE WORK OR STUDENT VISA, AGE 18 OR OLDER, WITH INTERNET ACCESS.

Participation constitutes entrant’s full and unconditional agreement to and acceptance of these Official Rules. Sweepstakes is sponsored by Adobe Systems Incorporated, 345 Park Avenue, San Jose, CA 95110 ("Adobe" or "Sponsor").

1. Eligibility: The Adobe at EDUCAUSE Sweepstakes ("Sweepstakes") is open only to natural persons, age 18 and older as of the date of entry, who are U.S. citizens, or non-U.S. citizens visiting the U.S. on an eligible work or student visa, with Internet access. Employees, independent contractors, officers, and directors of Sponsor, its affiliates, subsidiaries, advertising promotion and fulfillment agencies, legal advisors, and the immediate family members and persons living in the same household of such persons, are not eligible to participate in the Sweepstakes. Void where prohibited by law.

2. Timing: Sweepstakes starts November 7, 10:00 a.m. MT and November 8, 4:00 p.m. MT ("Promotion Period").

3. How to Enter: During the Promotion Period, at EDUCAUSE participants may enter Sweepstakes visiting the Adobe booth and doing all of the following: (a) watching an Adobe theater presentation in the Adobe booth at EDUCAUSE 2012, (b) taking a photo of the presentation with smart phone, and (c) tweeting the photo and a comment using the hashtag #edu12 and tag with @adobeedu. If you do not have a Twitter account, visit www.twitter.com to create one; accounts are free. Twitter’s Terms of Service and Privacy Statement apply (http://twitter.com/tos). Tweets that do not conform to the instructions herein will not result in a Sweepstakes entry. If you participate with a smart phone, message and data rates may apply and you should contact your wireless provider for pricing details. Alternatively, you may enter by submitting your name, email address and telephone number to doldham@adobe.com or on one of the entry cards at the EDUCAUSE Adobe booth. LIMIT: Three (3) entries per person,
regardless of the method of entry. Entries in excess of the limitation will be discarded. All entries become Sponsor's property and will not be acknowledged or returned. For information on Adobe’s Privacy Policy please go to: http://www.adobe.com/misc/privacy.html.

4. Charitable Tie-In: Adobe will donate $100 to the Kuali Foundation for each tweet from Participants, not to exceed $10,000 USD. The donation will be given to the Kuali Foundation, specifically Kuali Mobility, in January 2013. For more information about Kuali Foundation, please visit www.kuali.org.

5. Winner Selection: A random drawing will take place on or about November 8, 2012, in Anaheim, California, and two (2) potential winners will be drawn from all eligible entries received. Odds of winning prize are based on the number of eligible entries. Adobe is not responsible for and shall not be held liable for late, lost, misdirected, or unsuccessful efforts to notify potential winners. You need not be present to win. Potential winners will be notified via a direct message on Twitter or by email by November 30, 2012. Potential winners will be required to sign and return a liability release and/or declaration or affidavit of eligibility as a condition of receiving prize. If a selected winner fails to claim a prize or to complete and execute any declaration/affidavit or release as required within fourteen (14) calendar days of mailing of notification, prize may be forfeited and an alternate winner selected. By accepting and/or using the prize, winner agrees to the use of the winner's name, voice or likeness for the purposes of trade, advertising, or promotion without further compensation unless prohibited by law.

6. Two (2) Prizes: Apple iPad with Retina display with WiFi 16GB, approximate retail value: $499. No alternative prize, cash equivalent, or other substitution is permitted except by Sponsor in the event of prize unavailability. Prize is nontransferable. All federal, state and/or local taxes are the sole responsibility of the winner.

7. General Terms and Conditions: Conduct of Sweepstakes and selection of winners are in Sponsor’s sole discretion, and Sponsor's decisions are final and binding. By participating, entrants agree that Sponsor, its agents and
representatives, and Sweepstakes Entities are not responsible for and shall not be liable for: (i) late, lost, delayed, damaged, misdirected, incomplete, illegible, or unintelligible entries; (ii) electronic, hardware or software program, network, Internet, or computer malfunctions, failures, or difficulties of any kind; (iii) failed, incomplete, garbled, or delayed computer transmissions; (iv) any condition caused by events beyond the control of Sponsor that may cause the Sweepstakes to be disrupted or corrupted; (v) any printing or typographical errors in any materials associated with the Sweepstakes. Sponsor reserves the right, in its sole discretion, to suspend or cancel Sweepstakes at any time if a computer virus, bug, or other technical problem corrupts the administration, security, or proper play of the Sweepstakes. By participating in the Sweepstakes, each participant agrees to release and hold Sponsor, its shareholders, agents and representatives, and Sweepstakes Entities, harmless from any and all losses, damages, rights, claims and actions of any kind in connection with or resulting from participation in the Sweepstakes, acceptance, possession, or use of any prize, including without limitation, personal injury, death, and property damage, and claims based on publicity rights, defamation, or invasion of privacy. All issues and questions concerning the construction, validity, interpretation and enforceability of these official Rules, or the rights and obligations of participant and Sponsor in connection with Sweepstakes, shall be governed by, and construed in accordance with the laws of the State of California, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of California or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than the State of California. To obtain a copy of these Official Rules, send a stamped, self-addressed envelope (VT may omit return postage) to: Official Rules, Adobe Twitter Challenge at EDUCAUSE Sweepstakes, c/o Donna Oldham, 345 Park Avenue, San Jose, CA 95110.

8. Winners List: A complete winners list may be obtained by writing to Winners List, Adobe at EDUCAUSE Sweepstakes, c/o Donna Oldham, 345 Park Avenue, San Jose, CA 95110. Requests for winners list must be received by December 15, 2012.