

National Stationery Show® "Marketing Opportunity" Giveaway Official Rules

NO PURCHASE NECESSARY. PURCHASE WILL NOT INCREASE CHANCES OF WINNING. GIVEAWAY FOR QUALIFIED EXHIBITORS FANS ONLY.

(1) Eligibility: Offered only in the state of New York to legal U.S. residents at least 18 years old who are NSS exhibitor prospects in receipt of the April 6, 2010 "FREE Banner Ad for One Year" email from Sponsor and who complete and submit the provided official National Stationery Show ("NSS") entry form in accordance with all of the rules of the Giveaway. Employees, officers and directors of George Little Management, LLC ("Sponsor") and its respective parent, affiliates or subsidiaries, advertising and promotion agencies, and the immediate family members (parents, spouse, siblings and children wherever they reside) and persons living in the same household of such employees, officers or directors (whether or not related), are not eligible. Exhibitors under contract for the 2010 NSS are not eligible. You are not required to attend or exhibit in the NSS to be eligible or be present at the time the prize is announced. By participating you agree to these Official Rules and the decisions of the Sponsor, which are final and binding in all matters relating to this Giveaway. Void where prohibited.

(2) Promotional Period: The Giveaway shall take place from April 6, 2010, and end on April 16, 2010 at 5 PM EST.

(3) How to Participate: You can participate in the Giveaway by completing the brief online form associated with the April 6 "FREE Banner Ad for One Year" email. All entries must be received by Sponsor by 5 PM EST on April 16, 2010. There is no payment, fee or purchase necessary to enter. One winner will be selected at random and notified by April 22, 2010.

Limit one (1) entry per eligible person. Sponsor is not responsible for lost, late, incomplete, stolen, misdirected, mutilated or illegible entry forms. No copies, facsimiles or reproductions of the entry form will be accepted.

(4) Prizes/Odds: There will be one (1) Prize for the Promotional Period which will be a free banner ad at www.nationalstationeryshow.com from May 2010 through May 2011. Prize is not redeemable/exchangeable for cash. Sponsor reserves the right to position the banner ad where space allows at www.nationalstationeryshow.com.

Odds of winning in the Giveaway drawing depend on the number of eligible entries received. Prize cannot be transferred or assigned. No prize substitution, except by Sponsor, in its sole discretion, due to prize unavailability for any reason and only then for prize of equal value. All taxes are solely the responsibility of the winner.

(5) General Conditions: Where permitted by law, winners grant (and agree to confirm said grant in writing upon the request of the Sponsor) to Sponsor, and those acting pursuant to Sponsor's direction or control the right to print, publish, broadcast and use, worldwide in any media now known or hereafter developed, including but not limited to the Internet, at any time or times, the winner's name, portrait, picture, voice, likeness and biographical information for advertising, trade and promotional purposes without additional consideration and without notice, review or approval. Further, winners will be required to complete, sign, and return an Affidavit of Eligibility, a Liability Release, and where lawful a Publicity Release within the time specified as determined by Sponsor. If the documents are not returned timely, or if either prize or prize notification (i.e., the Affidavit of Eligibility & Liability/Publicity Release) is returned as non-deliverable, or if a winner is found not to have complied with these Official Rules, or is ineligible for any reason, the prize will be forfeited and donated to an alternate winner.

By participating, participants release and agree to hold harmless Sponsor, its respective parents, subsidiaries, affiliates, advertising and promotion agencies, and all of their respective directors, officers, employees, representatives and agents from any and all liability for any injury, loss or damage of any kind to persons (including, without limitation, death and property damage), arising directly or indirectly, in whole or in part, from or in connection with the acceptance, possession, use or misuse of any prize, participation in this Giveaway or any Giveaway-related activity.

(6) QUESTIONS/COMMENTS/REMOVAL FROM MAILING LIST: To ask questions, submit comments or have your name and address removed from Sponsor's Giveaway mailing list call Melissa Gray at 914-421-3263 or write to George Little Management, LLC, 1133 Westchester Avenue, Suite N136, White Plains, New York 10604. With regard to removal of your name, please so state that you would like to be removed from the customer Giveaway database. Your name and address will be removed from Sponsors' Giveaway mailing list within sixty (60) days after receipt of your request, after which time no further mailings will be sent to you.

(7) Winners' Name: For the names of winners, please send a self-addressed stamped envelope to: Melissa Gray, George Little Management, LLC, 1133 Westchester Avenue, Suite N136, White Plains, New York 10604.

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