

## Official Terms – Capture the COOL

Everidge Inc., 15600 37th Ave. N., Suite 100, Plymouth, MN 55446.

### 1) Eligibility

This program is open to customers with an active Everidge account who are legal residents of the United States and at least 18 years of age at the time of entry. Void where prohibited by law. Everidge may require proof of eligibility. Employees of Everidge (and members of their household) may be excluded at Everidge's discretion.

### 2) How to Enter

Submit photos/videos through the official Everidge submission form during the program period. Each submission must include required contact and install details. No purchase necessary / no payment required.

### 3) Content Requirements (Submissions)

All submitted content must be:

- Created by the entrant or submitted with permission from the content owner
- Free of confidential information (job numbers, private docs, etc.)
- Free of third-party trademarks/logos **unless** permission is granted
- Not including recognizable individuals **unless** you have their permission/release

Everidge may reject any submission for any reason, including quality, missing details, or rights concerns.

### 4) Credit Awards (Photo/Video “Use” Incentives)

- **\$50 store credit** for each **photo** that Everidge Marketing **selects and uses**.
- **\$100 store credit** for each **video** that Everidge Marketing **selects and uses**.

**Selection and use are at Everidge's sole discretion.** “Use” includes marketing and sales communications such as conference presentations, informational and educational materials, online content, email, social, and digital marketing. One credit award per unique asset (photo/video), regardless of number of placements. The individual whose submission is selected will be notified by Everidge via the email address provided.

**No substitutions.** Credits are non-transferable, not redeemable for cash, and subject to EveridgeBrandStore.com terms.

### 5) Quarterly Drawing (Prize + Winner Selection)

**Prize:** One (1) **\$250 EveridgeBrandStore.com credit** awarded each quarter.

**Entry pool:** All eligible submissions received during the applicable quarter (every three months). Odds of winning depend on number of eligible entries received.

**Winner selection:** Random drawing (e.g., using a randomized selector tool) and notified via the email provided. If a winner cannot be contacted or fails to respond within 5 business days from Everidge's announcing email, Everidge may select an alternate winner.

### 6) Rights, Permissions & Release

By submitting content, entrant grants Everidge permission to **edit, copy, exhibit, publish, and distribute** the submitted content for Everidge marketing/sales purposes and waives the right to inspect or approve finished materials, consistent with Everidge's existing release terms.

There is **no time limit** and **no geographic limitation** on distribution, consistent with Everidge's release language. Entrant represents they have the right to grant these permissions and that their submission does not infringe any third-party rights.

### 7) Publicity

Everidge may credit the submitting rep/firm (name/company) when used, unless entrant requests otherwise in the submission form.

### 8) Privacy

By participating, entrants agree Everidge may use submitted contact information to administer the program and for future marketing communications. Everidge will not sell participant data to third parties outside of Everidge, consistent with Everidge's existing giveaway privacy language.

### 9) General Conditions

Everidge reserves the right to modify, suspend, or cancel the program if fraud, technical failures, or other factors impair integrity. Everidge's decisions are final. Void where prohibited.