



Furnishing Knowledge®

KI
#NeoConography Rules
5.16.16

Background:

KI is bringing back its NeoCon-themed mobile photography content, #NeoConography—providing an avenue for architects and interior designer attending NeoCon to showcase their creativity at NeoCon. This social media photo contest invites NeoCon attendees to share their best NeoCon-related shots with KI both before and during the show for a shot to win one of five [custom watches](#). The overall winner will receive a custom watch as well as a [photobook](#) of NeoConography.

How to Enter

1. Get creative and take your photos!
2. Share your photos on Twitter and Instagram using the #NeoConography hashtag. Or, post your photos directly to KI's Facebook page (ki.com/facebook).
3. KI will monitor the #NeoConography hashtag and retweet, post and share all photos across its social networks. There is no photo limit.

Participants must share their photo with KI on Twitter, Instagram or Facebook no later than June 15, 2016. There are no fees to enter.

Photo Ideas

Not sure what kind of photos to share? Here are a few ideas:

- Packing for NeoCon
- Traveling to the show
- Hailing a cab in Chicago
- Enjoying a morning latte
- Riding the elevators in the Mart
- Dining in Chicago
- Wandering the Mart
- KI's showroom (brownie points for you)

How to Win

KI will select the five (5) winning photos. Judging will be based on the creativity of the photos. Decisions of the KI judges will be final.

Originality and creativity are critical. The following are key aspects that the judges will use when selecting the winning entries:

- Does your photo showcase the buzz, excitement and creative nature of NeoCon?
- Did you take advantage of the endless photo opportunities in and around Chicago?
- Is your photo unexpected? Compelling? Original?

What You'll Get

Winners will be notified via Twitter, Instagram or Facebook (depending on their entry method) following the show.



Furnishing Knowledge®

First Prize

First prize winner will win a custom watch and an Instagram-inspired photobook of NeoConography.

Second prize through fifth prize will win a custom watch.

All winning photos will be featured on the KI Facebook, Twitter, Instagram and Pinterest pages and will be promoted through KI marketing, direct mail and other media.

Terms and Conditions

1. By submitting an entry, each entrant (hereinafter “you”) agree to all terms and conditions of this contest.
2. Entries open only to residents of the United States and Canada who attend NeoCon 2016.
3. Current officers, directors and/or employees of KI and all its subsidiaries are not eligible to participate in the #NeoConography Contest.
4. Cash will not be awarded in lieu of prize. No exceptions.
5. By submitting an image, you assume all responsibility for obtaining approval and consent rights to all those included in your photo; and you are exclusively liable for any claims or damages arising from your failure to obtain any such consents or approvals.
6. Entries may use artistic filters and effects found on photo-editing apps.
7. Photos should not contain an advertisement of the creator’s firm, membership association or other organization. There should be no web link (URL) to any website or any message that states that the photo is “copyrighted by X.”
8. Contestants agree that KI may publish their photo and name(s) and may use both in future advertising campaigns and/or marketing materials.
9. KI has no obligation to use the winning photos for any purpose whatsoever.
- 10 KI is not responsible for any lost, delayed, damaged, misdirected or illegal submissions.
- 11 KI may disqualify any entry based on content and/or production.
12. All costs associated with making and submitting a photo are the contestant’s responsibility. KI will not reimburse or be responsible for any costs incurred in the making or submission of any entry.
- 13 All entries must adhere to the Twitter, Facebook, Instagram, Flickr and Pinterest Community Guidelines.
14. KI reserves the right not to choose a winner or winners and/or end the contest without notice.
15. KI is not responsible for providing computer, camera or Internet access to facilitate the creation, transmission or uploading of photos.
16. You agree to indemnify, defend and hold KI, its successors, assigns and licensees harmless from and against any and all claims, actions or proceedings of any kind and from any and all damages, liabilities, attorneys’ fees, costs and expenses relating to or arising out of any negligence, infringement, breach or alleged breach of any of your warranties, representations or agreements hereunder.
17. Winners will not receive cash or check. Instead, KI will mail the specified prize to the entrant post-NeoCon.
18. Only photos tagged with the #NeoConography hashtag are eligible to win.