

**AREA15 DIGITAL CONTENT CREATOR PROGRAM
OFFICIAL CONTEST RULES**

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

ELIGIBILITY: AREA15 Digital Content Creator Program (“Contest”) is open to legal residents of the 50 United States and the District of Columbia (the “Territory”), who are the legal age of majority in the jurisdiction in which they reside (and at least 18 years of age) as of the date of entry. Employees, officers, and directors (including immediate family members (spouse, parent, child and sibling and their respective spouses, regardless of where they reside) and members of the same household, whether or not related) of Area 15 Las Vegas, LLC (“AREA15”) and Area 15 Global LLC (“AREA15 Global”) (AREA15 Global and AREA15 collectively, the “AREA15 Entities”) and each of their respective parents, affiliated companies, subsidiaries, licensees, distributors, dealers, retailers, printers and advertising and promotion agencies, and any and all other companies associated with the Contest are not eligible to participate or win a prize. The Contest is subject to all applicable federal, state and local laws, rules and regulations. The Contest is void outside Territory, and where prohibited or restricted by law, rule or regulation.

OBJECTIVE: The objective of the Contest is to provide designers and artists with an opportunity to display their custom and unique, digital/video animation designs in AREA15’s 7,000 square foot indoor event space; which is a 360-degree projection mapped event venue space located within the AREA15 complex located in Las Vegas, Nevada.

HOW TO ENTER: The Contest begins at 12:00am Pacific Standard Time on Thursday, May 14, 2020 and ends at 12:00am Pacific Standard Time on Tuesday, June 30, 2020 (“Entry Period”). During the Entry Period, there are two (2) ways to enter. No other method(s) of entry will be accepted. Limit one (1) entry per person, per family, per e-mail address, social media handle or Facebook login, per household, as applicable, regardless of method of entry. Multiple entries received from any person or family or e-mail address or household in excess of the stated limitation will be void. AREA15 will be the official time keeper for this Contest. All information and files submitted in the format specified will become property of AREA15 and used as provided herein and the AREA15 Privacy Policy, each of which can be found by visiting www.AREA15.com (the terms of which are incorporated herein by reference).

1. Online Method: During the Entry Period, go to https://share.hsforms.com/1a8OGvYIRTc6_ZhVIUrmivg30p3m to access the online entry form for the Contest and register by filling out the required fields on the Contest entry page which will include:

- 1) Name (First, Last)
- 2) Date of Birth
- 3) City, State & Country of Entry
- 4) E-mail address
- 5) Upload your Digital Project Design and indicate software used
- 6) Information on your design aesthetic and digital design experience

By submitting your completed online entry form and uploading your Digital Project Design and all other requested information as directed, you will receive one (1) entry in the Contest. Entrants must

fully complete and submit all non-optional data requested on the online entry form to be eligible. Incomplete entries are void. Online entrants to the Contest will be given the option to receive commercial e-mails from AREA15 Entities; however, eligibility to participate in the Contest is not dependent upon entrant's consent to receive such e-mails and consenting to do so will not increase your chances of winning.

2. Mail-in Method: During the Entry Period, you may enter the Contest by writing your complete name, address, city, state and zip code, day and evening telephone number (including area code), date of birth and e-mail address (optional) on letter paper or 3" x 5" postcard and mailing it with the Digital Project Design on a USB stick or flash drive in an envelope with proper postage affixed to: AREA15 Digital Design Contest, 3222 W. Desert Inn Road, Las Vegas, NV 89102. AREA15 may use e-mail addresses provided via the mail-in entry method (as applicable) for prize notification purposes only; however, eligibility to participate in the Contest is not dependent upon entrant's provision of this information. Mail-in entries must be postmarked by Monday, February 17, 2020 and received by AREA15 by Friday, February 21, 2020 to be eligible. Mail-in entries become the property of AREA15 and will not be returned.

JUDGING: A panel of three (3) AREA15 judges will score all eligible entries received. Eligible entries will be scored on the following basis: that they meet the technical and special requirements of the contest, and provide an original and unique application and creative design. Technical and special requirements include: Content parameters/guidelines: 10-30 seconds looping video, 30 FPS; Seamless 360 content to be displayed across 4 walls (no floor or ceiling); Aspect Ratio is ~16:10; Resolution should be a maximum of ~18,736x1200, minimum of ~8640x600. Software used for the design should ideally be designed utilizing programs including Cinema4D, Octane Render, Adobe After Effects, Adobe Premier, but it is not required. On or about July 15, 2020, the three (3) entrant(s) who submitted an eligible entry and received the highest scores based on the criteria stated above, as determined by the judges in their sole discretion, will be the winners of the Contest (each a "Winner" and collectively, the "Winners"), subject to verification of eligibility and compliance with the terms of these Official Rules. In the event of a tie, AREA15's Chief Executive Officer will determine the Winner. AREA15 reserves the right to not award the prize if, in its sole discretion, it does not receive more than twenty five (25) eligible and qualified entries. The decisions of the AREA15 Entities are final and binding on all matters relating to this Contest.

REPRESENTATIONS AND WARRANTIES: By entering the Contest, each entrant agrees that his or her submission is an original work of authorship and he or she owns all right, title and interest in the entry as of the date of submission. If the entry contains any material or elements that are not owned by the entrant and/or which are subject to the rights of third parties, the entrant is responsible for obtaining and agrees that he or she has obtained, prior to submission of the entry, any and all releases and consents necessary to permit the use and exhibition of the entry by any of the AREA15 Entities in the manner set forth in these Official Rules, including, without limitation, name and likeness permissions from any person who appears in or is identifiable in the entry. If any identifiable person appearing in the entry is under the age of majority in his or her state of residence, the parent or legal guardian of such person is required to provide permission. AREA15 reserves the right to require proof of these permissions in a form acceptable to AREA15 from any entrant at any time.

AREA15 reserves the right to disqualify any entry it deems to be inappropriate, not in keeping with any of the AREA15 Entities' respective image or that is otherwise not in compliance with these Official Rules, in its sole discretion, including but not limited to any entry that: (i) defames or invades the publicity rights or privacy of any person, living or deceased, or otherwise infringes upon any person's personal or property rights or any other third party rights; (ii) promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing); promotes any activities that may appear unsafe or dangerous; promotes any particular political agenda or message; (iii) is sexually explicit, lewd, or suggestive; unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; profane or pornographic; contains nudity; (iv) is obscene or offensive; endorses any form of hate or hate group; (v) appears to duplicate any other submitted entries; (vi) contains trademarks, logos, or trade dress (such as costumes, distinctive packaging or building exteriors/interiors) owned by others, without permission; contains any personal identification, such as license plate numbers, personal names, email addresses or street addresses; (vii) contains copyrighted materials owned by others (including photographs, sculptures, paintings and other works of art or images published on or in websites, television, movies or other media), without permission; (viii) excepting those of Sponsor, contains or references any names, products or services of any company or entity, or promotes any brand, product or service of any company or entity; (ix) contains materials embodying the names, likenesses, voices, or other indicia identifying any person, including, without limitation, celebrities and/or other public or private figures, living or dead, without permission; (x) contains look-alikes of celebrities or other public or private figures, living or dead; (xi) communicates messages or images inconsistent with the positive images and/or good will to which we wish to associate or otherwise contains content which Sponsor in its sole discretion decide is inappropriate or objectionable; and/or; (xii) violates any law, rule or regulation.

PUBLICATION AND ASSIGNMENT OF RIGHTS TO SUBMISSIONS: By entering the Contest, entrants agree to assign all right, title, and interest, including copyright rights, in the entry to AREA15 and grant permission for AREA15, Sponsor, the AREA15 Entities and their respective affiliates and designees to publish or publicize all or part of their entry, including but not limited to entrant's name, likeness and digital design submission, in whole or in part, for advertising, promotional and trade or other purposes in conjunction with this and similar promotions in any and all media now known or hereafter developed, worldwide in perpetuity, without notice or permission and without further compensation, except where prohibited by law. All eligible entries, at AREA15's discretion, whether deemed a Winner or not, may be considered for future design showcase at AREA15 beyond the Contest timeline, in which instance, entrants will be notified using the contact information provided as part of their entry.

PRIZES: A total of three (3) prizes are available to be awarded (each, a "Prize"). The three (3) Winners will each receive the following Prize(s): (i) their winning design to be featured in a "Lights On" event hosted at AREA15 (on a date determined by AREA15 in its discretion). Additionally, the following cash prizes will be awarded: (i) 1st Place Winner = \$1,000, (ii) 2nd Place Winner = \$500, (iii) 3rd Place Winner = \$250. Prize winners will be notified on July 15, 2020. Approximate Retail Value ("ARV") of Prize: varies from \$50.00-\$1000.00. Total ARV of all Prizes: \$4,000). Transportation is not included and is the sole responsibility of each Winner. Each Winner is fully responsible for any and all applicable federal, state, and local taxes (including income and withholding taxes). All costs and expenses associated with Prize acceptance and use not specified herein as being provided, including but not limited to lodging accommodations, any transportation costs, luggage fees, meals, gratuities and other expenses incurred by accepting the Prize are the sole responsibility of each Winner. All Prize details are at AREA15's sole discretion. Winner's guest(s), if any, must be of legal

age of majority in their jurisdictions of residence, unless accompanied by his/her parent or legal guardian. The Prize is non-transferable and non-assignable, with no cash redemptions or substitutions except at Sponsor's sole and absolute discretion. Sponsor reserves the right to substitute the Prize (or portion thereof) with one of comparable or greater value, at its sole and absolute discretion.

NOTIFICATION: Each potential winner must continue to comply with the Official Rules. Winning is contingent upon fulfilling all requirements. Each Winner will be notified by e-mail, mail and/or telephone (in the sole discretion of Sponsor and/or the applicable AREA15 Entity, as applicable) by the Sponsor. In the event that any Winner does not respond to any such notification within three (3) days of the date of issuance, a disqualification will result, the Prize will be forfeited and, at Sponsor's sole discretion and time permitting, an alternate Winner may be chosen from among all remaining eligible entries. Each Winner may be required to submit his/her valid social security number (if applicable) and/or other identification to AREA15 and will be required to execute, have notarized and return an Affidavit of Eligibility and Release of Liability and, unless prohibited by law, Release of Publicity, within five (5) days of date of issuance. A disqualification will result, the Prize will be forfeited and, at AREA15's sole discretion and time permitting, an alternate Winner may be randomly selected from among all remaining eligible entries if all required documents are not properly executed and returned within the specified period of time. Refusal or return of such documents as non-deliverable or Winner's noncompliance with these Official Rules will also result in disqualification and forfeiture of the Prize and, at AREA15's sole discretion and time permitting, may cause an alternate Winner to be selected from among all remaining eligible entries.

WAIVER OF LIABILITY/PUBLICITY RELEASE: By participating in the Contest and submitting an entry, each entrant agrees to (i) be bound by these Official Rules, including all entry requirements, and (ii) waive any and all claims or cause of action against the the AREA15 Entities, and each of their respective parents, affiliated companies, subsidiaries, licensees, distributors, dealers, retailers, printers, representatives and advertising and promotion agencies, and any and all other companies associated with the Contest, and all of their respective officers, directors, employees, agents and representatives (collectively, "Released Parties") arising out of participation in the Contest or receipt or use of any Prize, including, but not limited to: (a) interrupted or unavailable network, server, Internet Service Provider ("ISP"), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties that may occur in connection with the administration of the Contest, the processing of entries, the announcement of the Prize[s] or in any Contest-related materials, (b) incorrect or inaccurate information, whether caused by website users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest; (c) late, lost, stolen, incomplete, illegible, misdirected, damaged, garbled, delayed, or undelivered mail, inaccurate, postage-due or garbled entries, via e-mail or mail; (d) injury or damage to entrants' or to any other person's computer related to or resulting from participating in this Contest or downloading materials from or use of the website; (e) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt of any prize (f) cancellation or postponement of any event or exhibition; (g) any travel or activity related to the receipt or use of any Prize. Each Winner, by acceptance of Prize, grants to the AREA15 Entities and each of their respective designees the right to publicize such Winner's name, address (city and state of residence), photograph, voice and/or other likeness and prize information in any and all media now

known or hereafter devised, throughout the world, in perpetuity, without additional compensation or consideration, notification or permission, unless prohibited by law.

GENERAL CONDITIONS: Entries generated by a script, macro or other mechanical or automated means or by any means which subvert the entry process will be disqualified. The Contest is a skill contest designed to increase consumer awareness of and interest in and the AREA15 Entities. This Contest may not be used for any form of gambling. In the event that the Contest is challenged by any legal or regulatory authority, AREA15 reserves the right to discontinue or modify the Contest, or to disqualify entrants residing in the affected geographic areas. In such event, Released Parties shall have no liability to any entrants who are disqualified due to such an action. Persons who tamper with or abuse any aspect of the Contest or website or attempt to undermine the legitimate operation of the Contest by cheating, deception or other unfair playing practices, or intend to annoy, abuse, threaten or harass any other entrant or any representatives of an AREA15 Entity or who are in violation of these Official Rules, as solely determined by AREA15, will be disqualified and all associated entries will be void. Any attempt to deliberately damage the content or operation of this Contest is unlawful and subject to legal action by any or all of the AREA15 Entities and/or their respective agents. AREA15 shall have the sole right to disqualify any entrant for violation of these Official Rules or any applicable laws relating to the Contest, and to resolve all disputes in their sole discretion. Released Parties (i) make no warranty, guaranty or representation of any kind concerning any Prize, and (ii) disclaim any implied warranty. All disputes will be resolved under applicable U.S. laws in the state of Nevada without giving effect to choice of law or conflicted law principles (whether of the state of Nevada, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the state of Nevada. Any failure by AREA15, Sponsor or AREA15 Global to enforce any terms of these Official Rules shall not constitute a waiver of that provision.

Each of the AREA15 Entities, as applicable, reserve the right, in their sole discretion, to cancel or suspend the Contest for any reason, including should virus, bugs, unauthorized human intervention, or other causes corrupt the administration, security, fairness, integrity or proper operation of the Contest. In the event of cancellation, AREA15 may in its discretion elect to identify the Winners and award the Prizes from among all non-suspect, eligible entries received up to the time of such cancellation.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE CONTENT OR LEGITIMATE OPERATION OF THIS CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR AND AREA15 WILL DISQUALIFY ANY SUCH ENTRANT, AND SPONSOR AND THE AREA15 ENTITIES RESERVE THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.

All online entries must include a valid e-mail address for the entrant. If only one entry per person is permitted, in case of multiple entries received from any person or e-mail address or household, only the first entry received from such person, e-mail address or household will be considered. In the event of a dispute as to the identity or eligibility of a Winner based on an e-mail address, the winning entry will be declared made by the "Authorized Account Holder" of the e-mail address submitted at the time of entry provided he/she is eligible according to these Official Rules. The "Authorized Account Holder" is defined as the natural person to whom the applicable ISP or other organization (such as a business or educational institution) has assigned the e-mail address for the domain associated with the submitted e-mail address.

2020 CONTEST RULES TEMPLATE

Sponsor reserves the right to modify these Official Rules for clarification purposes without materially affecting the terms and conditions of the Contest.

WINNERS' LIST: For a list of Winners (available after July 15, 2020), mail a self-addressed stamped envelope to: AREA15 Digital Content Creator Program – Winners' List, 3222 W. Desert Inn Road, Las Vegas, NV 89102. Winners' list requests must be received by December 31, 2020.