



HubSpot Q4 2017 Partner Competition Rules

These Rules govern the Q4 2017 Partner Competition (the “Competition”).

Eligibility and Qualification. To be eligible to participate in this Competition, your agency must be actively participating in the HubSpot Agency Partner Program (please note, this Competition is not open to Sales Solutions Partners or Sales Referral Partners). In addition, your HubSpot Partner Certification must be active by the conclusion of the Competition (December 31, 2017) in order to qualify.

Competition Period. The Competition will begin on October 1, 2017 at 00:01 AM (ET) and continue until 23:59 PM (ET) on December 31, 2017 (the “Competition Period”).

Winner Selection. We will publish a leaderboard throughout the Competition indicating the performance of the agencies participating in the Competition. If you would like to be removed from the leaderboard, you should notify HubSpot in writing and you will be removed from the leaderboard and the Competition. The agencies with the most new or cross-product MRR within the Diamond, Platinum, Gold, Silver or untiered partner tiers during the contest period will be selected as the winners of the competition, provided the agency sells a minimum of \$1,000 MRR during the competition period.

For the purposes of this competition, new and cross-product MRR shall mean:

- New MRR: Marketing or Sales MRR from a prospect who purchased HubSpot for the first time and the Agency receives Sold MRR tiers credit; and

- Cross-Product MRR: MRR for Sales Product sold to an existing marketing customer for the first time, or MRR for Marketing Product sold to an existing sales customer for the first time, for which the agency receives Sold MRR tiers credit

The following amount of winners will be selected from each partner tier listed below:

- Diamond: Four (4) winners in total
- Platinum: Four (4) winners in total
- Gold: Three (3) winner in total
- Silver: One (1) winner in total
- Untiered: One (1) winner in total

The relevant partner tier for each participant will be based upon the partner tier that the partner belongs to as of October 1, 2017. For the avoidance of doubt, if a partner moves to a different tier during the Competition Period, for the purposes of the Competition the partner will remain in the designated partner tier that it belonged to on October 1, 2017. The winners will be selected after the Competition Period has ended and the winning agencies will be notified by email within three (3) weeks of the competition ending. The selection of the winner by HubSpot will be final and HubSpot's decision on all matters relating to the selection shall be entirely at our discretion. In the event that a potential winner is disqualified for any reason, HubSpot may, in its sole discretion, award the applicable prize to an alternate winner selected.

Prizes. Each winner will be awarded one (1) 'All Access' ticket to INBOUND 2018 (approximate retail value of USD 650) and an AMEX travel voucher with credit for the value of four (4) nights of hotel accommodation for the duration of INBOUND 2018 and economy class travel to INBOUND 2018 from the winner's home location. Any expenses incurred by upgrading or varying the prize (for example, by extending your stay at INBOUND 2018, upgrading your flight or upgrading your INBOUND pass) will be

the responsibility of the winner. No prize substitution or cash equivalent of the prize. No prize transfer.

Conditions. HubSpot reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Competition (or a portion thereof). If, at any stage, you do not wish to participate in the Competition, you must notify HubSpot in writing. HubSpot also reserves the right to disqualify the entry of an Agency from the Competition. All taxes applicable to the prizes specified herein will be sole responsibility of the winner. By participating, the entrants agree to (i) be bound by these Rules and the decisions of HubSpot, and such decisions shall be final and binding in all respects, and (ii) consent to any public announcements regarding the winners of the competition, including any references by name to the winning agencies. By entering the Competition, you waive all rights to bring (and covenant not to bring) any claim against HubSpot with respect to this competition. Entrants and winners further agree to release and hold harmless HubSpot from any and all liability arising from their participation in the competition and their enjoyment of the prizes (if applicable).