

Gallery Night Instagram Contest Rules

NO PURCHASE NECESSARY TO ENTER OR WIN THE MADISON MUSEUM OF CONTEMPORARY ART GALLERY NIGHT INSTAGRAM PHOTO CONTEST. Purchases from the Madison Museum of Contemporary Art will not improve your chances of winning.

Entry Period: The Gallery Night Instagram Photo Contest begins at 5 p.m. Central Standard Time (“CST”) on Friday, May 3, 2019 and ends on Sunday, May 5 at 5 p.m. CST. All entries must be received by May 5 at 5 p.m. CST.

Eligibility: Contest is only open to legal U.S. residents who are at least 18 years of age at the time of entry. Proof of age, identity, and eligibility must be furnished to MMoCA upon request. All entry information must be complete and accurate. MMoCA will not award a prize to anyone not meeting eligibility requirements at the time of entry. MMoCA reserves the right to disqualify any entrant if these Official Rules are not followed. BY ENTERING THIS CONTEST, YOU AGREE TO THE MADISON MUSEUM OF CONTEMPORARY ART’S PRIVACY POLICY AND THAT YOUR ENTRY AND THE PERSONAL INFORMATION COLLECTED FROM YOU IN CONNECTION WITH THIS CONTEST WILL BE SHARED WITH THE SPONSOR, THE MADISON MUSEUM OF CONTEMPORARY ART.

How to enter: Take a creative photo during the Gallery Night event (Friday, May 3, 5-9 p.m. CST) via Instagram and post the picture to your individual Instagram account, tagging the photo @mmocamadison with the hashtag #MADGalleryNight during the Entry Period. To participate in the Contest, if you do not already have an Instagram account, download the free Instagram app on your iOS or Android device from the App Store or Google Play, as applicable base upon your device, and create an account as instructed. Photo entries must comply with Instagram’s Terms of Use and Community Guidelines, in addition to the photo requirement set forth in these Official Rules. ALL PHOTO ENTRIES MUST BE SUBMITTED BY 5 PM CST MAY 5, 2019. There is no limit on the number of photos that you may submit. Photos will be deemed to have been submitted by the authorized account holder of the Instagram account from which the photo is uploaded at the time of entry, as identified by the primary email address associated with that account. All submissions may be used at the sole discretion of MMoCA.

Photo Requirements: The photo(s) must comply with the following requirements: (i) it must be clear that the photo was taken during the event; (ii) the photo must be entrant’s own original work, created solely by entrant and not created professionally; must not have been previously published, released or distributed in any form; must not have won any award and must not infringe the copyright, trademark, privacy, publicity, or other personal or proprietary rights of any person or entity; (iii) the photo may not contain, mention, refer or otherwise allude to any material that is violent, lewd, obscene, sexually explicit, pornographic, disparaging, defamatory, libelous, racially or morally offensive or otherwise contain inappropriate content or objectionable material; (iv) the photo cannot promote alcohol, illegal drugs or tobacco, firearms/weapons (or the use of any of the foregoing), in any activities that may appear unsafe or dangerous, or any political agenda or message; (v) the photo cannot in any manner defame, misrepresent, contain disparaging remarks or reflect negatively about MMoCA, its products, or other people, products or companies or

their products, or in any way reflect negatively upon such parties or explicitly or implicitly communicate messages or images inconsistent with the positive images and/or goodwill with which MMoCA wishes to be associated, as determined by MMoCA in its sole discretion; (vi) the photo cannot contain any personal identification, such as personal names, email addresses or street addresses, without express permission; (vii) the photo cannot depict and cannot itself be in violation of any law; and (viii) the photo must otherwise be in compliance with these Official Rules. MMoCA reserves the right, at its sole discretion, to disqualify any photo that does not comply with or is in violation of these Official Rules or that otherwise contains prohibited or inappropriate content.

Deadlines: The Gallery Night Instagram Contest begins at 5 p.m. CST on Friday May 3, 2019 and ends at 5 p.m. CST on May 5, 2019 when all entries must be received. No responsibility is assumed by MMoCA or its affiliates for lost, late, misdirected, or illegible entries or for any computer, online, telephone or technical malfunctions that may occur. Entries will be declared made by the authorized account holder of the e-mail address submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned an e-mail address by an Internet Access provider, online service provider, or other organization that is responsible for assigning e-mail address for the domain associated with the submitted e-mail address. Potential Winner may be requested to provide Contest Providers with proof that the potential Winner is the authorized account holder of the e-mail address associated with the winning entry.

Prize (1) and Prize Redemption: The winner will receive one (1) Dual or Family membership to the Madison Museum of Contemporary Art, one (1) \$15 gift card to Fresco Restaurant. No prize substitutions permitted. The Prize will be awarded on or about May 7, 2019. After notification, the Winner will be announced on MMoCA's Social Media outlets.

Selection of Winner: There will be one (1) winner selected by MMoCA-designated judges from all eligible entries received, based upon the most "likes" received on the entry. The "likes" must be via Instagram, and no other social media site. Odds of winning depend upon the number of "likes" received during the Entry Period. Decisions of judges are final and cannot be appealed. On or about May 7, 2019, a potential winner will be notified via e-mail. The Winner will be given 48 hours from the time the prize-winning notification is sent to acknowledge via email receipt of notification. If the winner does not respond via email within 48 hours of the time prize notification is sent, the Winner automatically forfeits all rights to the prize. Another Winner will then be selected.

Release of Liability: By participating in this promotion, all participants and prize winners agree that MMoCA is not responsible or liable for any injury, loss, illness, litigation or damage that may occur from participation in the promotion or acceptance, possession, or use or misuse of prizes.

General: MMoCA has the sole power and absolute discretion to terminate the Contest at any time, for any reason and without prior notice, and to interpret the rules and make decisions regarding the interpretation of the rules. All decisions of MMoCA in respect to this contest and interpretation of these Official Rules are final

and legally binding and conclusive in all matters. No participant or Winner shall have any right to challenge or contest any decision of MMoCA concerning the contest, its rules, interpretations, determinations, eligibility, verification, timeliness, winners, prizes or any other matter. All federal, state and local laws and regulations apply. Taxes are Winner's sole responsibility. No transfer or assignment of any prize is permitted. By entering this Contest, the Winner consents to use of his/her name and likeness for publicity and promotional purposes, including but not limited to photographs, video, voice recordings and any statement made by the winner without further compensation or permission, except where prohibited by law. Entry material that have been tampered with or altered are void. Activity deemed abusive or improper by MMoCA, in its sole discretion, will result in disqualification from contest. MMoCA reserves the right to substitute a prize of comparable value at its discretion. By entering this Contest, each Entrant accepts and agrees to be bound by these Official Rules. This promotion is in no way endorsed or administered by, or associated with, Instagram. You understand that you are providing your information to the Madison Museum of Contemporary Art.