

2016 internetRETAILER®
WIN THE WHEELS

Grand Prize 2016 Mercedes-Benz CLA 250 or \$25,000 Cash

(Displayed at Internet Retailer Booth 1129)

HOW TO PLAY

- Visit All 18 Win the Wheels Tour sponsors' booths highlighted in blue below
- Obtain a **BLUE**, individually numbered sticker and affix to the blue circles on the right
- Complete the Entry Form on the reverse of this card (be sure to sign the card)
- Submit this card at Internet Retailer Booth 1129 by 1:00 p.m. on Thursday, June 9, 2016
- The three winning entries will be drawn at the Internet Retailer Booth 1129 at 1:00 p.m. Thursday, June 9, 2016. Winners are "recommended" to be present, but presence is not mandatory to win.

To double your chances,
visit the "RED" booths too!

Pick-up a "RED" playing card at
Internet Retailer Booth # 1129

Grand Prize:
2016 Mercedes-Benz CLA 250 or
\$25,000 Cash

2nd Prize: \$1,000 3rd Prize: \$500

OPEN TO ALL IRCE ATTENDEES ONLY. IRCE SPONSORS AND EXHIBITORS ARE NOT ELIGIBLE TO WIN

Collect Separate Stickers from All 18 Booths
in the Red Color Group and return card to Booth #1129

Sponsor Booth #

1. ☐ Wpromote Inc..... 929
2. ☐ Americaneagle.com... 1013
3. ☐ Azoya 1031
4. ☐ SteelHouse 1141
5. ☐ FedEx 1217
6. ☐ WebLinc Commerce... 1303
7. ☐ Aptos 1309
8. ☐ ShipStation 1329
9. ☐ Stamps.com 1621
10. ☐ CloudCraze..... 1629
11. ☐ ProShip, Inc..... 1657
12. ☐ PCA Predict 1736
13. ☐ Selligent 1751
14. ☐ AvantLink 1757
15. ☐ Unbxd Inc..... 1856
16. ☐ 71 lbs 1913
17. ☐ Qubit 1959
18. ☐ Vantiv..... 2053

Please indicate which e-commerce products and services you anticipate your company plans to purchase in the next 12 months. (check all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Advertising / Social Media | <input type="checkbox"/> Global / Cross Border Solutions |
| <input type="checkbox"/> Analytics (Testing / Optimization) | <input type="checkbox"/> Mobile Commerce |
| <input type="checkbox"/> B2B | <input type="checkbox"/> Online Marketplace Management |
| <input type="checkbox"/> Cloud Technology | <input type="checkbox"/> Order Management Systems |
| <input type="checkbox"/> Content Management / Data Feed | <input type="checkbox"/> Payment Security / Fraud Protection |
| <input type="checkbox"/> Customer Service | <input type="checkbox"/> Rich Media |
| <input type="checkbox"/> E-Commerce Platforms/Shopping Cart | <input type="checkbox"/> Site Search / Search Marketing |
| <input type="checkbox"/> Email Marketing / Personalization | <input type="checkbox"/> Web Performance |
| <input type="checkbox"/> Fulfillment & Delivery | |

Win the Wheels Drawing Entry Form Identification

This Win the Wheels Drawing Entry Form must be completed, signed and submitted pursuant to the Drawing Rules below:

Name_____

Company_____

Address_____ City_____ State_____ ZIP_____

Phone_____ E-Mail_____

Signature_____

Official Rules for the Win-the-Wheels Sweepstakes

No Purchase or Conference Attendance Necessary

Eligibility: The Win-the-Wheels Sweepstakes is open only to legal US residents, 21 or older. Employees of Vertical Web Media, Emerald Expositions, ***participating IRCE exhibitors and sponsors***, or other companies associated with the Sweepstakes, as well as the immediate family and household members of each such employee, are not eligible. **International attendees are eligible for cash prizes only, including the Grand Prize option of \$25,000 in lieu of the car.**

Sponsor: Vertical Web Media, 125 South Wacker Drive, Suite 1900, Chicago, IL 60606.

How to Enter: Enter at the IRCE 2016 Conference. There is a limit of one Blue and one Red entry form per person. Follow the instructions on this Win-the-Wheels Entry Form to enter the sweepstakes drawing. You will be required to visit 18 Blue or 17 Red exhibitor booths and obtain a uniquely numbered sticker from each booth highlighted on the Exhibit Hall diagram on the reverse side. Affix the stickers to the entry form, as indicated, and submit the completed entry form at the Internet Retailer Booth #1129 by 1:00 p.m. Thursday, June 9, 2016. Only entry forms with all of the required stickers will be included in the drawing.

Drawing: At approximately 1:00 p.m. on June 9, 2016, the Sponsor will select three winners (one for each of the three prizes noted below) in a random drawing of all entries received at the Conference and by mail. You need not be present to win. The odds of winning depend on the number of entries received. A potential winner may be required to complete an affidavit of eligibility and liability/publicity release. If a potential winner fails to sign and return the documents within the required time, an alternate entrant may be selected in his/her place in a random drawing of all remaining entries received.

Prize: One winner will receive the Grand Prize: A brand new 2016 Mercedes-Benz CLA or \$25,000 in lieu of the Mercedes-Benz 250 CLA. Additional Prizes: 2nd Prize: \$1,000; 3rd Prize: \$500.

The winner may drive the car away from the Conference or have it delivered, at Sponsor's expense, to the Mercedes dealer closest to the winner's house in the 48 contiguous United States. The winner will also have the option of receiving \$25,000 cash in lieu of the Mercedes-Benz 250 CLA. The winner is responsible for paying any taxes and expenses not listed above. Any prize details not specified above will be determined by Sponsor in its sole discretion. A prize may not be transferred and must be accepted as awarded. Sponsor reserves the right to substitute a prize with another prize of equal or greater value if the prize is not available for any reason, as determined by Sponsor in its sole discretion. THE VALUE OF THE PRIZE WILL TREATED AS INCOME TO A WINNER AND THE WINNER WILL BE RESPONSIBLE FOR PAYMENT AND REPORTING OF ALL APPLICABLE TAXES.

General Conditions: By entering, you agree: (a) to release and hold harmless the Sponsor, its officers, employees, and agents (the "Released Parties") from and against any cause of action arising out of the Sweepstakes or Prize; (b) that in any cause of action, the Released Parties' liability will be limited to the cost of entering the Sweepstakes and you waive the right to claim any damages whatsoever; (c) that any causes of action arising out of the Sweepstakes or the Prize shall be resolved individually, without resort to any form of class action, and exclusively by a court located in Chicago, IL; and (d) the Sweepstakes shall be governed by the laws of Illinois.

Results: The names of the winners will be announced at the drawing and provided on written request mailed to: Vertical Web Media, 125 S. Wacker Drive, Suite 1900, Chicago, IL 60606. Requests for results must be received by July 1, 2016. The identity of the winners shall also be posted on InternetRetailer.com.

We've Made It Easier to Enter the Win-the-Wheels Sweepstakes

The Win-the-Wheels Booth Tour Sweepstakes has improved to make it easier and faster for qualified IRCE attendees to enter. The contest is sponsored by 35 advertisers in the June Issue of Internet Retailer and they are divided in half on two entry cards —a Blue Group and a Red Group divided equally on exhibit floor. You need only to visit the Blue or Red Booths—not both for one card entry; however, all eligible attendees can submit two entry cards, one from each group. You can pick up an extra entry from at Internet Retailer booth #1129.

Complete the WTW Booth Tour in Only 30 Minutes

To enter the Sweepstakes, qualified attendees need only to visit the 18 Blue booths on the left side of the Exhibit Hall or the 17 Red booths on the right side. Depending on which entry form you received, you are required to visit all the Blue Booths or all the Red Booths, which means your WTW Booth Tour covers only one side of the Exhibit Hall. The entry form for the first time has a diagram of the hall that highlights (in blue or red) the exact locations of the booths you must visit per entry card. After you finish one, grab the other color version and visit the other half of the show floor.

Your Chances of Winning Are Better

We expect more entrants to the WTW Sweepstakes at IRCE 2016. But we've also tripled the number of prizes, increasing your odds of winning a prize. One lucky entrant in the 2016 Win-the-Wheels Sweepstakes will win the Grand Prize: The brand new 2016 Mercedes-Benz CLA 250 (or \$25,000 in lieu of the Mercedes) on display next to the Internet Retailer Booth (#1129). Additional prizes include: 2nd Prize: \$1,000; 3rd Prize: \$500.

How To Enter the Win-the-Wheels Sweepstakes

1. Check Your Qualification: All IRCE attendees who are U.S. citizens and 21 or older can enter the WTW Drawing **EXCEPT** the following: Employees (and their immediate family members) of Vertical Web Media, Emerald Expositions, IRCE exhibitors and sponsors, and vendors of IRCE.

2. Obtain A Blue or Red Booth Entry Form: Win-the-Wheels entry forms are available at the IRCE registration desk, at tables at both Exhibit Hall entrances and at the Internet Retailer Booth. All WTW Sweepstakes entry forms are evenly divided between those requiring visits to 18 Blue-Highlighted Booths and those requiring visits to 17 Red-Highlighted Booths. You have the option of obtaining and filling out one Blue and one Red form to increase your chances of winning.

3. Obtain Stickers from All Blue Booths: This is a Blue Booth Tour Entry Form. To complete it, you must visit the 18 Blue Booths highlighted on the Exhibit Hall Diagram on the reverse side of this form. Obtain a uniquely numbered blue sticker from each of those Blue Booths and affix it to the circles printed next to the Exhibit Hall diagram. ***A completed card must have 18 uniquely numbered blue stickers to be entered in the drawing.***

4. Submit the Completed WTW Entry Form: After you obtain the necessary stickers, add your contact information and signature on the back of the Form. ***Then submit the completed form at the Internet Retailer Booth (#1129) in the middle of the Exhibit Hall by 1 p.m., Thursday, June 9, 2016.*** You need to submit only one completed entry form (Blue or Red) to be entered in the drawing, but you can submit a maximum of one Blue and one Red form to increase your chances of winning.

5. The Drawing: The Win-the-Wheels drawings of three winning forms will be held and the winners announced at the Internet Retailer Booth at 1:00 p.m. on Thursday, June 9, 2016. Entrants need not be present to win.

2016 internetRETAILER®

WIN THE WHEELS



Grand Prize

2016 Mercedes-Benz CLA 250

OR **\$25,000 Cash**



HOW TO PLAY

VISIT 18 BOOTHS

ENTER BY JUNE 9 1:00 PM

Prizes: 1st Mercedes Benz or \$25,000 Cash
2nd \$1,000 Cash
3rd \$500 Cash

RETURN COMPLETED CARD TO INTERNET RETAILER BOOTH 1129

SWEEPSTAKES ENTRY FORM

IRCE SPONSORS AND EXHIBITORS ARE NOT ELIGIBLE TO ENTER