

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_____

***No personal emails accepted (i.e., Gmail, Yahoo, Outlook)**

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.

The following are NOT ELIGIBLE: Employees of IRCE exhibitors, sponsors and other vendors associated with the IRCE 2017 event; other companies associated with the sweepstakes; and employees (and their immediate family members) of Vertical Web Media and Emerald Exposition. 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, LLC 125 South Wacker Drive, Suite 1900, Chicago, IL 60606.

How to Enter: Enter at the IRCE 2017 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. You will be required to visit 14 Red or 14 Blue exhibitor booths and obtain a uniquely numbered sticker from each booth highlighted on the Exhibit Hall diagram. 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 8, 2017. Only entry forms with all of the required stickers will be included in the drawing.

Drawing: At approximately 1:00 p.m. on June 8, 2017, the Sponsor will select three winners (one for each of the three prizes) in a random drawing of all received entries. You need not be present to win (the odds of winning depend on the number of entries received). A potential grand prize winner **will 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.

Prizes: One winner will receive the Grand Prize: A new 2017 Mercedes-Benz CLA (dealer value: \$43,000) or \$25,000 cash in lieu of car. Additional Prizes: 2nd Prize: \$1,000; 3rd Prize: \$500.

The winner may drive the car away from the conference or have it delivered from the dealer, 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 pertaining to the car listed above.** The dealer will work with the winner on the car model displayed or a different car from the dealer with a credit of \$43,000 going toward the car. Any other car chosen, winner is responsible for additional car costs above \$43,000. The dealer or Sponsor will not buy back the car from winner once transferred over to the winner. 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 (up to \$43,000 for the car) if the prize is not available for any reason, as determined by Sponsor in its sole discretion. **THE VALUE OF THE PRIZE WILL BE 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, 2017. 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 is easier for qualified IRCE attendees to enter with better odds to win! The contest is sponsored by 28 sponsors of Internet Retailer's June issue and they are divided on two entry cards —**a Red Group and a Blue Group**. 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 form at Internet Retailer's booth #1129.

Complete the WTW Booth Tour in Only 30 Minutes

To enter the Sweepstakes, qualified attendees need only to visit the **14 Red booths or the 14 Blue booths**. Depending on which entry form, 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 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: 400-to-1 Odds

We expect more entrants to the WTW Sweepstakes at IRCE 2017. But we've also tripled the number of prizes, increasing your odds of winning a prize. One lucky entrant will win the Grand Prize: A new 2017 Mercedes-Benz CLA 250 (or \$25,000 in lieu of the car). 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. **The following are NOT ELIGIBLE: Employees of IRCE exhibitors, sponsors and other vendors associated with IRCE;** and employees (and their immediate family members) of Vertical Web Media and Emerald Exposition.
- 2. Obtain A Red or Blue Booth Entry Form:** Win-the-Wheels entry forms are available at the IRCE registration desk, and at the Internet Retailer Booth #1129. All WTW Sweepstakes entry forms are evenly divided between those requiring visits to 14 Blue Booths and to 14 Red 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 Red Booths:** To complete it, you must visit the 14 **Red Booths** on the Exhibit Hall Diagram on the reverse side of this form. Obtain a uniquely numbered red sticker from each of the Red Booths and affix it to the circles printed next to the Exhibit Hall diagram. A completed card must have 14 uniquely numbered red 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) **by 1 p.m., Thursday, June 8, 2017.** 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 will be held and the winners announced at the Internet Retailer Booth #1129 at 1:00 p.m. on Thursday, June 8, 2017. Entrants need not be present to win.

2017 internetRETAILER® Win the Wheels



HOW TO PLAY

Grand Prize:
2017 Mercedes-Benz
CLA 250 or
\$25,000 Cash

Second Prize:
\$1,000 Cash

Third Prize:
\$500 Cash

**Return completed
card to Internet Retailer
Booth 1129 by 1 p.m.,
Thursday, June 8**

VISIT 14 BOOTHS

SWEEPSTAKES ENTRY FORM
IRCE SPONSORS AND EXHIBITORS ARE NOT ELIGIBLE TO ENTER

2017 internetRETAILER®
Win the Wheels

GRAND PRIZE 2017 Mercedes-Benz CLA 250 or \$25,000 Cash

(Displayed at Internet Retailer Booth 1229)

HOW TO PLAY

- Visit All 14 Win the Wheels Tour sponsors' booths highlighted in red below
- Obtain a RED, individually numbered sticker and affix to the Red 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 8, 2017
- The three winning entries will be drawn at the Internet Retailer Booth 1129 at 1:00 p.m. Thursday, June 8, 2017. Winners are "recommended" to be present, but presence is not mandatory to win.

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

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

Internet Retailer
1129
Win the Wheels
2017 Mercedes-Benz CLA 250

CloudCraze
819

ShipWorks
718

Akamai
809

NetSuite,
an Oracle Company
701

ChannelAdvisor
607

513

DHL

413

Newgistics

Deposco / 306

Stitch Labs / 473

SellerActive / 368

Saddle Creek Logistics / 755

653

dotmailer

Yottaa / 636

LJM Consultants / 235

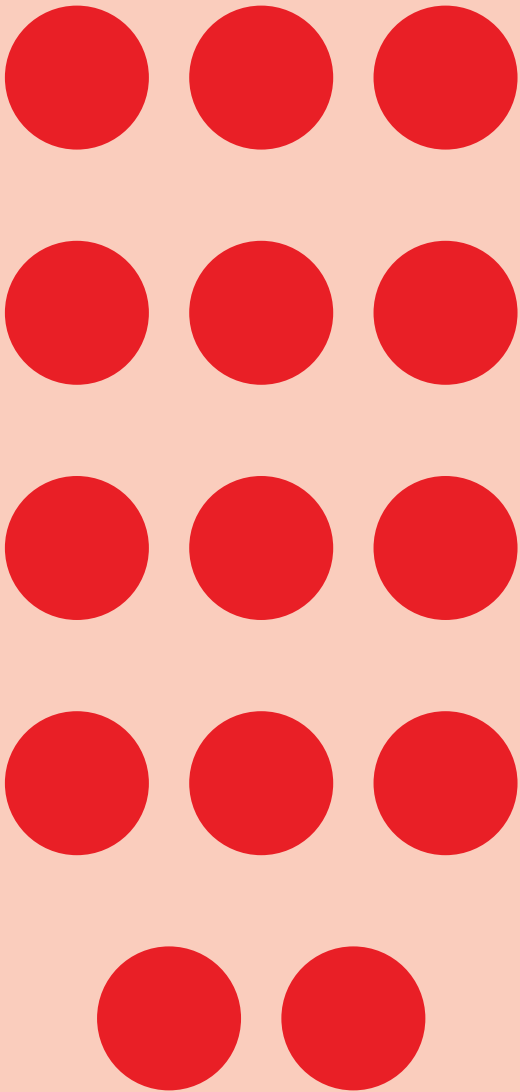
Exhibit Hall
Entrance

Grand Prize:
2017 Mercedes-Benz CLA 250 or
\$25,000 Cash

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

Exhibit Hall
Entrance

Collect Separate Stickers from All 14 Booths
in the Red Color Group and return card to Booth #1129



Sponsor Booth #

1. ☐ LJM Consultants235
2. ☐ Deposco306
3. ☐ SellerActive.368
4. ☐ Newgistics413
5. ☐ Stitch Labs473
6. ☐ DHL eCommerce513
7. ☐ ChannelAdvisor.607
8. ☐ Yottaa636
9. ☐ dotmailer653
10. ☐ Oracle + Netsuite.701
11. ☐ ShipWorks718
12. ☐ Saddle Creek Logistics 755
13. ☐ Akamai Technologies .809
14. ☐ CloudCraze819

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"/> Digital Marketing / Personalization | <input type="checkbox"/> Web Performance |
| <input type="checkbox"/> Fulfillment & Delivery | |

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