

# CANADA'S NEXT TOP AD EXEC

## Rules & Regulations & Submission Conditions

By participating in the contest, by registering or by accepting the terms posted on this website, each participant hereby releases and holds harmless McMaster University, Chevrolet Canada., all other official sponsors of the competition and all of their respective affiliates and agencies, employees, officers, and directors from and against any and all liability, claims, damages, actions, and costs, arising out of or in connection with your participation in the Canada's Next Top Ad Exec competition

### Grand Prize

1. Each member of the winning team will be awarded a brand new 2011 Chevrolet Cruze as Top Prize with full and perpetual ownership for the winner(s). The prize must be accepted as described in the contest rules and regulations and may not be transferred to another person or substituted for another prize. Prize substitution in whole or in part is at the sole discretion of Chevrolet Canada.

### Registration Details

- Registration is on a team (maximum 2 people per team) basis.

Each participant/team is encouraged to register via the online registration form on the website by the final registration deadline of January 22, 2010 at 11:59 pm. A confirmation email will be sent in response to the email address provided by the participant/team. Registration begins November 10, 2009 and finishes on January 22, 2010 at 11:59 pm.

### Competition Details

1. Submissions must be written in either English or French.
2. Competition details and submission instructions can be found on Canada's Next Top Ad Exec website: [www.topadexec.com](http://www.topadexec.com)
3. The submission briefing and instructions are designed to serve as suggested guidelines only, and as a result, will not be the sole judging criteria utilized by the judging panel.
4. All teams must submit a minimum one page (Maximum two page, Arial font – 10pt, 1" margins, single spacing) "Elevator Pitch" during Phase 1. More information can be found at: [www.topadexec.com](http://www.topadexec.com) At the end of Phase 1, the Top 25 teams with the highest overall point total will continue onto Phase 2.
5. Phase 2 participants/teams must submit their "Strategy Document" to be considered by the judges. This includes a maximum 15 page (Arial font – 10 pt, 1.5 line spacing, 1" margins) document as outlined in the competition task. More information can be found at: [www.topadexec.com](http://www.topadexec.com)
6. The 10 teams with the highest overall point total at the end of Phase 2 will be announced as the Top 10 Finalists. This group of Finalists will receive basic hotel accommodations costs for 2 nights and transportation costs to the competition venue. Travel costs incurred to get to Toronto will be determined by the exec team and only 50% will be paid for by Canada's Next Top Ad Exec. The shortest most cost efficient route / means of transport will be provided
7. If a Finalist is deemed as disqualified/ineligible to participate after he/she has been selected as a Finalist, or as the winner of the grand prize, the Finalist closest in ranking will be chosen as the winner.

8. In the event of a tie for the final position in the Top 10 Finalist category, a Chevrolet representative will have final decision on which contestant/team will claim the final position.

Individuals Qualified to Enter

### **Executive Team.**

1. Each participant must be registered as a FULL TIME undergraduate business or commerce student, Masters of Business Administration (MBA) student or an undergraduate student completing a minor in business or commerce, in the 2009/2010 academic year. Validation of current academic status may be requested by the
2. Each participant/team must be a legal resident of Canada.
3. Employees and immediate family members of Chevrolet Canada., all other official sponsors of the competition and all of their respective affiliates and agencies, employees, officers, and directors, those involved in any way with the contest organizing team at McMaster University, and all other official sponsors of the Canada's Next Top Ad Exec competition are ineligible to participate in the competition.

### **Further Regulations**

Any reference to McMaster University includes references to the DeGroote School of Business.

McMaster University and Chevrolet Canada reserve the right to disqualify any participant who violates the Rules and Regulations of the competition. McMaster University and Chevrolet Canada reserve the right to refuse a submission, the eligibility of which is questionable or which has already been deemed ineligible.

### **Release**

Each participant agrees to release and hold harmless McMaster University, Chevrolet Canada., all other official sponsors of the competition and all of their respective affiliates and agencies, employees, officers, and directors from and against any and all liability, claims, damages, actions, and costs, arising out of or in connection with your participation in the Canada's Next Top Ad Exec competition.

### **Submissions**

All submissions shall automatically become the property of Chevrolet Canada. McMaster University, Chevrolet Canada and all other official sponsors of the competition and all of their respective affiliates and agencies, employees, officers, and directors shall not be responsible for the failure of any submissions to be received for any reason or to be considered ineligible due to incomplete, unclear or indecipherable information, or for any other problems, however caused. McMaster University, Chevrolet Canada and all other official sponsors of the competition and all of their respective affiliates and agencies, employees, officers, and directors shall not have any liability for lost, stolen, delayed, damaged or misdirected submissions.

Each participant agrees to waive any copyrights and moral rights in any material and information submitted to McMaster University, Chevrolet Canada, all other official sponsors of the competition and all of their respective affiliates and agencies, employees, officers, and directors and agrees that ownership in said material transfers to Chevrolet Canada.

Each participant warrants that he or she is the sole owner of the submitted work and that the work does not infringe on the intellectual property rights of another party. Each participant further warrants that all material used in the participant's submission, whose intellectual property rights belong to another party, has been properly acknowledged and permission for use has been sought and granted.

### **Release of Judges**

The judges' decisions shall be final and binding upon each participant, and each participant hereby irrevocably acknowledges and agrees to release and hold harmless all the judges personally from and against any and all liability, claims, damages, actions, and costs, arising out of, or in connection with your participation in the Canada's Next Top Ad Exec competition, including but not limited to any such claims resulting from decisions issued by the judges.

In the event of a tie at any point in the competition a representative of Chevrolet Canada shall be entitled to determine, at its discretion, which competitor advances to the next stage of the competition, or, if the tie results at the end of the competition, which competitor shall be named the winner of the competition.

### **Limitation of Liability**

McMaster University, Chevrolet Canada, all other official sponsors of the competition, all judges and all of their respective affiliates and agencies, employees, officers, and directors shall not be liable to any participant and/or any third party for any damages of any kind arising out of or relating to the participation in the Canada's Next Top Ad Exec competition including, but not limited to, any lost profits, lost opportunities, special, incidental, indirect, consequential or punitive damages, regardless of your advice to McMaster University to the contrary.

### **Reproduction of Contents**

The contents of the Canada's Next Top Ad Exec website may be used and reproduced solely for non-commercial, personal or educational purposes provided that it is not modified and that you retain all copyrights and other notices contained in the contents. Such information may not otherwise be used, reproduced, broadcast, published or re-disseminated without the prior written permission of McMaster University.

### **Reproduction of Image and Personal Information**

Each participant acknowledges that McMaster University, Chevrolet Canada, and all other official sponsors of the competition can use or publish, without further consent or compensation, each participant's likeness, materials, and city of origin, for any purpose, whether each participant was successful in the competition or otherwise.

### **Intellectual Property**

The materials located on the Canada's Next Top Ad Exec website are protected by copyright, trademark and other forms or proprietary rights and are owned or controlled by McMaster University or the party credited as the provider of the information.

### **Governing Law**

This agreement shall be construed and enforced in accordance with the laws of the Province of Ontario and Canada, where applicable.

### **Entire Agreement**

The competition rules and regulations published on this website constitute the entire agreement between each participant and McMaster University and Chevrolet Canada, all other official sponsors of the competition and all of their respective affiliates and agencies, employees, officers, and directors and supersedes any and all other agreements. No other representations or warranties are made, save for those contained within this Agreement.

### **Termination of the Canada's Next Top Ad Exec Competition**

McMaster University reserves the right to terminate or modify, in any manner, the Canada's Next Top Ad Exec competition, and/or any part of the related terms, conditions, and prizes. Such right of termination includes a force majeure arising from fire, flood, any act of God, the Queen or Her enemies (whether foreign or domestic), war (whether or not declared), riot or other civil disturbance, labour dispute, or by any other causes similarly beyond the control of the organizers of the competition. Conditions

Upon entering the competition each participant:

1. Warrants that he or she is the sole owner of the submitted work and that the work does not infringe on the intellectual property rights of another party.
2. Waives any rights to confidentiality of any submissions made with respect to competition.
3. Warrants that all work subject to another party's copyrights has been properly acknowledged.