

## Online Sweepstakes Rules

1. **Introduction:** Penton Media Inc., d/b/a NewEquipment.com ("Sponsor") is offering the Online Sweepstakes ("Sweepstakes"). **NO PURCHASE NECESSARY. A PURCHASE DOES NOT IMPROVE YOUR CHANCE OF WINNING.**

**Sweepstakes may only be entered in or from the 50 United States and the District of Columbia and entries originating from any other jurisdiction are not eligible for entry. This Sweepstakes is governed exclusively by the laws of the United States. You are not authorized to participate in the Sweepstakes if you are not located within the 50 United States or the District of Columbia.**

2. **Eligibility:** Entrant must be a legal a resident of the fifty (50) United States and the District of Columbia, who is 18 or older as of December 7, 2010 and must not have won a sweepstakes hosted by Sponsor in the last 18 months. Employees of Sponsors, their respective parents, subsidiaries, affiliates, advertising and promotion agencies and their family/household members (defined as parents, spouse, children, siblings, grandparents) are not eligible to enter. Void outside the fifty United States and the District of Columbia, and where prohibited, taxed, or restricted by law. All federal, state and/or local rules and regulations apply.
3. **Start/End Dates:** Sweepstakes begins at 12:00:01 a.m. E.T. on December 7, 2010 and ends at 12:00:01 a.m. E.T. on March 21, 2011.
4. **How to Enter:**  
Visit <http://www.NewEquipment.com> and fill in required entry information. Limit one entry per person. More than one entry from any person (including entries from more than one email address or multiple entries from the same email address) will void all entries from that person. Entrants must have a valid email address. Sponsor may also ask optional questions. Completion of these questions is not required to enter the Sweepstakes. No automated entry devices and/or programs permitted. Sponsor is not responsible for lost, late, illegible, stolen, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind whether mechanical, human or electronic. Proof of submission will not be deemed to be proof of receipt by Sponsor.
5. **Drawing:** Winners will be selected in a random drawing from all eligible entries received on or about 5:00 p.m. E.T. on March 22, 2011, by Sponsor, whose decisions are final and binding in all matters relating to the Sweepstakes. Odds of winning depend on the number of eligible

entries received. Potential winner will be notified by e-mail or mail on or about March 23, 2011. Each entrant selected as a potential winner must comply with all terms and conditions set forth in these Official Rules, and winning is contingent upon fulfilling all such requirements.

6. **Prizes:** The following prizes will be awarded: **One lucky winner will receive the Grand Prize of a Trip for Two (2) to Coca Cola 600 NASCAR Race 2011 in Charlotte, North Carolina.** The prize includes two (2) round trip coach airline tickets to Charlotte, North Carolina from any national airport in the United States, round trip ground transportation to the Embassy Suites Hotel in Charlotte, North Carolina, two nights hotel accommodations (Saturday, May 28, 2011 and Sunday, May 29, 2011, with check-in on Saturday, May 28, 2011, and check-out on Monday, May 30, 2011), Breakfast on Sunday, May 29, 2011 and Monday, May 30, 2010, round trip ground transportation from the Embassy Suites, Charlotte, North Carolina to the Charlotte Motor Speedway on Sunday, May 29, 2011, and two (2) Coca Cola 600 NASCAR Race tickets in the all reserved New Veranda Seating, with full track view, club area access, catered hospitality, single-day pre-programmed scanner and headset rental and pre-race pit passes to include two (2) Garage Passes to tour the Spring Cup garage area at the Charlotte Motor Speedway prior to the Coca Cola 600 NASCAR Race on Sunday, May 29, 2011.

**Approximate retail value of the grand prize: \$2,430.00.**

The Grand Prize Winner and guest must travel to and from the same airports on the same flights. All travel arrangements must be made through New Equipment Digest. Sponsor makes no warranties with regard to the prize(s). Prizes(s) are not transferable. No substitutions of prize allowed by winners, but Sponsor reserve the right to substitute a prize of equal or greater value due to prize unavailability. Prize(s) are not redeemable by winner for cash value. All taxes, fees and surcharges on prizes are the sole responsibility of winner.

7. **Affidavit of Eligibility/Release:** Each winner will be required to execute an Affidavit of Eligibility, a Liability Release and where lawful, a Publicity Release within 14 days of prize notification. If winner is a minor (under 18, or under 19 in Alabama and Nebraska), prize will be awarded to minor's parent or legal guardian, who must sign and return all required documents. Once notified, the potential winner has until 5:00 p.m. E.T. on April 1, 2011 to contact New Equipment Digest at the number, email or address listed in the notification regarding preferred departure and arrival dates and times, preferred departure airport, and the name/ contact information of the winner's guest. Failure of potential winner to contact New Equipment Digest by 5:00 p.m. E.T. on April 1, 2011, or if prize or prize notification is returned as undeliverable, if winner rejects his/her prize or in the event of noncompliance with these Sweepstakes rules and

requirements, such prize will be forfeited and an alternate winner will be selected from all remaining eligible entries. Upon prize forfeiture, no compensation will be given. Limit one prize per person or household.

- 8. Conditions:** Sponsor will have right to photograph winner(s). Entry constitutes permission to winner's name, picture, likeness, and city and state of residence for purposes of trade, publicity or promotion for no additional compensation except where prohibited by law. By participating, entrants and winners to release and hold harmless Sponsors, and their respective parent companies, subsidiaries, affiliates, advertising and promotions agencies, partners, representatives, agents, successors, assigns, employees, officers and directors, from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, travel to, or participation in Sweepstakes, or possession, acceptance and/or use or misuse of prize or participation in any Sweepstakes-related activity and for any claims based on publicity rights, defamation or invasion of privacy and merchandise delivery. Sponsors are not responsible if Sweepstakes cannot take place or if *any* prize cannot be awarded due to travel cancellations, delays or interruptions due to acts of God, acts of war, natural disasters, weather or acts of terrorism.
- 9. Miscellaneous:** All entries become the sole property of Sponsor and none will be returned. In the event of a dispute, entries made by Internet will be deemed made by the authorized account holder of the e-mail address submitted at the time of entry. The "authorized account holder" is deemed the natural person who is assigned to an e-mail address by an Internet access provider, service provider or other online organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. A potential winner may be requested to provide Sponsor with proof that the potential winner is the authorized account holder of the e-mail address associated with the winning entry. If for any reason the Sweepstakes is not capable of running as planned, including due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure, human error or any other causes beyond the control of Sponsor that corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Sweepstakes, Sponsor reserves the right in its] sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. The Sponsor is/ not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, or

providers, computer equipment, software, failure of any e-mail or entry to be received by Sponsor on account of technical problems or traffic congestion on the Internet or at any web site, any combination thereof, or otherwise, including any injury or damage to entrant's or any other person's computer related to or resulting from participation or downloading any materials in the Sweepstakes. Sponsor may prohibit an entrant from participating in the Sweepstakes or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception, or other unfair playing practices (including the use of automated quick entry programs) or intending to annoy, abuse, threaten or harass any other entrants or Sponsor representatives.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR(S) RESERVE(S) THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

- 10. Use of Data:** Sponsor will be collecting personal data about entrants online, in accordance with its privacy policy. Please review the Sponsor's privacy policy at <http://www.penton.com/PrivacyStatement/tabid/75/Default.aspx>. By participating in the Sweepstakes, entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's privacy policy.
- 11. List of Winners:** To obtain a list of winners, visit <http://www.NewEquipment.com/NASCAR> or send a self-addressed, stamped envelope by March 23, 2011 to Sarah Arnold, New Equipment Digest at Penton Media Bldg., 1300 E. 9<sup>th</sup> Street, Cleveland, OH 44114-1503.
- 12. Sponsor:** The Sponsor of this sweepstakes is: Penton Media Inc., d/b/a New Equipment Digest and [NewEquipment.com](http://NewEquipment.com) , 249 West 17<sup>th</sup> Street, New York, NY 10011.