

## 2013 From Up on Poppy Hill Giveaway

### Official Rules

#### HOW TO ENTER:

(a) **Via Twitter.** At one (1) random time between 12:01 am EDT Wednesday, March 13, 2013 and 9:59 pm EDT Thursday, March 14, 2013 (the “Contest Period”), ReedPOP will post a Retweetable message up to six (6) times during the contest period. Participant’s retweet must include New York Comic Con’s @ny\_comic\_con Twitter account in their response (you must be a follower of the New York Comic Con Twitter Page). New York Comic Con will select six winners at random over the course of the contest period to win a prize. The contest ends 11:59 pm EDT on Thursday, March 14, 2013.

(b) **No Purchase Necessary.** No purchase is necessary to enter or win. A purchase or payment of any kind will not increase your chances of winning.

(c) Limit at least one (1) entry per person, however fans can retweet the message as many times as they want. All entries become the property of ReedPOP and will not be acknowledged or returned. Incomplete entries will be considered invalid and ineligible to win. Not responsible for lost, misdirected, illegible, mistranscribed or late entries.

#### 2. PRIZES:

(a) A total of six (6) winners will be selected and a total of six (6) prizes will be awarded (one per winner) (total estimated value of all prizes is approximately US\$160). The winner will receive one (1) prize from the items listed below. The winner’s prize will correspond to the message he/she retweets during the contest period:

- *Two (2) tickets to see From Up on Poppy Hill at the IFC Center\* (323 Sixth Ave. at West 3rd St, New York, New York 10014). Total estimated value US\$24.*
- *Two (2) tickets to see From Up on Poppy Hill at the IFC Center\* (323 Sixth Ave. at West 3rd St, New York, New York 10014). Total estimated value US\$24.*
- *One (1) Poppy Hill Art Book Total estimated value US\$30*
- *One (1) Poppy Hill Notebook Total estimated value US\$10*
- *One (1) Poppy Hill Watch Total estimated value US\$40*
- *One (1) Poppy Hill Signed Poster Total estimated value US\$30*

There are no additional prizes. Limit one (1) prize per person.

\*IFC Center screening Winners’ names will be placed on Will Call beginning Friday, March 15—winners should call ahead to confirm seating availability for their choice screening time.

(b) Each winner will be notified by a twitter message from ReedPOP. Each winner will have 24 hours to claim his/her prize by emailing his/her full name, email address and mailing address (for the non-movie ticket prizes) to Kristin@ReedPOP.com. Winner’s failure to claim the prize within 24 hours of notification or ReedPOP’s inability to contact a winner or the return of any prize notification as undeliverable or winner’s failure to provide Sponsor with satisfactory proof of eligibility will result in the prize being forfeited and awarded to an alternate winner.

(c) ReedPOP’s decisions are final on all matters relating to this contest. Winners need not be present to win. Please be aware there may be a tax liability in accepting a prize (See Rule No. 5 below).

#### 3. GENERAL RULES:

(a) Prizes are nontransferable and no substitution will be allowed, except by the Sponsors who reserve the right to award a prize (or portion of prize) of equal or greater value. Sponsors and their respective agencies assume no responsibility or liability for damages, losses or injury resulting from acceptance or use of a prize.

(b) By entering this promotion, each entrant accepts and agrees to be bound by these official rules and the decisions of the judges.

(c) By accepting prize, each winner (i) grants permission to Sponsors to use winner's name, address (city and state only), voice, likeness, photograph and biographical and prize information and/or statements about the contest in all media for publicity, advertising and promotional purposes without further compensation except where prohibited by law, and (ii) releases and holds harmless the Sponsors and their respective affiliates, subsidiaries, officers, directors, shareholders, employees, agents or representatives from any and all liability for claims, injuries, losses or damages of any kind, including without limitation, death and bodily injury, resulting, in whole or in part, directly or indirectly, from the awarding, delivery, acceptance, use, misuse, possession, loss or misdirection of any prize, participation in the contest or any contest-related activity or travel or from any interaction with, or downloading of, contest information.

**4. ELIGIBILITY:** This contest is open to legal residents of the United States of America, 18 years of age or older at their time of entry, who are followers of the New York Comic Con Twitter Page (located at [http://mobile.twitter.com/NY\\_Comic\\_Con](http://mobile.twitter.com/NY_Comic_Con)). Employees (and their immediate families and household members) of Reed Exhibitions Americas, and employees (and their immediate families and household members) of the New York Comic Con's advertising and promotion agencies, are not eligible. This offer is void where prohibited and subject to all federal, state and local laws.

**5. TAXES:** A 1099-MISC will be issued to each recipient of a prize with a retail value of US\$600 or more. Each winner is solely responsible for taxes on the prize received and should consult a tax professional to determine his or her tax liability. ReedPOP is not allowed to give tax advice.

**6. ONLINE ENTRY DISCLAIMER:** Sponsors are not responsible for failed, partial or garbled computer transmissions, or for technical failures of any kind, including but not limited to electronic malfunction or damage of any network, hardware or software. If for any reason the contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or other causes that corrupt or affect the administration, security, fairness, integrity or proper conduct of the contest, Sponsors reserve the right, in their sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend this promotion. No responsibility is assumed 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; or any problems or technical malfunctions of any telephone network or lines, computer online systems, servers, providers, computer equipment, or software; or failure of any e-mail or electronic entry to be received on account of technical problems or traffic congestion on the Internet or at any Website, or any combination thereof, including any injury or damage to entrant's or any other person's computer or other device or the contents thereof related to or resulting from participation in or downloading any materials from this contest. In the event of a dispute over an electronic entry, prize will be awarded to the owner of the e-mail account, not the name on the entry form.

**7. WINNERS:** For the winners' names, please send a stamped, self-addressed envelope by March 31, 2013, to: ReedPOP, **2013 From Up on Poppy Hill Giveaway**, 383 Main Avenue, Norwalk, CT 06851, Attn: Kristin Heise.

**8. GOVERNING LAW:** The laws of the State of New York, without reference to the conflicts of laws provisions thereof, govern the Sweepstakes and all aspects related thereto. Except where prohibited, each entrant agrees that: (1) any and all disputes, claims, and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by state or federal courts situated in New York, NY; (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees; (3) no punitive, incidental, special, consequential, or other damages, including without limitation lost profits may be awarded (collectively, "Special Damages"); and (4) entrant hereby waives all rights to claim Special Damages and all rights to have such damages multiplied or increased.

**9. USE OF ENTRY INFORMATION:** The collection and use of entrant information will be governed by Reed Exhibition America's on-line privacy policy, available for viewing at <http://www.reedexpo.com/en/Privacy-Policy/>.

**10. SPONSORS:** The Sponsor of this promotion is Reed Exhibitions Americas (d/b/a ReedPOP) (383 Main Avenue, Norwalk, CT 06851). **Twitter, Inc. is not a sponsor or endorser of this Sweepstakes.** Any third party trademarks mentioned herein are the property of their respective trademark owners.