



**Intel® Software Partner Program  
Ignite 2008 Campaign  
Official Sweepstakes Rules  
Nov. 1, 2008**

**No purchase necessary. Program winners will be chosen in a random drawing from qualified entrants.**

These rules (including the Intel [Privacy Policy](#), the [www.intel.com](http://www.intel.com) Terms of Use, and the Intel® Software Partner Program Terms & Conditions at <http://swpartner.intel.com/Partner/Enrollment/LegalAgreementSummary.aspx?TabMode=COMPANY#>) govern the Intel® “Ignite 2008” sweepstake (the “sweepstake” and set out the terms and conditions between Intel Corporation and its affiliates (“Intel” or “us/we”) and each participant (“participant” or “you”).

**1. Who Is Eligible:** Participants must be 21 years or older at time of participation and members of the Intel® Software Partner Program. Employees of Intel Corporation (“Intel”), their immediate families, and their respective distributors, affiliates, subsidiaries, and advertising and promotional agencies are NOT ELIGIBLE. (Program members in North America and Latin American are eligible to participate beginning November 1, 2008.) Void where restricted or prohibited by law. This is a one-time promotion, open only to members who fulfill the Ignite 2008 contest requirements stated in these rules.

**2. Drawings:** For each Intel Partner Software Program on-line software projection completion report (PCR) completed and submitted for a member company’s software project during the promotional period of October 20 through December 31, 2008, the company will earn a drawing ticket entered into the Ignite 2008 drawing pool. (Program members in North America and Latin American are eligible to participate beginning November 1, 2008.) All tickets will remain in the drawing pool for the program period, except winning tickets. There will be 3 monthly drawings from the total available pool of tickets during the contest period for the prizes on November 10<sup>th</sup>, 2008, December 10<sup>th</sup> 2008 and January 10<sup>th</sup> 2009. To be eligible for the drawing, participants must complete their Project Completion Report (PCR) on the application they are developing based on Intel® technology on the Intel® Software Partner Program Web site at [www.intel.com/partner](http://www.intel.com/partner) by December 31, 2008 and provide proof to Intel that their application is being sold to the public via on-line sales, distribution, retail or printed advertising. (Information entered into the Project Completion Report (PCR) may be used to update your membership profile on the Intel® Software Partner Program Web site. Expanded program benefits become available to members completing their PCR.)

**3. Prizes, Approximate Monetary Value, and Odds of Winning:** Intel will award three monthly grand prizes of approximate \$10,000 (total value) of market development funds for campaign materials developed by an Intel-approved agency pending final approval by

an Intel representative. Campaign material development will be for the completed application and will be done in conjunction with an Intel-approved vendor and may include marketing materials in online, print, or video formats. An Intel representative will be designated as the winner's campaign contact and will discuss campaign specifics. Intel brand and legal restrictions will apply to campaign materials. One monthly winner (total of three) will be chosen in a random drawing from qualified entrants (must be current members of the Intel® Software Partner Program). Payment is only for campaign materials and no additional services or subscriptions are included. Winner agrees that the campaign payment is being provided "as is," and Intel makes no warranty, representation, or guarantee regarding campaign outcomes, such as acquiring customers or selling products. If a drawing winner is not a qualified entrants or can not provide proof of the public sale of the application on their PCR, they will be disqualified and a new drawing for a replacement winner will be conducted.

**4. Second Level Prizes:** In addition, Intel will award 6 monthly secondary prizes of (1) 3 printed cases studies written (approximate total value \$5000 each) about the member's company and software that will be published on the Intel website and available for use by the member and (2) 3 video case studies (approximate total value \$5000 each) about the company and their software. These videos will be posted by Intel on YouTube\* for viewing. Both the printed case studies and the video case studies will be created by approved Intel agencies and paid by Intel. An Intel representative will be assigned to work with the winner and to coordinate each project with the member and the agency. Payment is only for case study and video materials and services and no additional services or subscriptions are included. Winner agrees that the case study and video is being provided "as is," and Intel makes no warranty, representation, or guarantee regarding marketing or sales outcomes, such as acquiring customers or selling products.

The winning business is solely responsible for any applicable taxes. Odds of winning will depend on the number of eligible participants at the time of the drawing. Participants to this contest accept that Intel may name the winner of the prize in public.

**5. How to Enter:** All eligible participants must submit their Project Completion Report (PCR) on the application they are developing based on Intel® technology via the Intel Software Partner Program website by October 31, November 30 and December 31, 2008 for each monthly random drawings. Only one entry per project completion report completed during the contest period. Intel is not responsible for entries that are late, incomplete or that are not received due to lost, failed, delayed, or interrupted connections or miscommunications, or other electronic malfunctions.

**6. How to Win:** Winners will be determined in a random drawing from the project completion reports submitted into the drawing pool on November 10, 2008, December 10, 2008 and January 10, 2009 conducted by an Intel representative from among all eligible entries received. All drawings are administered by Intel, whose decisions are final on all matters related to the drawing.

**7. How to Claim Your Prize:** You will be contacted by an Intel representative within 10 days after each drawing. The winner must meet all eligibility requirements set forth in these Official Sweepstakes Rules to qualify for the prize. The prize winner must complete an eligibility and liability/publicity release or the prize may be forfeited and awarded to an

alternate winner. The winner's name may be published by Intel in program-related communications and/or on the Intel® Software Partner Program Web site.

**8. Prize Awards Restrictions:** A member company can only win one Ignite 2008 drawing prize. Once they are a winner of one of the Ignite 2008 drawing prizes, they are no longer qualified to win any other Ignite 2008 drawing prizes.

**9. Intel Software Partner Program Polo Shirt Bonus Prize:** During the Ignite 2008 program period, a maximum of nine polo shirts will be awarded to qualified members that submit PCR's.

### **General Rules**

**10.** No purchase necessary. Any applicable federal, state, and local taxes on the campaign payment are the sole responsibility of the winning business.

**11.** The prize is not transferable and no prize substitutions are available.

**12.** This sweepstakes is governed by U.S. law and is subject to all applicable federal, state, and local laws and regulations.

**13.** In the event the winner does not accept delivery of the prize, this prize may be used as an award in a future sweepstakes.

**14.** By entering the drawing, you release and agree to hold harmless Intel and its officers, directors, employees, representatives, agents, advertising, promotion, production and fulfillment agencies, successors and assigns from and against any liability of any kind in connection with the drawing, including without limitation any costs, fees, expenses, or damages incurred in the use of the prize.

**15.** We may make changes to these rules at any time without notice to you. The most current version of the rules can be reviewed on the Ignite 2008 Landing Page Web site.

**16.** Our only responsibilities with respect to the contest are set out in these rules. These rules prevail in the event of any conflict or inconsistency with any other communications, including advertising or promotional materials.

**17.** For any feedback or questions regarding the contest or the prizes you can contact Intel by sending an e-mail via this link. [Contact Intel Software Partner Program](#)

**18.** If for any reason this contest is not capable of running as planned due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Intel which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this contest, Intel reserves the right at its sole discretion, to disqualify any individual who tampers with the entry and to cancel, terminate, modify, or suspend the contest.

**19.** Intel 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. Intel is not responsible for any problems

or technical malfunction of any telephone network or telephone lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or

entry to be received by Intel on account of technical problems, human error or traffic congestion on the Internet or at any Web site, or any combination thereof, including any injury or damage to participant's or any other person's computer relating to or resulting from participation in this contest or downloading any materials in this contest.

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