

## Photo Contest: Voting Rules

As of October 1, 2014, all qualifying images entered into the Hydretain Photo contest between January 1, 2014 and September 30, 2014 will be uploaded to an online viewing gallery on the contest webpage. Additionally, qualifying images will be uploaded to an online third party voting ballot to be judged by popular vote of the public. A link to the voting ballot will be available on the contest webpage: [www.hydretain.com/photocontest.html](http://www.hydretain.com/photocontest.html)

Online voting for the winners will be held from October 1, 2014 through 5:00pm EST on October 23, 2014. Voting is limited to one vote per computer. Duplicate votes (determined by cookies and IP address) will be excluded from the final vote count. At the close of the voting period, the entry with the most votes will win 1<sup>st</sup> place, the entry with the 2<sup>nd</sup> most votes will win 2<sup>nd</sup> place and the entry with the 3<sup>rd</sup> most votes will win 3<sup>rd</sup> place.

All decisions made by public vote are final; however in the event of a tie for 1<sup>st</sup> or 2<sup>nd</sup> place, a panel of three Ecologel employees will cast tiebreaker votes. In the event of a tie for 3<sup>rd</sup> place, all tying entrees will receive the 3<sup>rd</sup> place prize

1st, 2nd and 3rd place winners will be announced at the Ecologel Booth (#347) at the GIE+ Expo and online on beginning October 24, 2014.

If you experience any errors or challenges casting your vote via the online gallery and voting system, please contact the Ecologel office at 352-620-2020 or email us at [marketing@ecologel.com](mailto:marketing@ecologel.com)

**For the Complete Contest Rules, Terms & Conditions – See Below**

# Photo Contest: Rules, Terms and Conditions

Ecologel Solutions, LLC invites you to enter its 2014 Hydretain® Photo Contest. Please read the following rules, terms and legal conditions before submitting any photos.

The Hydretain Photo Contest (the "Contest") is open to anyone 18 years of age or older, except employees of Ecologel Solutions, LLC and the immediate families of such employees. The contest is open to all participants regardless of residence or citizenship, so long as the laws of their jurisdiction allow participation.

## **WHAT TO ENTER:**

We are looking for striking images that depict the comparison of turfgrasses or plants treated with Hydretain products\* to adjacent non-treated turfgrasses or plants of the same variety. Certain before and after comparisons that highlight Hydretain's benefits may also be accepted at Ecologel's discretion.

*\*Please note that "Hydretain products" encompasses all products in the Hydretain family including Hydretain ES, Hydretain ES Plus, Hydretain ES Plus II, Hydretain ES Plus Granular QD, and FourPlay as well as the private label brands LESCO Moisture Manager™ and BioPro's H3O+.*

We are especially interested in images that showcase the following Hydretain applications:

- Turfgrass Maintenance
- Seeding, Hydroseeding, Sprigging or Sod Installation
- Bedding Plant, Tree, Shrub and Landscape Maintenance
- Bedding Plant, Tree, Shrub and Landscape Installation
- Agriculture Food Crops or Residential Gardens
- Potted or Containerized Plants

Photographs may depict current or previous Hydretain applications. Photographs taken prior to the start of this contest will be accepted so long as they are submitted with the contest deadlines provided below. Multiple submissions by one person or entity will be accepted. There are no limitations to the number of photographs that any individual may submit.

All photographs should accurately reflect the subject matter and the scene as it appeared. Images will be analyzed for manipulation that would invalidate the merits of the product performance claims being made. Photos that have been digitally altered beyond standard optimization (removal of dust, cropping, reasonable adjustments to exposure, color and contrast, etc.) will be disqualified.

Photo captions must accompany all submissions, and should include the subject of the image, the location, the date the image was taken, treatment vs. control identification and the name of the photographer(s).

If you choose to include people in your submission, you are responsible for obtaining the necessary releases from the individuals depicted, and must be able to provide copies of those releases to Ecologel Solutions, LLC upon request. Ecologel reserves the right to obscure or pixelate any faces, logos, brands, license plates or other unique identifying characteristics which may violate copyright or infringe on any company's or individual's right to privacy.

#### **HOW TO ENTER:**

All digital images must be submitted via our contest webpage: [www.hydretrain.com/photocontest.html](http://www.hydretrain.com/photocontest.html). Complete all required fields, including name, contact information, email and other information about your photo submission.

High quality prints from film photography may be submitted via mail to Ecologel Solution, LLC. Mailed entries must include a completed entry form containing your name, contact information, email, and other information about your photo submission. Entry forms are available for download and print on our photo submission website: [www.hydretrain.com/photocontest.html](http://www.hydretrain.com/photocontest.html)

Mail entries to:  
Ecologel Solutions, LLC  
4060 SE 45<sup>th</sup> Court  
Ocala, FL 34480

#### **ELIGIBILITY & JUDGING:**

To ensure eligibility for the contest, all entries must have a resolution of 4 megapixels (4 million pixels) or greater to be made available upon request. Compelling images that do not meet this standard may still be judged at Ecologel's sole discretion.

All entries must be in color –black & white or sepia tone images will not be accepted. Entries may originate in digital or film format. Acceptable digital formats include JPG, TIFF, BMP, PSD, EPS, or PDF. Previously published material for which non-exclusive rights were granted may be entered as long as you still maintain the right to grant us a license (see "Your Rights" below). You must be able to disclose when and where the photo appeared previously to Ecologel Solutions, LLC upon request.

Ecologel Solutions, LLC shall determine photo entry eligibility in its sole and absolute discretion.

All qualifying images will be uploaded to an online gallery to be judged by popular vote of the public. Voting rules and conditions will be published on the contest webpage on or before October 1, 2014.

All decisions made by public vote are final.

### **DEADLINES:**

Online entries can be uploaded starting 12:01 am Eastern Standard Time (EST) on January 1, 2014. The deadline for submitting online entries is 11:59 pm EST on September 30, 2014. Mailed entries may be submitted beginning January 1, 2014, and must be received by the close of business (5:00pm EST) on September 30, 2014.

Entrants may be asked to supplement their submission (such as a paragraph about their photo, or the highest resolution version of their photo) anytime on or after the original photo submission date.

Online voting for the winners will be held from 9:00 am EST on October 1, 2014 through 5:00pm EST on October 23, 2014. 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place winners will be announced at the GIE+ Expo and online on October 24, 2014.

Ecologel Solutions, LLC reserves the right to adjust any deadline(s) as the result of causes beyond its immediate control.

### **WINNING PHOTOS & PRIZES:**

At the close of the voting period, the entry with the most votes will win 1<sup>st</sup> place, the entry with the 2<sup>nd</sup> most votes will win 2<sup>nd</sup> place and the entry with the 3<sup>rd</sup> most votes will win 3<sup>rd</sup> place.

**1<sup>st</sup> Place Grand Prize:** Cannon Rebel T3i 18.0MP Digital SLR with EF-S 18-55mm f/3.5-5.6 IS Type II Lens, EF-S 55-250mm f/4-5.6 IS Lens, Rebel DSLR Bag and 8GB SDHC Card

**2<sup>nd</sup> Place:** Pentax WG-3 with Case and 8GB SDHC Card

**3<sup>rd</sup> Place:** 5 Gallons of Hydretain ES Plus (One 2 x 2.5 Gal Case)

The winners and their images will be featured on Ecologel websites, social media in a special edition of Ecologel's Solutions: an Ecologel quarterly e-newsletter. At Ecologel's discretion, other outstanding entries may also be featured in company websites, social media, newsletters, advertisements, etc.

In addition to the 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place prizes, monthly drawings will be held from January through September, 2014. Entrants will be added to the drawing during the month in which his or her photo(s) were initially submitted, and may remain eligible for each subsequent monthly drawing thereafter. Early entry increases the chances of winning. Monthly drawings are limited to one win per person. Once an entrant has won a monthly drawing, his or her name will be removed from all subsequent monthly drawings. Each photo submitted results in one entry into the drawing – multiple entries by one person or entity will increase the chances of winning.

**YOUR RIGHTS:**

Your photographs help showcase the benefits of Hydretain for water conservation, drought mitigation and improved plant quality. Thank you for helping to further our mission to Save the World's Water One Lawn at a Time while protecting your plants from everyday drought stress.

You will retain ownership rights to your photograph(s). You only grant Ecologel Solutions, LLC the irrevocable right to use your photograph(s) for any commercial and/or non-commercial business purpose. Ecologel may use your name, city, and state in connection with the photograph(s) in promotions, marketing materials, and other publications. Ecologel may also use additionally submitted information related to the photograph(s), such as but not limited to the location, plant variety, brand of product applied, etc.

**QUESTIONS:**

Questions and inquiries about contest rules can be emailed to [marketing@ecologel.com](mailto:marketing@ecologel.com)

## Photo Contest: Legal Conditions

By entering this contest, you agree to all of the terms and conditions relating to this contest and you are responsible for understanding Your Rights.

By entering, entrants agree to indemnify, defend and hold harmless Ecologel Solutions, LLC ("Ecologel") its respective subsidiaries, affiliates, directors, officers, employees, attorneys, agents and representatives, from any and all third party liability for any injuries, loss, claim, action, demand or damage of any kind arising from or in connection with the competition (collectively, "Losses"), including without limitation any third party claim for copyright infringement or a violation of an individual's right to privacy and/or publicity right. The Contest is void where prohibited by law.

Each entrant in the Contest ("Entrant") is responsible for ensuring that he or she has the right to submit the photos that he or she submits to the Contest per these rules.

You agree that any and all disputes that cannot be resolved with Ecologel, and causes of action arising out of or connected with this Contest, shall be resolved individually through binding arbitration in accordance with the Arbitration Rules of the American Arbitration Association. Any arbitration shall be held in Ocala, Florida and in no other place, unless mutually agreed upon by the parties. The party demanding arbitration shall give written notice of the demand in writing to the other party and to the American Arbitration Association in Ocala, Florida. The demand for arbitration shall be made within a reasonable time after a claim, dispute or other matter in question has arisen, but except as otherwise expressly provided herein, in no event, after the date when institution of legal or equitable proceedings based on such claim, dispute or other matter in question would be barred by the applicable statute of limitations.

IN ANY SUCH DISPUTE, ENTRANT SHALL NOT BE ENTITLED TO ANY PUNITIVE, SPECIAL, INDIRECT, INCIDENTAL OR CONSEQUENTIAL DAMAGES, INCLUDING WITHOUT LIMITATION ATTORNEYS' FEES, OR ANY DAMAGES OTHER THAN ENTRANT'S ACTUAL OUT-OF-POCKET EXPENSES (IF ANY) ASSOCIATED WITH PARTICIPATING IN THE CONTEST. YOU HEREBY WAIVE ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR INCREASED. The Contest and Ecologel's websites are provided "as is" without warranty of any kind, either express or implied.

Ecologel is not responsible for any incorrect or inaccurate information, whether caused by website users or by any equipment or programming associated with or utilized in the photo competition, or by any technical or human error that may occur in the processing of submissions to the photo competition, including but not limited to any misprints or typographical errors. Ecologel 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. Ecologel is not responsible for any problems or technical malfunction of any telephone network or lines, computer equipment, servers, providers, computer on-line systems, software, or failure of email on account of technical problems or traffic congestion on the Internet or at any website, including injury or damage to

entrant's or to any other person's computer related to or resulting from participating or uploading images or information in the photo contest.

If, for any reason, the photo competition is not capable of completion as planned, including but not limited to, any reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other causes beyond the control of Ecologel that corrupt or affect the administration, security, fairness, integrity or proper conduct of the photo competition, Ecologel reserves the right at its sole discretion to cancel, terminate, modify or suspend the photo competition.