



WIN A Gaming Gear Package from DEMCO

OFFICIAL RULES

About the Contest. DEMCO is pleased to announce the chance to win a Gaming Gear Product Package in conjunction with ALA's 2011 National Gaming Day. This contest is open to libraries and media centers that have officially registered with ALA as participants in National Gaming Day on November 12, 2011. Applicants are being sought who truly have a vision for a Gaming program at their library or media center that could be more effective in how it serves customers or impacts their library. DEMCO offers a range of gaming-related furniture and equipment that the winner can choose from to outfit a gaming space. The total value of the winning package will be up to \$3,194. The winner will be selected and announced on Friday, January 20, 2012, at the American Library Association ("ALA") Midwinter Conference Dallas, TX. See below for more details.

How to Enter. NO PURCHASE NECESSARY. A PURCHASE WILL NOT IMPROVE YOUR CHANCE OF WINNING. *Entrants must be registered with ALA as participants in National Gaming Day on November 12, 2011 (<http://ngd.ala.org>).* You may enter the Contest by completing an application form and submitting it to DEMCO in accordance with these Rules. Application forms will be available through our website (www.demco.com/goto?gamingcontest) beginning on October 3, 2011. Applications may be mailed to DEMCO 2011 Gaming Gear Contest, Attn: Angie Schoeneck, 4810 Forest Run Road, Madison, WI 53704. Mailed entries **must be postmarked by December 14, 2011.**

Eligibility. The Contest is open to libraries and media centers located within the 50 United States and District of Columbia (the "United States") that have officially registered with American Library Association (ALA) to participate in National Gaming Day on November 12, 2011. The libraries or media centers may be public or private, and may be non-profit or for-profit. Libraries and media centers owned or controlled by employees, directors, or officers of DEMCO its parent company, subsidiaries, and affiliates, and advertising and promotion agencies, manufacturers and suppliers of DLI products, and entities involved in the execution and administration of the Contest, are not eligible. The Contest is void where prohibited by law, and is subject to all applicable federal, state, and local laws and regulations.

Selection of Winner. Complete and properly submitted applications shall be reviewed by at least three judges selected from DEMCO management and/or industry professionals. The judges will select not less than three nor more than fifteen finalists, all of whom will be confirmed as registered participants of ALA's National Gaming Day on November 12, 2011. The selections will be based on merit, as evaluated in the discretion of the judges; the criteria for selection will include, but not be limited to, the need for the project, the creativity of the project, and the impact of the project on the Applicant's facility or program. The judges will not consider the amount, if any, of past, current, or future purchases by any Applicant from DEMCO or its affiliates. The decisions of the judges shall be final. The winner will be selected via a random process from the group of finalists. The final random selection process will take place in the DEMCO booth during ALA Midwinter's Opening Night Reception on January 20, 2012. The winner will be posted at the DEMCO booth throughout the ALA Midwinter Conference. Each finalist will have an equal chance of winning. The odds of winning are based on the number of applications received.

Prize. The prize consists of a gaming gear package including the DEMCO Triple Play Kiosk, a 42" Panasonic television, and the Xbox Kinect bundle valued at \$3,194. The value of the prize is valued at DEMCO's current list prices, and includes shipping to the winner's site, by a carrier determined by DEMCO.

DEMCO Gaming Gear Package Giveaway Contest Official Rules

Prize Claim and Verification. The winner does not need to be present at the time of final selection to win. Within seven days after the final selection, DEMCO will notify the winner, in writing, that it has won the Contest. The winner will be required to complete, sign, and return within ten (10) days (i) DEMCO's Standard Terms and Conditions of Sale and (ii) a Publicity Release (allowing DEMCO to use the winner's name, images, and other information for publicity purposes). These documents will be provided by DEMCO, and must be signed before a notary public in the winner's place of residence. Failure to timely return the signed documents, or a return of any prize notification as undeliverable for any reason, will cause the prize to be forfeited. DEMCO reserves the right to take reasonable measures to determine that the application is genuine; if for any reason the application is misleading, fraudulent, or otherwise not genuine or within these Rules, the prize shall be forfeited.

Prize Restrictions. DEMCO shall cooperate with the winner and shall use all reasonable efforts to deliver the prize within eight weeks after the final package is selected; however, DEMCO is not responsible for delays outside its control. Failure by the winner to cooperate, such as signing contest documents and providing shipping information on or before February 15, 2012, will cause the prize to be forfeited. Upon forfeiture no additional compensation will be awarded. Taxes on the prize, and any expenses not specified relating to the acceptance and use of a prize, are the sole responsibility of the winner. The prize may not be transferred. No prize substitutions by the winner will be allowed. DEMCO reserves the right to alter the television brand based upon availability of the product.

Conditions of Participation. By participating, each Applicant agrees (a) to these Official Rules and to the decisions of DEMCO and its agents, which decisions shall be final in all matters relating to the Contest; (b) to release and indemnify and hold harmless DEMCO, its parent company, subsidiaries, and affiliates, advertising and promotion agencies, and agents and all other entities involved in the administration or fulfillment of the Contest, and their respective directors, officers, and employees, from any and all liability with respect to the Applicant's participation and its acceptance and use of the prize; and (c) if the winner, to the use by DEMCO, of Applicant's name, logo, images, city, and state for advertising, publicity, and promotional purposes in any media, including the internet, without compensation or review, except where prohibited by law, and upon request will provide consent in writing to such use.

General Conditions. DEMCO is not responsible for late, incomplete, illegible, or misdirected applications. DEMCO is not obligated to award any prizes in excess of the stated amounts listed herein. If in the sole judgment of DEMCO the administration, security, fairness, or proper play of the Contest is compromised or corrupted for any reason, DEMCO reserves the right to terminate the Contest and award the prize from eligible entries received prior to such action, or to take other action as it deems appropriate, and notice thereof will be posted on the website.

Arbitration/Choice of Law. (a) Except where prohibited, Applicants agree that (1) any and all claims, disputes, and causes of action relating, directly or indirectly, to the Contest shall be resolved individually and exclusively by arbitration or alternate dispute resolution as selected by DEMCO, to take place in the City of Madison, State of Wisconsin; (2) any and all claims, judgments and awards shall be limited to actual out of pocket costs incurred, but in no event attorney's fees; and (3) in no event will a participant be entitled to obtain awards for, and participants hereby waive all rights to claim, punitive, incidental, and consequential damages, other than for actual out of pocket costs, and any and all rights to have damages or awards multiplied or otherwise increased. Except where prohibited, all issues and questions regarding the Contest, the interpretation and validity of these Official Rules, and the decisions of the Sponsor and its agents in connection with the Contest shall be governed by the laws of the State of Wisconsin, without regard for conflict of laws doctrine. (b) Should any term of this rule or any other rule be concluded to be void, unenforceable, or contrary to applicable law, such term shall, but only to the extent necessary to bring the rule within the requirements of the law, be deemed to be severed from the other terms hereof and the remainder of the Official Rules shall remain in full force and effect.

Winner. For the name of the winner, visit www.demco.com/goto?gamingcontest after January 24, 2012.

Sponsor: DEMCO, Inc., 4810 Forest Run Road, Madison, WI 53704.