

NADA is excited to celebrate our NADA Academy Alumni. NADA is taking the opportunity to honor distinguished alumni through the NADA Academy Experience Contest. The contest will showcase the lives and legacies of graduates who embody the mission of NADA academic excellence and leadership.

If you're an NADA Academy graduate, we want to know your story! The submission process is easy – share your name, class number and either a 90 second video or 200 words or less about your NADA Academy experience and how it has impacted your career in automotive retailing.

NADA will choose three winners, which will be announced and recognized at the NADA Academy Alumni Reception during NADA Show 2021 Tuesday, February 9, 2021 at 5pm.

- Grand-Prize Winner: Enrollment for one dealership employee to attend NADA Academy (Value: \$10,950)
- Second-Place Winner: One-year subscription for dealership to NADA Education Subscription which includes all NADA Professional Series classes and seminars; excludes NADA Academy program (Value: \$8,400)
- Third-Place Winner: NADA Professional Series class enrollment for one dealership employee (Value: \$2,995).

Contest Rules

- No purchase necessary to enter or win.
- Open to persons eighteen (18) years of age or older who are legal residents of the United States.
- Void where prohibited including outside of the United States.
- All winning scholarships need to be enrolled in a course before December 31, 2021.
- [Click here for complete contest rules.](#)

Submission Requirements

- Submissions can be no longer than a 90 second video or 200 words.
- Submission entered through the form below granting NADA the right and permission to use and display submitted entry.
- All submissions must be received by Sunday, January 17, 2021, to be eligible.
- Note: All fields required. Data collected is FOR INTERNAL USE ONLY.

OFFICIAL CONTEST RULES

National Automobile Dealers Association Academy Experience Contest Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN.

By participating in the National Automobile Dealers Association ("NADA") Academy Experience Contest (the "Contest"), Contest entrants ("Entrant(s)") agree to be bound by these Official Rules and to NADA's decisions, which are final and binding on all matters relating to the Contest. The Contest submission period begins at 12:00 a.m. E.S.T. on Wednesday, December 2, 2020 and ends at 11:59 p.m. E.S.T. on Sunday, January 17, 2021 (the "Submission Period"). The Sponsor of this Contest is NADA, 8484 Westpark Drive, Tysons, VA 22102. Submissions submitted outside of the Submission Period will not be accepted. The Contest will operate as described below, on or about the stated date. THIS CONTEST IS NOT A SWEEPSTAKES. PRIZES ARE AWARDED VIA JUDGING OF SKILLS-BASED ENTRIES. VOID WHERE PROHIBITED BY LAW INCLUDING OUTSIDE THE UNITED STATES.

(A) Eligibility: This Contest is open to NADA Academy graduates and current NADA members who are legal residents of the United States. Employees of NADA, its affiliates, advertising and promotion agencies, and suppliers (collectively the "Employees"), and members of their immediate family (spouses, parents, children and siblings) and/or those living in the same household of Employees are not eligible to participate in the Contest. The Contest is subject to all applicable federal, state, and local laws and regulations.

(B) Entry Method: To enter this Contest, Entrants must first access the official contest submission form ("Entry") located within the online portal at: nada.org/academycontest/. Entrants are required to provide the following information on the Entry form:

- First Name
- Last Name
- Dealership Affiliation
- Job Title

- Location (city, state, zip)
- NADA Academy Class Number

All Entries must also include a short essay (200 words or less) or a video no longer than ninety (90) seconds in length (in .mov or .mp4 formats) describing Entrant's NADA Academy experience and how it has impacted their career in automotive retailing. This Contest is available via online Entry submission only. No other method of Entry will be accepted. Entry into this Contest constitutes permission for NADA to use and republish persons, likeness, and Entry for purposes of advertising and trade without further compensation, unless prohibited by law. Contest is limited to one Entry, per Entrant and Entrants are eligible to win no more than one (1) Prize in this Contest. By entering this Contest, Entrant represents and warrants that the submitted Entry is an original work of authorship and does not violate any third party's proprietary or intellectual property rights. If an Entry infringes upon the intellectual property right of another, Entrant will be disqualified at the sole discretion of NADA. Entries containing inappropriate content, including but not limited to the following, will be deemed ineligible at the sole discretion of NADA and disqualified from the Contest:

- Explicit language or content
- Content in violation of intellectual property rights or laws
- Libelous, defamatory, disparaging, tortious or slanderous materials
- Content that denigrates, disparages or reflects negatively on NADA, its Board members, employees, or vendors
- Material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation, age or any other basis protected by federal, state, or local law, ordinance, or regulation.

Entry constitutes Entrant's certification that they meet the eligibility requirements set forth in these official rules and only Entries that are submitted in the manner described in the Entry Method will be eligible for Entry in this Contest. Entries received outside of the established Entry Period for the Contest as specified in Section D ("Entry Period") will not be considered and shall be deemed invalid. NADA reserves the right to verify eligibility of any potential winner. Winning a prize is contingent upon fulfilling all requirements set forth herein. In consideration for the opportunity to submit an Entry to participate in this Contest, Entrant irrevocably gives NADA, its affiliates, advertising and promotion agencies, partners, representatives, agents, successors, assigns, the right and permission to use, copy, alter, distribute, publish, broadcast, and display submitted Entry and Entrant waives any right to royalties or other payment for the use of the

Entry. Entrant also waives their right to inspect or approve NADA's use of the Entry and other materials NADA may use with them.

(C) Prizes and Notification: One (1) Grand Prize Winner of the Contest will receive one (1) NADA Academy program enrollment (\$10,950 Value) for one dealership employee. One (1) Second Place Winner will receive a one-year subscription to NADA Education Subscription for their dealership which includes all NADA Professional Series classes and seminars. Excludes NADA Academy program (\$8,400 Value). One (1) Third Place Winner will receive one NADA Professional Series class enrollment (\$2,995 Value) for one dealership employee. First Place and Third Place prizes must be redeemed and applied to a course(s) by December 31, 2021, after which the subsidy will expire.

All selected prize winners will be announced and recognized at the NADA Show 2021 during the NADA Academy Alumni Reception on Tuesday, February 9, 2021. Winners will also be notified via the email address provided in the Entry form. Participant need not be present to win. If any of the selected winners cannot be contacted, is ineligible, or fails to timely return a completed and executed declaration and release as required, the prize may be forfeited and an alternate winner may be selected. Receipt of the prize offered in this Contest is conditioned upon compliance with any and all federal, state, and local laws and regulations. NADA is not responsible for undeliverable prize notifications due to any change in a potential winner's email address or any other reason. NADA shall have no liability for any prize winner's failure to receive notices due to spam, junk e-mail or other security settings or for prize winner's provision of incorrect or otherwise non-functioning contact information. Actual/appraised value may differ at time of prize award. No cash or other prize substitution shall be permitted except at NADA's sole discretion. Prizes are not transferable, not redeemable for cash, and no substitution will be made. Any and all prize-related expenses, including but not limited to, any and all federal, state and/or local taxes, shall be the sole responsibility of each prize winner. Acceptance of prize constitutes permission for NADA to use winners' name, likeness, and Entry for purposes of advertising and trade without further compensation, unless prohibited by law. ANY VIOLATION OF THESE OFFICIAL RULES BY WINNER AT NADA'S SOLE DISCRETION WILL RESULT IN WINNER'S DISQUALIFICATION AS WINNER OF THE CONTEST, AND ALL PRIVILEGES AS WINNER WILL BE IMMEDIATELY TERMINATED.

(D) ENTRY Period: The Contest Submission Period begins at 12:00 a.m. E.S.T. on Wednesday, December 2, 2020 and ends at 11:59 p.m. E.S.T. on Sunday, January 17, 2021.

(E) Method of selecting Winner(s)/ Judging Criteria: Judging of Entries will be performed by a team of NADA staff who will select three winners. The selected winners will be announced and recognized at the NADA Academy Alumni Reception at NADA Show on Tuesday, February 9, 2021. Entries will be judged based on the following criteria: required information, creativity, impact, and message content.

(F) Publicity: Entrant agrees to be bound by the official contest rules and consents to NADA's use of his/her name, photo and/or likeness, biographical information and statements attributed to Entrant for advertising and promotional purposes, including without limitation, inclusion in NADA's newsletters, website(s) or any social media channels without additional compensation. Entrant also agrees that NADA shall own the Entrant's Entry (and all rights embodied therein) and that NADA and its designee(s) may copy, alter, distribute, publish, broadcast and display the Entry in any and all media now known or hereafter devised, worldwide, in perpetuity without compensation, additional permission or notification, or attribution to Entrant or any third party (except where prohibited by law). Entrant agrees that he/she will not disseminate or otherwise submit the Entry to any other entity or individual for publication or use. NADA reserves all rights not expressly granted herein.

(G) Termination of Contest: NADA may, at any time and in its sole discretion, announce a suspension or termination of this Contest, without advance notice, at which point no additional Entries will be accepted and no additional Prizes shall be awarded. Neither NADA, nor any officers, directors, board members or employees shall have any liability whatsoever for any such termination. NADA reserves the right, in its sole discretion, to maintain the integrity of the Contest, to void Entries for any reason, including, but not limited to: multiple Entries from the same Entrant in excess of that allowed by Contest rules; or the use of bots, macros, scripts, or other technical means for entering. Any attempt by an Entrant to deliberately damage any website or undermine the legitimate operation of the Contest may be a violation of criminal and civil laws. Should such an attempt be made, NADA reserves the right to seek damages to the fullest extent permitted by law.

(H) Limitation of Liability: By entering this Contest, Entrant agrees to release and hold harmless NADA and its affiliates, advertising and promotion agencies, partners, representatives, agents, successors, assigns, employees, officers, and directors from any liability, illness, injury, death, loss, litigation, claim, or damage that may occur, directly or indirectly, whether caused by negligence or not, from: (i) such Entrant's participation in the Contest and/or his/her acceptance, possession, use, or misuse of any prize or any portion thereof; (ii) technical failures of any kind, including but not limited to the malfunction of any computer, cable, network, hardware, or software, or other mechanical equipment; (iii) the unavailability or inaccessibility of any

transmissions, telephone, or Internet service; (iv) unauthorized human intervention in any part of the Entry process or the Contest; (v) electronic or human error in the administration of the Contest or the processing of Entries.

(I) Disputes: This Contest shall be governed by the laws of the Commonwealth of Virginia without regard to the conflict of law provisions thereof. The Entrant(s) hereby irrevocably acknowledge and agree that any legal action, suit, or proceeding brought by or against them with respect to any matter arising out of or in any way connected with this Contest shall be brought exclusively in courts of Fairfax County in the Commonwealth of Virginia, or in the United States District Court for the Eastern District of Virginia, Alexandria Division. **TO THE EXTENT PERMITTED BY APPLICABLE LAW, THE ENTRANT(S) HEREBY IRREVOCABLY WAIVES ANY RIGHT TO TRIAL BY JURY IN ANY COURT IN ANY ACTION FOR THE ADJUDICATION OF ANY CLAIM OR DISPUTE BETWEEN THEM ARISING UNDER OR RELATING TO THE SERVICES OR THIS CONTEST.**

(J) Privacy Policy: Information submitted with an Entry is subject to the Privacy Policy stated on the NADA website. To read the Privacy Policy, [click here](#).

(K) Winners List: To obtain a copy of the winner(s) name or a copy of these Official Rules, mail your request along with a stamped, self-addressed envelope to: NADA, 8484 Westpark Drive, Tysons, VA 22102. Requests must be received no later than March 1, 2021.