

OFFICIAL RULES FOR

Microchip IoT Contest 2018/2019

NO PURCHASE OR PAYMENT IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

Promotions:

Promoters will be conducting two (2) separate promotions (Development Board Giveaways and Microchip IoT Contest), collectively the “Promotions” which are described further below) from Friday, November 30, 2018 to Sunday, March 31, 2019. Electromaker will be running the promotions on its online platform. Microchip will be sponsoring the contest which includes providing 100 AVR-IoT WG Development Boards and prizes.

Development Board Giveaway Eligibility:

The Development Board Giveaway is open to all persons who (i) are residents of the European Union or residents of Norway, Switzerland, North America and (ii) have reached the age of majority at the time of participation in accordance with the laws of where the Entrant resides, and (iii) are not owners, officers, directors or employees of Mouser Electronics (Sponsor) Inc, Microchip (Sponsor) or Electromaker, or its respective parent, subsidiaries, affiliates or advertising, promotional or fulfillment agencies, (collectively, the "Promotion Entities"), nor members of their respective immediate families (spouses, parents, siblings and children) or persons living in the same households (Entrant).

Microchip IoT Contest Eligibility:

The Microchip IoT Contest is open to all persons who (i) are NOT residents of Cuba, Iran, North Korea, Sudan, Russia, or Syria and (ii) have reached the age of majority at the time of participation in accordance with the laws of where the Entrant resides, and (iii) are not owners, officers, directors or employees of Mouser Electronics (Sponsor) Inc, Microchip (Sponsor) or Electromaker, or its respective parent, subsidiaries, affiliates or advertising, promotional or fulfillment agencies, (collectively, the "**Promotion Entities**"), nor members of their respective immediate families (spouses, parents, siblings and children) or persons living in the same households (Entrant).

Contest Description:

The **Promotions** begin on or about 12:01 A.M. Europe/London Greenwich Mean Time (GMT) Friday November 26th 2018 and end at 11:59 P.M. GMT on Sunday, March 31, 2019 (the "**Promotion Period**"). Entries must be received by 11:59 P.M. GMT on Sunday, March 31, 2019. By participating in the Contest, each Entrant accepts and agrees to comply with and abide by these Official Rules and the decisions of Mouser Electronics, Inc., Microchip, and Electromaker, which shall be final and binding in all respects.

Entry Process:

To be eligible to win -

1. Register to the Electromaker community
2. Submit a unique project that encompasses the Microchip AVR-IoT evaluation board into its design.
3. The project should include the following items:
 - I. Schematic of the electrical portion of your design in .pdf format. Alternately, CAD files may be substituted for the mechanical or electrical design portion
 - II. Design files or links to public repository such as GitHub.
 - III. Bill of materials
 - IV. The Entry should be submitted using the Electromaker project upload platform at www.electromaker.io (the "**Website**").
4. Complete the entry form in its entirety (collectively the "**Entry**"), which includes a 150 word or less statement from you explaining your design and your step by step approach in English. Your description should cover how the entry works, what makes it novel, how it would be produced, and where it would be applied. You will be judged on these criteria:
 - I. Project innovation / creativity - We understand it's difficult to come up with a brand new idea, but a project will be scored higher if its original or you can take an existing idea and put a fresh creative spin on it.
 - II. Project documentation - Show us step by step how you built your project from start to finish using hi-res images, screenshots, video and text.
 - III. Project completeness - fully working and finished projects will be judged higher than incomplete projects, however, incomplete projects can still be entered.
 - IV. BOM (Bill of Materials)- list all of your components, apps and tools.
 - V. Code - well structured, commented code will be looked on fondly by our judges.
 - VI. Schematics - Circuit diagrams that clearly show your project works will score you points.
 - VII. Circuit board design complexity
 - VIII. Projects must be open source

Entry Guidelines

The Entry must be your (the "Entrant") original work, may not have been previously published, may not have won previous awards, and must not infringe upon the copyrights, trademarks, right of privacy, publicity or other intellectual property or other right of any person or entity, including Mouser Electronics, Inc., Microchip, and Electromaker. If the Entry contains any material or elements that are not solely owned by the Entrant and/or which are subject to the rights of third parties, the Entrant is responsible for obtaining, prior to submission of the Entry, any and all releases and consents necessary to permit the ownership, use and exhibition of the Entry by Electromaker in the manner set forth in these Official Rules. Electromaker reserve the right to request proof of permission in a form acceptable to Electromaker from any Entrant at any time; if an Entrant fails to provide the necessary releases and permissions, Electromaker will deem the Entrant's Entry ineligible. All promotional Sponsor and Electromaker and Promotion Entities are neither responsible nor

liable for any third party claim or action in the future against Entrant in connection with an Entry that has been published on the Electromaker Website in connection with and arising from any alleged violation of intellectual property law and rights and the Entrant hereby agrees to fully indemnify the aforementioned against any and all such claims. Only one entry is permitted per person (or persons where an entry is submitted by a parent or guardian on behalf of a person below the age set out above then one entry is permitted for those two individuals combined).

Entrants must not upload any Design or Content (as defined below) which is indecent, obscene, false, menacing or offensive in character and/or with the intent to annoy, abuse, threaten or harass any person, and or which contains or references discriminatory materials or comments, including matters of race, national or ethnic origin, color, religion, age, set, marital status, or physical or mental handicap, or which could be considered abusive, inflammatory, denigrating, disrespectful, or which contain or reference profanity, graphic violence, and/or calls or incitement to violence as these are serious matters that may give rise to civil, criminal and/or monetary penalties under the laws of various countries. Electromaker and the Promotion Entities reserve the right to disqualify any such purported Entries. The Content must be suitable for a global, public audience with due regard to other international customs.

The Design and the accompanying 200 words or less submission should not contain or make reference to Mouser Electronics, Inc., Microchip, and Electromaker or any Promotion Entities, and the use of Mouser Electronics, Inc., Microchip, and Electromaker name or the name of any of the Promotion Entities is expressly prohibited.

Mouser Electronics, Inc., Microchip, and Electromaker and the Promotion Entities are not responsible, and shall have no liability for, incomplete, inaccurate, forged, stolen, lost, illegible, mutilated, tampered with, postage-due, misdirected, delayed or late Entries, whether caused by Internet users or by any equipment or programming associated with the Contest or by any technical or human error which may occur in the delivery or processing of entries in the Contest.

Microchip and Electromaker shall have the immediate right to publish, use, assign, edit, modify or dispose of the Content however it sees fit without approval of or notification to the Entrant. The Entrant waives any right he or she may have in the Content and waives any and all claims on grounds inclusive of moral rights infringement. If necessary and required under local law, the Entrant agrees to execute a written release of such rights and an assignment of rights in all Content to Mouser Electronics, Inc., Microchip, and Electromaker if required. The Entrant grants Mouser Electronics, Inc., Microchip, and Electromaker and Promotion Entities a worldwide, non-exclusive, royalty-free, sub licensable and transferable license to use, reproduce, distribute, prepare derivative works of, display, and perform the Content, however Mouser Electronics, Inc., Microchip, and Electromaker and/or Promotion Entities deem appropriate, for any purposes, in their sole and absolute discretion, and without prior approval of or notification to the Entrant. These licenses granted by Entrant are perpetual and irrevocable.

Judging for Microchip IoT Contest :

To select the winners, and to determine the Top 3 entries overall, Mouser Electronics, Inc., Microchip, and Electromaker will recruit a minimum of 2 judges. The judges are prohibited from entering the contest themselves or evaluating entries from any organization at which

they are employed. All decisions of the judges will be final and the selection process and criteria are at the entire discretion of Mouser Electronics, Inc., Microchip, and Electromaker and Promotion Entities.

Selection of Winner for Microchip IoT Contest :

One hundred and three (103) Entries selected by the judges will be the finalists (the "**Finalists**"). Three Entries among the finalists will be selected by the judges as the Winners (the "**Winner**"). Finalists and Prize Winners will be announced on May 1st, 2019. The odds of winning depend upon the number of eligible entries received during the Promotion Period.

Prizes:

The following prizes will be awarded during the Promotions:

Microchip IoT Contest

Electromaker.io will award the following prizes during the Microchip IoT Contest :

First Prize

One place at Microchip MASTERS 2019 in one of the following locations: USA/ Europe / South America / China / India / Taiwan / S.Korea. The premier technical training event for embedded control engineers around the globe. The first prize enables one person to attend the event and covers the cost of one ticket. This does not include flights, accommodation or expenses.

Second Prize

Hardware bundle

1 x Curiosity PIC32MZEF Development Board (DM320104-BNDL)

1 x MPLAB® Snap Debugger (PG164100)

1 x Arduino Uno Wifi (ABX00021)

1 x MIKROE-1581 (MIKROE-1581)

1 x MIKROE-2670 (MIKROE-2670)

MIKROE-2379 (MIKROE-2379)

1 x MIKROE-924 (MIKROE-924)

1 x MIKROE-2544 (MIKROE-2544)

Third Prize

Hardware bundle

1 x Curiosity PIC32MZEF Development Board (DM320104-BNDL)

1 x MPLAB® Snap Debugger (PG164100)

1 x Arduino Uno Wifi (ABX00021)

1 x MIKROE-1581 (MIKROE-1581)

1 x MIKROE-2670 (MIKROE-2670)

MIKROE-2379 (MIKROE-2379)

1 x MIKROE-924 (MIKROE-924)

1 x MIKROE-2544 (MIKROE-2544)

Development Board Giveaways

Mouser Electronics, Inc., Microchip, will award the following prizes during the Development Board Giveaways:

One hundred (100) AVR-IoT WG Development Boards (part number: AC164160

) to qualifying Entrants, limit one (1) development board per Entrant. Total value = 2634 € / \$3029.

Development Boards will be given away in accordance with these Rules on a first come, first served basis, and while supplies last.

No cash equivalent of a prize will be awarded. All prizes are non-transferable and no substitution will be made. The total approximate retail value (“ARV”) of all prizes awarded during the Prize Draw Contest is 2,200 USD (1944 EUR/ 1724 GBP).

Criteria of giveaways, fully populated entries providing sufficient information and making use of the IoT board to describe a suitable project in accordance with the rules of the competition.

Boards will be distributed by Mouser, shipping data will be shared in order to fulfil the delivery but not retained for purposes other than the fulfilment of the shipment.

Disqualification of Entrant:

Should Mouser Electronics, Inc., Microchip, and Electromaker determine, in its sole discretion, that any Entrant has violated any of the provisions in these Official Rules, Mouser Electronics, Inc., Microchip, and Electromaker shall have no obligation to award a Prize to the Entrant or Entrants involved. Mouser Electronics, Inc., Microchip, and Electromaker reserves the right, in its sole discretion, to disqualify any individual it finds to be (i) tampering with the Entry process; (ii) creating multiple accounts or using similar means in order to increase chances of winning; (iii) attempting to damage the Website or undermining the legitimate operation of the Website; (iv) acting in violation of these Official Rules or any federal or state, law, rule or regulation; or (v) acting in an unsportsmanlike or disruptive manner or with the intent to annoy, abuse threaten or harass any other person. Should such an attempt be made, Mouser Electronics, Inc., Microchip, and Electromaker reserves the right, in addition to the right to disqualify such person, to seek damages and other remedies from any such person to the fullest extent permitted by law.

Notification of Winner:

Electromaker will attempt to notify potential Finalists and the winners within 48 hours of their selection through the contact information on the Entry. Electromaker and the Promotion Entities are not responsible and shall have no liability for any winner notification that is lost, intercepted or not received by the potential winner for any reason or any inability of the winner to accept or use any Prize for any reason. In addition, Electromaker and the Promotion Entities are not responsible and shall have no liability to any winner with whom contact cannot be made due to incorrect, incomplete or illegible details having been provided at the time of entry. Disqualification and the selection of an alternate winner will result from any of the following: (i) failure of a potential winner to execute and return the Affidavit of Eligibility and Publicity Release ("**Prize Claim Documents**") within five days from the date of notification; (ii) the return of any notification of a Prize as undeliverable; or (iii) any other non-compliance with these Official Rules. Any portion of a Prize not accepted by the winner will be forfeited.

1st prize will be distributed by Microchip, the 2nd and 3rd prize will be distributed by Mouser. Winner data will be shared for the sole purpose of fulfilment of the shipment.

General Conditions:

In the event of non-compliance by any winner with these Official Rules in full, an alternate winner may be selected at the absolute discretion of Mouser Electronics, Inc., Microchip, and Electromaker and Promotion Entities. The return of any Prize or if any Prize notification is returned as undeliverable will result in a disqualification of that Entry and an alternate winner may be selected.

Privacy Information:

Except as otherwise set forth herein, any personal information received by Mouser Electronics, Inc., Microchip, and Electromaker and Promotion Entities in connection with this Contest will be used solely in accordance with Mouser Electronics, Inc., Microchip, and Electromaker privacy policy, which can be found

at <https://www.electromaker.io/privacypolicy>. Personal data received in connection with this Contest will be collected and saved by Electromaker in accordance with Electromaker privacy policy.

Taxes:

All income, sales, use and other taxes (including taxes payable imposed by customs upon importation of prizes), duties, or fees (and the reporting thereof) assessed as a result of winning any prize won are the sole responsibility of the winner, including, without limitation, any federal, state, county or local taxes, which may be deemed applicable in such winners jurisdiction of residence. The winners may be required to complete certain Internal Revenue Service tax information reporting forms before or upon receipt of the Prizes.

Compliance Regulations:

Mouser Electronics, Inc., Microchip, and Electromaker does not take liability in the event that acceptance of a Prize under these Official Rules by an Entrant constitutes a compliance breach with Entrant's employer. Mouser Electronics, Inc., Microchip, and Electromaker strongly recommends that all Entrants should check on compliance regulations of his or her employer before entering this Contest.

Mouser Electronics, Inc., Microchip, and Electromaker explicitly does not require nor ask (directly or indirectly, explicitly or implicitly) for any advantage given by an Entrant in exchange for a Prize. Mouser Electronics, Inc., Microchip, and Electromaker only presents the Prize by this gift procedure.

Use of Information:

All winners consent to and give Electromaker the right to video and/or audio tape a winner and to use, adapt, publish, develop and/or edit a winner's name, address (city and state, province or territory only), voice, likeness, Designgraph, biographical information and/or statements about the Contest for publicity, advertising, trade and promotional purposes in any and all media now known or hereafter discovered, worldwide, and on the world wide web without review, notification or approval, and without additional compensation, in perpetuity, except where prohibited by law.

Right to Cancel:

Electromaker reserves the right to cancel, terminate, modify or suspend the Contest (i) in the event the Contest is challenged by any legal or regulatory authority, (ii) if fraud, technical failures or any other factor beyond Electromaker reasonable control impairs the security, fairness, integrity, or proper conduct of the Contest, as determined by Electromaker in its sole discretion, or (iii) if the Contest is not capable of completion as planned for any reason, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures of any sort or any other causes beyond and Electromaker control which, in the sole opinion of Electromaker, corrupts or affects the administration, security, fairness, integrity or proper conduct of the Contest. In the event of such cancellation, termination, modification or suspension, a notice thereof will be posted at the Website. In such event, Electromaker and the Promotion Entities shall have no liability to any Entrant due to such

action.

Limitations:

To the fullest extent permitted by law Mouser Electronics, Inc., Microchip, and Electromaker and the Promotion Entities expressly disclaim any liability from the use of registration information by Mouser Electronics, Inc., Microchip, and Electromaker or third parties. Mouser Electronics, Inc., Microchip, and Electromaker and the Promotion Entities are not responsible for (i) interrupted, inaccessible or unavailable networks, servers, satellites, Internet service providers, web sites, or other connections; (ii) failed, jumbled, delayed, or misdirected computer, telephone or cable transmissions; (iii) the incorrect or inaccurate capture of information, or the failure to capture any information; or (iv) problems, malfunctions of any computer system, equipment or software, the failure of e-mail on account of technical problems, or traffic congestion on the Internet or at any website or combination thereof, including, injury or damage to an Entrant's or to any other person's computer system or cellular phone related to or resulting from accessing the Website, downloading any materials, participating in the Contest or accepting a Prize, or downloading any information necessary to participate in the Contest.

Amendment and Assignment:

Electromaker reserves the right to modify the Official Rules for clarification purposes without materially affecting the terms and conditions of the Contest. Without prejudice to the foregoing, Electromaker further reserves the right to assign its rights and obligations under these Official Rules to an affiliate, assign or successor of Electromaker by public notice on the Website or posting on a similar public platform.

Indemnity/Release:

Each Entrant indemnifies and holds harmless Mouser Electronics, Inc., Microchip, and Electromaker and the Promotion Entities, as well as Facebook, Twitter and Google (and any other social media outlet/provider that Mouser Electronics, Inc., Microchip, and Electromaker may use to communicate or administer this Contest) and their directors, officers, employees, agents and affiliates from any and all liability for any damage or loss of any kind arising from or in connection with the Contest, including infringement of third party rights and any unauthorized use of Content by Entrants, as well as the award, acceptance, use, misuse, failure or inability to use, possession or loss of any Prizes or any Prize-related activity. Each Entrant releases Mouser Electronics, Inc., Microchip, and Electromaker and the Promotion Entities, as well as Facebook, Twitter, Google, (and any other social media outlet/provider that Mouser Electronics, Inc., Microchip, and Electromaker may use to communicate or administer this Contest), and their directors, officers, employees, agents and affiliates from any and all liability for any loss, harm, damages, costs or expenses, including, without limitation, personal property and personal injury damages arising out of participation in the Contest, Prize acceptance, use, misuse, failure or inability to use, loss or possession of any Prize, participation in any Prize-related activity and for all claims based on rights of publicity or privacy, defamation or Prize delivery, as well as for infringement of third party rights and/or any unauthorized use of Content by Entrant. Failure to enforce any terms of these Official Rules shall not constitute a waiver of any provision.

Governing Laws, Recourse to Courts:

These Promotions and any dispute or claim arising out of or in connection with it or its subject matter or formation (including non-contractual disputes or claims) shall be governed by and construed in accordance with the laws of England and Wales. Recourse to the courts is not possible, only in case of breach law by Mouser.

Conditions:

Each Entrant, by entering this Contest, agrees that: (i) he or she will abide by and be bound by these Official Rules, which are final and binding in all respects; (ii) Mouser Electronics, Inc., Microchip, and Electromaker has not made any warranty, representation or guarantee, express or implied, in fact or in law, with respect to any Prize and specifically disclaim all such warranties, including, without limitation, any implied warranty of merchantability or fitness for a particular purpose; and (iii) the Prize is awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND.

Severability:

If any provisions of these Official Rules are determined to be invalid or unenforceable, the remaining provisions of these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or unenforceable provision were not contained herein.

Request for results and details of the winners:

Electromaker shall make available on request after May 1, 2019 and no later than July 1, 2019 the details of the name and country of the Prize winners, without comprising the winner's personal information. Such requests can be made by sending a self-addressed, stamped envelope to: Microchip IoT Contest , c/o Electromaker, 3 Winchester Place, Poole, Dorset, BH15 1NX, United Kingdom. For queries and other concerns, please contact Electromaker's authorized representative at [hello@electromaker.io/ +44 (01202) 237137].

Promoters: Electromaker, 3 Winchester Place, Poole, Dorset, BH15 1NX, UNITED KINGDOM ("Electromaker").

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