



CDW Canada
Teaching with Technology “Story” Contest
Official Contest Rules & Regulations

Entry deadline: 11:59 pm on Wednesday, February 29, 2012.

NO PURCHASE IS NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

CONTEST SPONSOR: The CDW Canada Teaching with Technology™ Story Contest (the “Contest”) is sponsored by CDW Canada (“CDW”), 20 Carlson Court, Suite 300, Etobicoke, Ontario M9W 7K6.

CONTEST ADMINISTRATOR: The Contest will be administered by StrategicAmpersand Inc. (the “Contest Administrator”), 250 Bloor St. E., Suite 1440, Toronto, Ontario M4W 1E6.

CONTEST ELIGIBILITY: The Contest is open to persons who are, at the time of entry: (1) teachers or school administrators working at any accredited K-12 educational institution in Canada (excluding Quebec); (2) of the age of majority in their province or territory of residence; and (3) legal residents of (who are currently living in) Canada, other than residents of (who are currently living in) Quebec, who are not eligible to enter the Contest (“Entrants”). CDW employees and any such person who is domiciled with a CDW employee, and CDW’s agents, parents, directors, officers, affiliated or related companies, subsidiaries, divisions, prize providers, promotional and advertising agencies, including the Contest Administrator and its employees, agents, directors, officers, affiliated or related companies, subsidiaries, divisions, prize providers, and their respective immediate family members, are not eligible to enter the Contest.

CONTEST PERIOD: The Contest begins at 8:00 am ET on Tuesday, December 13, 2011, and ends at 11:59 pm ET on Wednesday, February 29, 2012 (the “Contest Period”).

HOW TO ENTER: Entrants must write and submit a short (200-500 words) story (“Technology Story”) that describes the Entrant’s experience as an educator or school administrator, and specifically in relation to one or both of the following two (2) topics:

(1) how information technology (“IT”) makes the learning environment more engaging, effective or enriching in the Entrant’s classroom or the educational institution where the Entrant is currently working; or

(2) how the Entrant has used or uses IT to achieve an educational objective or a notable success in the Entrant’s classroom or the educational institution where the Entrant is currently working.

For the purpose of this Contest, “IT” means computer hardware, computer software, the Internet, online communications (e.g. e-mail, blogs, Twitter, Facebook, Flickr, YouTube or other social media or communication tools), networks, audio/visual equipment, wireless devices, webcams, security or privacy devices or anything that is generally considered to make use of or comprise electronic or digital products or systems.

The Technology Story must be written and submitted by the Entrant specifically for the purpose of entering the Contest, and must describe the Entrant's personal experience or the experience of the educational institution or classroom where the Entrant is currently working. A Technology Story that does not fulfill the above criteria may be disqualified and not considered for entry, at the sole discretion of CDW.

During the Contest Period, to be eligible to win a Prize, an Entrant must submit their Technology Story in one (1) of the following three (3) ways ("**Contest Entry**"):

(1) Online at www.TeachingWithTechnology.ca before the end of the Contest Period;

(2) By e-mail to the Contest Administrator at <mailto:StoryContest@TeachingWithTechnology.ca>. The e-mail must be dated and received by the Contest Administrator before the end of the Contest Period; or

(3) By postal mail to CDW Canada Teaching with Technology Story Contest, c/o StrategicAmpersand Inc., Suite 1440, 250 Bloor St. E., Toronto, Ontario M4W 1E6. The postmark on the postal mail must be dated before the end of the Contest Period.

Online or e-mail submissions by Entrants must be in the file format of a text document (e.g. MS Word, WordPerfect, MS Works, PDF, Open Office, plain text, etc.). Postal mail entries may be typed or handwritten legibly.

Entrants must submit their Technology Story in the English language. Entrants may enter multiple Technology Stories in the Contest but, to be eligible, each Technology Story submitted by an Entrant must describe a unique experience or situation. The Entrant is solely responsible for ensuring that their Technology Story is submitted and received in compliance with these Official Contest Rules & Regulations. By submitting a Contest Entry, you agree that your Technology Story complies with all conditions stated in these Rules.

Each Contest Entry, no matter in which of the three (3) ways it was submitted, must include the Entrant's full legal name, title, educational institution and school board where the Entrant is currently employed ("**Employer**"), contact address, e-mail address and daytime and evening telephone numbers. Incomplete, bulk or illegible Contest Entries of any kind, in the sole discretion of CDW, will be ineligible. Entrants assume all risk of damaged, lost, late, incomplete, misdirected or illegible Contest Entries.

None of the Technology Stories submitted for this Contest will be returned to the relevant Entrant. All Contest Entries submitted become the sole property of CDW and will not be returned.

SELECTION OF CONTEST WINNERS: Only Technology Stories that comply with these Official Contest Rules & Regulations ("**Eligible Technology Story**" or "**Eligible Technology Stories**") will be reviewed by a panel appointed by CDW, in its sole discretion ("**Judging Panel**"). The Judging Panel will review all Eligible Technology Stories on the basis of educational value, results achieved (or expected), uniqueness, adherence to the subject matter, creativity of the technology implementation and/or other criteria ("**Judging Criteria**") which the Judging Panel, in its sole discretion, may subjectively determine. This review will be completed by 11:59 pm ET on Friday, April 13, 2012. Decisions of the Judging Panel will be final and binding on all Entrants.

The Judging Panel will select two (2) Eligible Technology Stories, from all Eligible Technology Stories received during the Contest Period. Each Entrant who submitted a selected Eligible Technology Story

(each, a “**Selected Entrant**” and collectively, the “**Selected Entrants**”) will be eligible to receive one (1) of the Grand Prizes described below.

Odds of winning any Prize in the Contest will depend on the number and quality/adherence to the Judging Criteria of Eligible Technology Stories received during the Contest Period. CDW reserves the right not to award a Prize for any reason.

PRIZES: Subject to fulfilling these Official Contest Rules & Regulations, each of the two (2) Selected Entrants will be eligible to win one (1) CDW Canada gift certificate (each, a “**Grand Prize**” or “**Prize**”), valued at CAN\$5,000.00, which can be used towards the purchase of CDW Teaching with Technology Sponsor products, available for sale online at www.cdw.ca (see list of such Sponsors at www.teachingwithtechnology.ca). The gift certificate cannot be used in conjunction with other promotions or sales and cannot be used to purchase services. The gift certificate must be redeemed by Monday, October 1, 2012.

CDW reserves the right, in its sole discretion, to make Prize substitutions of equivalent monetary value.

PRIZE AWARDS: The Selected Entrants will be notified by phone and/or e-mail no later than Friday, April 27, 2012, using each Entrant’s contact information as provided by the Entrant on his or her Contest Entry submitted with his or her Eligible Technology Story. If a Selected Entrant cannot be contacted within a period of fifteen (15) business days from the above-noted date, or should such Selected Entrant not comply with the Official Contest Rules & Regulations, he or she will forfeit the Grand Prize. In the event any Grand Prizes are not awarded, CDW may, in its sole discretion, select alternate Eligible Technology Stories. The same Official Contest Rules & Regulations will apply to these substitute Selected Entrants.

To be eligible to win a Grand Prize, a Selected Entrant must have complied with these Official Contest Rules & Regulations, and must execute a statement of Eligibility and Publicity and Prize Release (“**Statement**”), pursuant to which the Entrant will, among other things:

- (1) confirm that their entry into the Contest is not a violation of their Employer’s policies;
- (2) confirm their compliance with these Official Contest Rules & Regulations;
- (3) confirm that their acceptance of the Grand Prize is not a violation of their Employer’s policies;
- (4) confirm their acceptance of the Grand Prize as awarded;
- (5) consent to the use of their Eligible Technology Story, name, title, photograph, and name and location of the educational institution where they are currently working, for any future advertising or promotional purposes in connection with the Contest, without limitation and without further notice or compensation, except where prohibited by law;
- (6) license all intellectual property rights in and to the Eligible Technology Story to CDW and waive all of their moral rights in and to the Eligible Technology Story in favour of CDW, including but not limited to granting CDW the right to post the Eligible Technology Story (in whatever format it was submitted by the Selected Entrant) to the www.TeachingWithTechnology.ca website; and
- (7) make certain representations and warranties in respect of their Eligible Technology Story.

The Statement must be executed and returned to the Contest Administrator, as instructed on the Statement, within fourteen (14) days of the date the Statement is postmarked (if sent via postal mail), or the date the e-mail is sent to the Entrant.

In the event of non-compliance with these Official Contest Rules & Regulations, and/or if a Selected Entrant cannot be reached via the contact information provided on the Contest Entry, or the Grand Prize notification or Grand Prize is returned as unclaimed or undeliverable, or the Statement is not fully completed and signed by the Selected Entrant, the Grand Prize will be forfeited and an alternate Eligible Technology Story may, in CDW's sole discretion, be selected.

Each Selected Entrant will be declared a "Grand Prize Winner" by the Contest Administrator and/or CDW upon the Contest Administrator's and/or CDW's confirmation that the Selected Entrant has complied with these Official Contest Rules & Regulations, and completed and returned a signed Statement.

All Prizes must be accepted as awarded and are not transferable to cash or alternative merchandise, except that CDW reserves the right, in its sole discretion, to make Grand Prize substitutions of equivalent monetary value as expressly contemplated above. The Prizes will be delivered to the Grand Prize Winners within six (6) weeks of receipt of the completed and signed Statement from each such Grand Prize Winner. Neither CDW nor the Contest Administrator is responsible for any damage to or loss of the Prizes that may occur as a result of, or in the course of delivery of the Prizes, including whether or not delivery is made within six (6) weeks to the Grand Prize Winners.

The Grand Prize Winners are solely responsible for reporting the value of the Prizes they receive for the purpose of federal or provincial taxes and payment of any federal or provincial taxes which may be connected with the Prizes, and the payment of any income taxes related thereto.

DISCLOSURE OF PERSONAL INFORMATION: In order to submit a Technology Story in the Contest, Entrants will be required to disclose certain personal information, such as name, address, e-mail address and phone number. By submitting a Technology Story, Entrants expressly consent to the collection, use, storage and disclosure of personal information to CDW and the Contest Administrator for the purposes of administering the Contest, and for CDW's marketing purposes, as well as the other purposes expressly contemplated in these Rules. CDW and/or the Contest Administrator will have the right to use each Selected Entrant's personal information to communicate with them (and any substitute Entrant selected, as required), and to announce the Grand Prize Winners of the Contest. All personal information of Entrants will be retained for a period of twelve (12) months after all Grand Prize Winners have been declared. All personal information of the Entrants disclosed to CDW and/or the Contest Administrator will be treated in accordance with CDW's privacy policy, a copy of which can be found online at www.TeachingWithTechnology.ca. CDW is not responsible for any misuse of an Entrant's personal information by the Contest Administrator. The Contest Administrator is not responsible for any misuse of an Entrant's personal information by CDW. A list of the two (2) Grand Prize Winners and the Grand Prize Winners' Eligible Technology Stories will be posted online at www.TeachingWithTechnology.ca at the sole discretion of CDW and the Contest Administrator.

REPRESENTATIONS AND WARRANTIES: By entering the Contest, you represent and warrant that your Technology Story:

- (a) is original and that you have or have obtained all necessary rights in and to the Technology Story and all of its components to enter the Technology Story in the Contest;
- (b) does not violate any law, statute, ordinance or regulation;

- (a) does not contain any reference to or likeness of any identifiable third parties, unless consent has been obtained from all such individuals (and their parent/legal guardian if they are under the age of majority in their jurisdiction of residence);
- (b) will not give rise to any claims of infringement, invasion of privacy or publicity, or infringe on any rights and/or interests of any third party, or give rise to any claims for payment whatsoever; and
- (c) is not defamatory, trade libelous, pornographic or obscene, and further that it will not contain, depict, include, discuss or involve, without limitation, any of the following:
 - (i) nudity, explicit, graphic or excessive sexual activity;
 - (ii) crude, vulgar or offensive language and/or symbols;
 - (iii) derogatory characterizations or generalizations of any ethnic, racial, sexual or religious groups;
 - (iv) content that endorses, condones or discusses any illegal, inappropriate or risky activity, behaviour or conduct;
 - (v) personal information of individuals, including without limitation, names and addresses (physical or e-mail);
 - (vi) photographs or images of individuals unless consent has been obtained;
 - (vii) conduct or other activities in violation of these Rules;
 - (viii) commercial messages, claims, comparisons or solicitations for products or services, other than CDW products or services;
 - (ix) any identifiable third party products and/or trade-marks, brands, logos or copyright; and
 - (x) any other content that is or could be considered inappropriate, unsuitable or offensive, all as determined by CDW in its sole discretion.

YOUR REPRESENTATIONS AND WARRANTIES ARE CONTINUING REPRESENTATIONS AND WARRANTIES. THEY MUST BE TRUE AT ALL TIMES.

GRANT OF LICENSE: By entering the Contest and submitting your Technology Story, you: (i) grant to CDW, in perpetuity, an exclusive license to publish, display, reproduce, modify, edit or otherwise use the Technology Story, in whole or in part, for advertising or promoting the Contest or for any other reason; (ii) waive all moral rights in and to the Technology Story in favour of CDW; and (iii) hereby release, indemnify and hold harmless the released parties (as defined below) against any and all claims arising from any breach (actual or alleged) by you of any representation or warranty made hereunder and any and all claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectual property related cause of action. At any time during or subsequent to the Contest, CDW may, in its sole discretion, modify, edit or remove any Technology

Story, or request that you modify or edit your Technology Story, if a complaint is received with respect to the Technology Story, or for any other reason.

PUBLICITY: By entering the Contest, you agree to the publication, reproduction and/or other use of: (i) your name, title, photograph, and name and location of the educational institution where you are currently working, and (ii) your Technology Story, for any future advertising, publicity or promotional purposes carried out by CDW or the Contest Administrator (or their promotion and advertising agencies) in connection with the Contest, in any manner whatsoever, including print, broadcast or on the Internet, without limitation and without further compensation, except where prohibited by law.

GENERAL CONDITIONS: By entering the Contest, Entrants agree to release CDW and the Contest Administrator and their respective affiliated or related companies, parents, subsidiaries, divisions, prize providers, directors, officers, employees, agents and advertising and promotional agencies, and their respective personal representatives, successors and assigns, as applicable (collectively, the “**released parties**”) from any and all liability arising in connection with the Contest, including, without limitation, the judging of Technology Stories, selection of Entrants, non-compliance by the Entrant with these Rules (including any breach, actual or alleged, by an Entrant of any of its representations and warranties made hereunder), declaration of the Grand Prize Winners, use of the Technology Stories by CDW and administration of the Contest. These Official Contest Rules & Regulations may be changed at any time without notice. Changes to the Official Contest Rules & Regulations shall be posted only at www.TeachingWithTechnology.ca. CDW and/or the Contest Administrator reserve the right to withdraw or terminate the Contest at any time without notice.

The Contest is subject to applicable federal, provincial and local laws and regulations. The Contest is void where prohibited or restricted by law.

By entering the Contest, submitting a Technology Story and accepting a Grand Prize, the Grand Prize Winners release and agree to indemnify and hold harmless the released parties from any and all liability for any injuries including but not limited to personal injury, bodily injury (including, without limitation, wrongful death and disability), property damage or loss or damage of any other kind, including any intellectual property claims, arising in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any Grand Prize, non-compliance by the Entrant with these Rules, use by CDW of their respective Technology Stories, or entry in the Contest or any Contest-related activity. CDW and the Contest Administrator make no representations, warranties or conditions, express or implied, regarding the quality or suitability of any of the Grand Prizes.

CDW and the Contest Administrator assume no responsibility for Contest Entries or Technology Stories which are lost, stolen, delayed, damaged, misdirected, illegible or unintelligible for any reason including: (a) failure of the website www.TeachingWithTechnology.ca during the Contest Period; (b) any failure or malfunction of any telephone or cable line or other means of transmission, or any computer or other equipment or software; (c) any errors in transmission; (d) failure of any e-mail or online Contest Entry to be received on account of technical problems or traffic congestion on the Internet or at any website; (e) any condition caused by events beyond the control of CDW and/or the Contest Administrator that may cause damage to an Entrant’s or any other person’s computer, including downloading any material from the Contest website www.TeachingWithTechnology.ca; (f) any injury, loss or damage of any kind caused by the Grand Prizes or resulting from acceptance, possession, use or misuse of the Grand Prizes, or from entry in the Contest or any Contest-related activity; or (g) any combination thereof.

CDW and the Contest Administrator reserve the right, in their sole discretion, to cancel or suspend the online or e-mail elements of the Contest should a virus or other cause beyond the reasonable control of CDW or the Contest Administrator corrupt the security or proper administration of the Contest. Any attempt to deliberately damage any website or to undermine the legitimate operation of the Contest is a violation of criminal and civil laws and, should such an attempt be made, CDW and the Contest Administrator reserve the right to seek remedies and damages to the fullest extent permitted by law.