



CDW Canada
Teaching with Technology “Video” 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™ Video 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 use the video medium to tell a story (“Technology Video”) 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 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 Video must be videotaped 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. The Technology Video must never have been previously published in any format whatsoever. A Technology Video that does not fulfill the above criteria may be disqualified and not considered for entry, at the sole discretion of CDW. **[Technology Video can be told and performed by the Entrant and/or his or her students.]**

During the Contest Period, to be eligible to win a Prize, an Entrant must submit their Technology Video online by visiting www.teachingwithtechnology.ca/VideoEntry2011 before the end of the Contest Period, and complete the Online Entry Form (collectively, a "**Contest Entry**").

All fields of the Online Entry Form must be completed, and the Technology Video must be attached. The Technology Video will be uploaded to a Teaching with Technology channel on the YouTube website – located at www.youtube.com. Only the Technology Video and its title and descriptive text will be uploaded to YouTube. No personal or private information will be included with the Technology Video on the YouTube website.

Technology Video submissions must be no longer than 3 minutes, and conform to YouTube upload requirements. Most common video formats are acceptable including MPEG, MOV, AVI, WMV, FLV, MP4 and others. Full technical information regarding video requirements is available at www.google.com/support/youtube/bin/topic.py?hl=en-GB&topic=16612.

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

Each Contest Entry must include all the information requested in the Online Entry Form, specifically 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 Video 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.

THE POSTING OF YOUR TECHNOLOGY VIDEO ON THE TEACHING WITH TECHNOLOGY CHANNEL ON YOUTUBE DOES NOT CONSTITUTE ACCEPTANCE THAT YOUR TECHNOLOGY VIDEO COMPLIES WITH THESE RULES, INCLUDING YOUR REPRESENTATIONS AND WARRANTIES LISTED BELOW. YOUR TECHNOLOGY VIDEO MAY BE REMOVED AT ANY TIME IN THE EVENT THAT THE CONTEST ADMINISTRATOR OR CDW DETERMINES THAT YOUR TECHNOLOGY VIDEO FAILS TO COMPLY WITH THESE RULES, INCLUDING YOUR REPRESENTATIONS AND WARRANTIES LISTED BELOW.

SELECTION OF CONTEST WINNERS: Only Technology Video that comply with these Official Contest Rules & Regulations ("**Eligible Technology Video**" or "**Eligible Technology Video**") will be reviewed by a panel appointed by CDW, in its sole discretion ("**Judging Panel**"). The Judging Panel will review all Eligible Technology Video on the basis of educational value, results achieved (or expected), uniqueness,

adherence to the subject matter, creativity of the technology implementation, creativity in the production of the video and in delivery of the message and/or other criteria-which the Judging Panel, in its sole discretion, may subjectively determine (collectively, "**Judging Criteria**"). 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 one (1) Eligible Technology Video, from all Eligible Technology Video Stories received. The Entrant who submitted the selected Eligible Technology Video ("**Selected Entrant**") will be eligible to receive the Grand Prize described below.

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

PRIZES: Subject to fulfilling these Official Contest Rules & Regulations, the Selected Entrant will be eligible to win one (1) CDW Canada gift certificate ("**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 Entrant will be notified by phone and/or e-mail no later than Friday, April 27, 2012, using the Entrant's contact information as provided by the Entrant on his or her Contest Entry submitted with his or her Eligible Technology Video. If the 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 Video Stories. The same Official Contest Rules & Regulations will apply to these substitute Selected Entrants.

To be eligible to win the 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 Video, 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 Video to CDW and waive all of their moral rights in and to the Eligible Technology Video in favour of CDW, including but not limited to granting CDW the right to post the Eligible Technology Video (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 Video.

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 Video may, in CDW's sole discretion, be selected.

The Selected Entrant will be declared the "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 Prize will be delivered to the Grand Prize Winner within six (6) weeks of receipt of the completed and signed Statement from the Grand Prize Winner. Neither CDW nor the Contest Administrator is responsible for any damage to or loss of the Prize that may occur as a result of, or in the course of delivery of the Grand Prize, including whether or not delivery is made within six (6) weeks to the Grand Prize Winner.

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

DISCLOSURE OF PERSONAL INFORMATION: In order to submit a Technology Video in the Contest, Entrants will be required to disclose certain personal information. By submitting a Technology Video, 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 Winner of the Contest. All personal information of Entrants will be retained for a period of twelve (12) months after the Grand Prize Winner has 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. The Grand Prize Winner and the Grand Prize Winner's Eligible Technology Video 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 Video:

- (a) is original, has never previously been published and that you have or have obtained all necessary rights in and to the Technology Video and all of its components to enter the Technology Video 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 uploading your Technology Video, you: (i) grant to CDW, in perpetuity, an exclusive license to publish, display, reproduce, modify, edit or otherwise use the Technology Video, 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 Video in favour of CDW; and (iii) agree to release 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 and 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 Video, or request that you modify or edit your Technology Video, if a complaint is received with respect to the Technology Video, or for any other reason.

PUBLICITY: By entering the Contest and uploading your Technology Video, you agree to the publication, reproduction and/or other use of: (i) your name, title, photograph/image/other likeness, and name and location of the educational institution where you are currently working, and (ii) your Technology Video, 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 Videos, 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 Winner, use of the Technology Video 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 Video and accepting the Grand Prize, the Grand Prize Winner releases and agrees 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 the Grand Prize, non-compliance by the Grand Prize Winner with these Rules, use by CDW of the Grand Prize Winner’s Eligible Technology Video, 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 Videos 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 Prize, 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 any 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.