

For  
Small  
Business



# Smart Designs Success Stories

## Complete Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A Purchase will not increase your chances of winning. Void where prohibited or restricted by law.

This Promotion (the "Promotion") opens on October 8, 2010 at 8AM Pacific Time and ends on December 31, 2010 at 8AM Pacific Time, or if earlier, until there are no more available prizes (the "Promotion Period"). Entry into this Promotion is acceptance of these Official Rules. This Promotion is sponsored by Cisco Systems, Inc., 170 West Tasman Drive, San Jose, CA 95134 USA ("Sponsor" or "Cisco").

### 1. ELIGIBILITY.

This Promotion is open to participants ("Participants") who are age 18 years or older at the time of entry, and who meet all of the following eligibility criteria:

- Participant must submit a success story about their use of Smart Designs to Belding & Associates.
- Participant must be a legal resident of the fifty United States (or the District of Columbia)
- Participant must be a current Cisco authorized channel partner.

This Promotion is not open to: (1) employees or internally contracted vendors of Sponsor or its parent/subsidiaries, agents and affiliates; (2) the immediate family members or members of the same household of any such employee or vendor; (3) anyone professionally involved in the development or administration of this Promotion; (4) employees or internally contracted vendors of governments and government-affiliated companies or organizations; or (5) any employee whose employer's guidelines or regulations do not allow entry in the Promotion or acceptance of the prize(s). This Promotion is not open to individuals in the province of Quebec in Canada. In addition, residents of Cuba, Iran, Syria, North Korea, Myanmar (formerly Burma) and Sudan are not eligible to participate. This Promotion is void in these countries and where otherwise prohibited or restricted by law. Sponsor reserves the right to limit, or restrict upon notice, participation in the Promotion to any person at any time for any reason in its sole discretion.

### 2. HOW TO ENTER.

[Insert the step-by-step process for how to enter your promotion. Be as detailed as possible, so participants know exactly what they need to do to register. For example:]

[For online registrations:] To enter the Promotion, visit [Insert registration URL] during the Promotion Period, accurately and truthfully complete the online registration form, agree to the terms of these Official Rules, and follow the other instructions at the website listed above.

[Specify the number of entries permitted per person. For example:]

Limit one (1) entry per person.

Entries must be received during the Promotion Period. In the event of a dispute as to the identity of a winner, the winner will be deemed to be the person in whose name the email account governing the email address was opened. Sponsor is not responsible for late, lost, delayed, damaged, misdirected, incomplete, void, corrupted, garbled, illegible, and/or unintelligible entries, or for any problems, bugs or malfunctions Participants may encounter when submitting their entry. Only complete valid entries will be accepted. Sponsor will not verify receipt of entries. Participants must provide all information requested to be eligible to win. Sponsor reserves the right to disqualify false entries or entries suspected of being false. Incomplete, unreadable, or unintelligible entries, in the sole discretion of Sponsor, will be disqualified. All entries submitted become the sole property of Sponsor and will not be acknowledged or returned.

### 3. PRIZES.

Subject to the terms of these Official Rules, once confirmed by Sponsor, the winner(s) will receive the following:

All participants will be entered into a drawing for an Apple iPad 32GB valued at \$599.00.

Limit one (1) prize per Participant. Potential winners are not entitled to any surplus between actual retail value (ARV) of prize and stated ARV and any difference between stated ARV and actual value of the prize will not be awarded. No substitution, assignment, transfer, or cash redemption of prize, provided however that Sponsor reserves the right to substitute a prize with another prize of equal or greater value should the advertised prize become unavailable for any reason. Prize may be awarded in the form of voucher(s), coupon(s) and/or gift card(s) in Sponsor's sole discretion. If a potential winner is unable to participate in or accept the prize or any portion of the prize for any reason, Sponsor shall have no further obligation to the Participant. Neither Sponsor nor any of its prize suppliers will replace any lost or stolen prizes, cards or certificates. In no event will Sponsor be responsible for awarding more than the stated number of prizes.

### 4. SELECTION AND NOTIFICATION OF WINNER(S).

Each Participant who completes an entry during the Promotion Period above will be entered into a random drawing where the winner will be selected by a representative of Sponsor from among all eligible entries received. The drawing will be held at the end of the Promotion Period.

The potential winner(s) will be notified by email within approximately seven (7) days of the applicable drawing.

The Sponsor's decision will be final, and no binding correspondence will be entered into. Odds of winning depend on the total number of eligible entries received by Sponsor.

Each potential winner may also be sent a declaration of eligibility / liability / publicity release ("Release"). Unless restricted by law, potential winners receiving such a Release will be required to complete and return it within the time period specified therein. The prize may be forfeited and, in such case, an alternate potential winner may be randomly selected from among the remaining eligible entries if a potential winner: (i) cannot be reached; (ii) fails to obtain all signatures on the Release and to return the documents in a timely manner as required pursuant to these Official Rules; or (iii) cannot accept or receive the prize for any reason.

## 5. CONDITIONS.

This Promotion is void where prohibited or restricted by law, and is subject to applicable federal, state and local laws. This Promotion is subject to these Official Rules.

By participating, Participants agree: (i) to be bound by these Official Rules and the decisions of Sponsor, which shall be final and binding; and (ii) to waive any right to claim ambiguity in the Promotion or these Official Rules, except where prohibited by law. Taxes, if any, are the sole responsibility of the potential winner; and the potential winner may be issued an IRS Form 1099 or other tax documentation for the ARV of any awarded prize. By participating, all Participants agree to release and hold harmless Cisco and its Cisco's directors, employees, officers, licensees, licensors and agents, and respective advertising and promotion entities and any person or entity associated with the production, judging, or administration of the Promotion (collectively, the "Released Parties"), from and against any and all rights, claims and causes of action whatsoever that they may have, or which may arise, against any of them for any liability for any matter, cause or thing whatsoever, including but not limited to any injury, loss, damage, whether direct, compensatory, incidental or consequential, to person, including death and damage to property, arising in whole or in part, directly or indirectly, from their acceptance, possession, use or misuse of a prize in the Promotion, or their participation in the Promotion, or their participation in any Promotion or prize related activity. Each potential winner acknowledges that the Released Parties have neither made, nor are in any manner responsible or liable for, any warranty, representation or guarantee, expressed or implied, in fact or in law, relative to any prize or the Promotion. Apart from manufacturer warranties (which may not be available in all geographies), all warranties are hereby disclaimed; and each potential winner will accept the Prize "AS IS." No support services are provided with any Prize.

None of the Released Parties are responsible for: (a) lost, late, misdirected, undeliverable, incomplete or indecipherable entries due to system errors or failures, or faulty transmissions or other telecommunications malfunctions and/or entries; (b) technical failures of any kinds; (c) failures of any of the equipment or programming associated with or utilized in the Promotion; (d) unauthorized human and/or mechanical intervention in any part of the submission process or the Promotion; or (e) technical or human error which may occur in the administration of the Promotion or the processing of entries.

Sponsor reserves the right to disqualify any Participant it finds to be tampering with the entry process or the operation of the Promotion or violating these Official Rules, and reserves the right to cancel the Promotion should it suspect fraud or for reasons out of the control of Sponsor. Disputes regarding these Official Rules and/or this Promotion will be governed by the internal laws of California. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND WILL RESULT IN DISQUALIFICATION FROM PARTICIPATION IN THE PROMOTION. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY FEES) TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

All Participants are solely responsible for compliance with any applicable laws, rules and regulations, contractual limitations and/or office or company policies, if any, regarding Participant's participation in trade promotions or acceptance of promotional prizes; and by entering this Promotion, Participant confirms that he or she is not in violation of any of the foregoing and has obtained the consent of his or her employer to participate, if applicable. If a Participant is not permitted to accept any received prize, then the Participant may return such prize to Cisco; and Cisco will refund the cost of shipment, as appropriate.

Subject to applicable law, Sponsor reserves the right in its sole discretion, to cancel, terminate, modify or suspend this Promotion and these Official Rules, for any reason, at any time and without any liability.

## 6. PUBLICITY.

Participant acknowledges and agrees that Sponsor may use the Promotion for publicity, advertising or other marketing purposes in any media, and may use the name, likeness, and hometown name and/or prize information of potential winners as part of that publicity, without additional compensation to the potential winners.

## 7. PRIVACY.

All personal information collected by Sponsor will be used for the administration of the Promotion and in accordance with Sponsor's privacy policy. Any questions regarding privacy matters should be directed to the address set out below. Please refer to Sponsor's privacy policy located at <http://cisco.com/web/siteassets/legal/privacy.html> for important information regarding the collection, use and disclosure of personal information by Sponsor.

## 8. OFFICIAL RULES AND WINNERS' LIST.

For a copy of these Official Rules or the names of winners, please send an email to [Insert your email address or alias of team who will respond to these requests] for receipt by [Insert Date, at least six months beyond the end date of the promotion].