

**OFFICIAL RULES FOR THE TECHTARGET, INC.  
IT PRIORITIES PULSE SURVEY 2023 SWEEPSTAKES**

**NO PURCHASE, PAYMENT, OR ONLINE REGISTRATION NECESSARY TO ENTER OR WIN. COMPLETING THE ONLINE REGISTRATION PROCESS WILL NOT ENHANCE YOUR CHANCES OF WINNING. ODDS OF WINNING WILL DEPEND ON THE TOTAL NUMBER OF ELIGIBLE ENTRIES RECEIVED AS OF THE APPLICABLE DRAWING DATE DEADLINE. VOID WHERE PROHIBITED BY LAW.**

Please read these Official Rules for the TechTarget, Inc. IT Priorities Pulse Survey 2023 sweepstakes (“Official Rules”) before entering the sweepstakes.

**1. Eligibility:** The IT Priorities Pulse Survey 2023 sweepstakes (the “Sweepstakes”) is open only to legal residents of the United Kingdom and Ireland who are at least eighteen (18) years old (or the age of majority where they reside, if older) at the time of entry and who have complied with the official Sweepstakes rules (“Entrant”). Entries originating from any other jurisdiction are not eligible for entry. All federal, state and local laws and regulations apply. Void outside of the United Kingdom and Ireland, and where otherwise prohibited, taxed or restricted by law. Directors, officers, managers, contractors, and employees of TechTarget, Inc. and its subsidiaries and affiliates (collectively, “Sponsor”), and each of their respective parents, subsidiaries, affiliates and related companies and their respective advertising and promotion agencies, consultants and agents, as well as immediate family members and/or those living in the same household of each such person, and any others engaged in the development, production, execution or distribution of this Sweepstakes, if any, are not eligible to participate (“Promotion Entities”). “Immediate family member” means husband, wife, children, mother, father, sister, sister in-law, brother or brother in-law. All federal, state and local laws and regulations apply.

**2. Entry Period:** The Sweepstakes runs from 12:01 a.m. (EST) on 1<sup>st</sup> October 2022, to 11:59 p.m. (EST) on 31<sup>st</sup> December 2022 (the “Entry Period”). The Sponsor reserves the right to extend or shorten the Sweepstakes at its sole discretion. Additional entries beyond the specified limit or submitted after the Entry Period will be void. The Sponsor’s computer shall be the official clock of the Sweepstakes.

**3. Sponsor:** The Sweepstakes is sponsored by TechTarget, Inc., 275 Grove Street, Newton, MA 02466 and its subsidiaries and affiliates.

**4. How to Enter:** There are two (2) ways to enter the Sweepstakes, as set forth below. No other method of entry will be accepted.

- a) **Online:** Entrants receiving an invitation via e-mail must visit the unique URL found within the email to complete a registration and online survey. The survey must be completed in its entirety by submitting all answers to the survey questions. Attempts to submit incomplete or inaccurate survey responses will result in permanent disqualification from the Sweepstakes. Upon completing the survey, click the “Submit” button. The online registration and survey is free.
- b) **Mail:** Entrants who wish to enter the Sweepstakes by mail should legibly handwrite their complete name, mailing address, and phone number on a card and mail it with proper postage to TechTarget, Inc., 275 Grove Street, Newton, MA 02466 Attn: IT Priorities Pulse Survey 2023 sweepstakes. All mailed entries must be received by 31<sup>st</sup> December 2022. Each mailed submission is considered one (1) entry into the Sweepstakes. No mechanical reproductions will be accepted. Write-in entries must contain all entry fields outlined above; otherwise, they are void and will not be eligible to win.

Regardless of the entry method used to enter the Sweepstakes, there is a limit of one (1) entry per Entrant and per email address and per household per Entry Period. Any attempt by an Entrant to obtain more than the stated number of entries by using multiple/different identities, and/or any other methods will void that Entrant's entry and that Entrant may be disqualified from the Sweepstakes. False and/or deceptive entries or acts shall render such entries ineligible. Entries submitted by anyone other than the Entrant are void. Only fully completed entries are eligible. In the case of dispute as to the identity of any Entrant, entry will be declared made by the registered name and address on such entry. Any potential winner may be requested to provide the Sponsor with proof that such person is the prize winner. Proof of submission will not be deemed to be proof of receipt by the Sponsor or the Promotion Entities.

Neither the Sponsor nor any Promotion Entities are responsible for any entry that is lost, late, illegible, stolen, mutilated, incomplete, invalid, unintelligible, postage-due, misdirected or undeliverable, whether due to system errors, omissions, interruption, deletions, defects, delay in operations or transmissions, theft or destruction or failures, faulty transmissions or other telecommunications malfunctions, human error, entries not received resulting from any hardware or software failures of any kind, lost or unavailable network connections, failed, incomplete or garbled computer or telephone transmissions, typographical or system errors and failures, faulty transmissions, technical malfunctions, or otherwise, missed, unreceived, or delayed electronic communications whether caused by the sender or by any of the equipment or programming associated with or used in Sweepstakes; by any human error which may occur in the processing of the entries in this Sweepstakes; or any typographical, technological, or other error in the publishing of the offer, administration of the Sweepstakes, or announcement of the prizes. If, in the Sponsor's sole opinion, believes that there has been such an error, or there is any suspected evidence of tampering with any portion of the Sweepstakes, or if technical difficulties (including viruses and bugs) compromise the integrity of the Sweepstakes, the Sponsor reserves the right, in its sole discretion, to cancel or modify Sweepstakes in a manner deemed appropriate by the Sponsor. In the event of termination, winners will be selected from among all eligible entries received as of date of termination. In the event a dispute arises as to the identity of a potentially winning Entrant, entries will be declared made by the name on the online entry form.

**5. Winner Selection, Notification, and Odds:** On or about 16<sup>th</sup> January 2023, a Sponsor representative will select 1 winner in a random drawing of all valid entries received during the Entry Period. The odds of winning depend on the total number of eligible entries received within the Entry Period. By entering the Sweepstakes, Entrant fully and unconditionally agrees to be bound by these Official Rules and the decisions of the Sponsor and Promotion Entities, which will be final and binding in all matters relating to the Sweepstakes. The potential winner will be notified by phone, United States Postal Service, or email within ten (10) days of the drawing. Entrant is solely responsible for monitoring for any Sweepstakes-related communications. Arrangements for delivery of prize(s) will be made after winner validation. Prize(s) will be awarded directly to the winners. Unclaimed prizes shall not be awarded.

The potential winner shall forfeit the prize(s) and a new winner will be randomly selected from the remaining eligible Entrants in each of the following scenarios: (a) the potential winner cannot be reached by the Sponsor within two (2) business days from the time award notification was sent, using the contact information provided at the time of entry; (b) the potential winner is ineligible under the Official Rules; (c) the potential winner fails to timely return all completed forms or communication necessary to claim the prize(s); or (d) the prize(s) is/are returned as undeliverable. If a potential winner is disqualified for any reason, the Sponsor will award the applicable prize(s) to an alternate winner by random drawing from among all remaining eligible entries. The winner is solely responsible for the completion of any and all tax obligations and filings in connection with their prize(s), if any.

**6. Prize(s):** One (1) Entrant will receive a £250 Amazon voucher. Any prize details not specified above will be determined by the Sponsor in its sole discretion. Prize(s) are not transferable and must be accepted as awarded. Limit of one (1) prize per person/household. All prizes are non-transferable or assigned and no substitutions or cash redemptions; except at the Sponsor's sole discretion or as otherwise provided herein. The Sponsor will not replace any lost or stolen prizes. No more than the stated number of prize(s) set forth in these Official Rules will be awarded.

In the case of unavailability of any prize(s), the Sponsor reserves the right to substitute prize(s) of equal or greater value. The prize(s) will be awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND, express or implied (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose). All issuer gift card terms and conditions apply to the use of the prizes, and are incorporated herein by reference. Each prize winner is solely responsible for all applicable federal, state and local taxes as may be applicable.

The Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Amazon.

**7. General Rules:** By participating in the Sweepstakes, Entrant agrees to be bound by these Official Rules and the determinations of the Sponsor regarding the selection of winner and all other aspects of the Sweepstakes, which shall be final and binding in all respects. The Sponsor cannot agree, and expressly disclaims, any confidentiality obligations or use restrictions, express or implied, with respect to Entrant's submissions or any information that they provide in connection with their submission and survey responses ("Entrant Disclosures"). Notwithstanding the foregoing, Entrant Disclosures in the form of survey responses will be anonymized and may be aggregated. You agree that all such Entrant Disclosures will be non-confidential.

The Sweepstakes is subject to federal, state, and local laws and regulations and is void where prohibited by law. In the event that the operation, security, or administration of the Sweepstakes is impaired in any way for any reason, including, but not limited to fraud, virus, or other technical problem, the Sponsor may, in its sole discretion, either: (a) suspend the Sweepstakes to address the impairment and then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; or (b) award the prize at random from among the eligible entries received up to the time of the impairment. The Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, the Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Failure by the Sponsor to enforce any term of these Official Rules shall not constitute a waiver of that provision. Sponsor reserves the right to modify or cancel this Sweepstakes at any time and, in the event of cancellation, substitute another in its place.

All product names, logos, brands, trademarks and registered trademarks are property of their respective owners. All company, product and service names used in in connection with the Sweepstakes are for identification purposes only. Use of these names, trademarks and brands does not imply endorsement. All rights reserved.

**8. Release and Waiver:** By participating in the Sweepstakes, Entrants agree to release and hold harmless the Sponsor, the Promotion Entities and their subsidiaries and affiliates, and their respective officers, directors, employees, and agents, and any and all other companies associated with the Sweepstakes, and their respective officers, directors, employees, agents and representatives (the "Released Parties") from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use

of any prize, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical errors related to computers, servers, providers, or telephone or network lines; (c) typographical, printing, or other errors in these Official Rules or in other materials relating to the Sweepstakes, and the administration of the Sweepstakes; (d) lost, late, postage-due, misdirected, or undeliverable mail; (e) errors in the administration of the Sweepstakes or the processing of entries; or (f) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Entrant's participation in the Sweepstakes or receipt or use of the Prize or any travel or activity related to the receipt or use of the Prize. Entrants further agree that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Sweepstakes, and in no event shall the Released Parties be liable for attorney's fees. Entrants waive all rights to claim punitive, indirect, incidental and consequential damages, or any damages other than actual out-of-pocket costs incurred to participate.

BY ENTERING THE SWEEPSTAKES, ENTRANTS WAIVE ALL RIGHT TO, AND HOLD THE SPONSOR AND THE PROMOTION ENTITIES HARMLESS FROM, ANY CLAIM, LIABILITY, LOSS, DAMAGE (INCLUDING PUNITIVE, INCIDENTAL, AND CONSEQUENTIAL DAMAGES), OR EXPENSE (INCLUDING ATTORNEYS' FEES) ARISING OUT OF OR IN CONNECTION WITH PARTICIPATION IN THIS SWEEPSTAKES OR THE ACCEPTANCE, USE, OR MISUSE OF ANY PRIZE. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO ENTRANTS IN SUCH JURISDICTIONS.

**9. Disputes/Venue/Governing Law:** By participating, Entrants agree that (1) any and all disputes, claims and causes of action arising out of, or connected with, this Sweepstakes or any prize awarded (if applicable) shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the Commonwealth of Massachusetts; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including but not limited to costs associated with entering this Sweepstakes but in no event attorneys' fees; and (3) to the extent allowed by applicable law, under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to claim, punitive, incidental and/or consequential damages and/or any other damages, other than out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of any Entrant or the Sponsor in connection with the Sweepstakes shall be governed by and construed in accordance with the laws of the Commonwealth of Massachusetts without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other state's laws.

The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes-related materials or notifications and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern and control.

**10. Publicity:** By entering this Sweepstakes, each Entrant gives their express permission to be contacted by the Sponsor by telephone, email and/or postal mail for Sweepstakes purposes. The Winner, by

acceptance of the Prize, grants to the Released Parties and each of their respective designees the right to publicize such Winner's name, address (city and state/territory/province of residence), photograph, voice, statements and/or other likeness and prize information for advertising, promotional, trade and/or any other purpose in any media or format now known or hereafter devised, throughout the world, for one (1) calendar year, without limitation and without further compensation, consideration, permission or notification, unless prohibited by law.

**11. Privacy:** The information obtained from Entrant's survey or entry in the Sweepstakes may be used by the Sponsor. The personal information collected through this Sweepstakes is subject to the TechTarget Privacy Policy located at <https://www.techtarget.com/privacy-policy>. By entering this Sweepstakes, Entrants agree to the use of their personal information as described in the Privacy Policy. In the event of any conflict between these Official Rules and the TechTarget Privacy Policy, these Official Rules shall take precedence. To remove your name from future TechTarget Sweepstakes mailings, email request to: [corpmarketing@techtarget.com](mailto:corpmarketing@techtarget.com). Please allow thirty (30) days for your request to be processed.

**12. Copies of Official Rules/Winner Information:** To receive a copy of the Official Rules or a Winners List, send a self-addressed stamped envelope to: TechTarget, Inc., 275 Grove Street, Newton, MA 02466, Attn: IT Priorities Pulse Survey 2023 sweepstakes. Written requests must be received within four (4) weeks of the conclusion of the Entry Period and after winner validation has been completed.