

Official rules are below. Some advice to students from a staffer: Your video should be promotional - tell the audience why the auto industry is cool -don't just show them. Your audience is other college students for the most part - and you may want to reference the video contest by name in your video so we understand what the video is about. Just watching footage of heart-stopping racing, spot welding or design work in action will need a narrative. One more thing – avoid using OESA and Deloitte logos in your video – it's complicated and hard to get the logo requirements correct for those organizations. Otherwise be aware of the intellectual property rights as specified below. Read on:

2015 Rules

OESA Generation Auto Student Video Contest

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN.

The “OESA Generation Auto Student Video Contest” (“Video Contest”) is sponsored by the Original Equipment Suppliers Association (“Sponsor”). This contest is governed by these official rules (“Official Rules”). By participating in the contest, each entrant agrees to abide by these Official Rules, including all eligibility requirements. Entrants understand that the results of the Video Contest, as determined by Sponsor and its agents, are final in all respects. The Video Contest is subject to all federal, state and local laws and regulations and is void where prohibited by law.

ELIGIBILITY

The Video Contest is open to SAE International Collegiate Design Series™ (CDS) teams participating in the following competitions during 2012-2015: Formula SAE® Michigan, Formula SAE® Lincoln/Electric, SAE Supermileage Competition®, and Baja SAE® (US-based). Only teams may enter the Video Contest; individuals are not eligible. Each team may submit only one video. For the purpose of these Official Rules a participating team will be referred to as an “**entrant**.” All teams participating in the Video Contest agree that the laws of the United States of America govern the Video Contest.

CONTEST IS VOID IN THE PROVINCE OF QUEBEC AND WHERE PROHIBITED.

VIDEO SUBMISSION PERIOD

The Video Submission Period begins April 1, 2015 at Noon CST and ends October 18, 2015 at Noon CST. All entries (submissions) must be received on or before the time stated during that submission period. Sponsor reserves the right to extend or shorten the Video Submission Period at its sole discretion.

HOW TO ENTER

You can enter the Video Contest through the Sponsor’s Votigo® Page located [HERE](http://bit.ly/1xC8TEj) (<http://bit.ly/1xC8TEj>) (the “Votigo® Page”). You can find the application on the Design Contest tab on the Sponsor’s Votigo® page. A CDS team representative must fill out all required fields on the entry form and agree to the Rules to participate in the Video Contest. Each team is considered to be one entrant. After submitting the required information on the entry form, the team will receive one (1) entry into the Video Contest.

ADDITIONAL CRITERIA

The video must demonstrate what is cool, unique or compelling about working in the automotive industry (the “entry”), and must be uploaded by Noon CST on ~~October 10, 2015~~ **(extended to October 18, 2015)** to the Votigo® Page, and meet the following requirements:

- (i) May not exceed two minutes in length.
- (ii) Must not violate or infringe the rights of others including, without limitation, patent, trademark, trade secret, copyright, right of publicity, privacy or other proprietary rights (see "Warranty" Section below for more details);
- (iii) Must not be unlawful, threatening, abusive, harassing, defamatory, libelous, deceptive, fraudulent, invasive of another's privacy, tortuous, or contain explicit or graphic descriptions or accounts of, sexual acts, or otherwise contain any other content that is objectionable;
- (iv) Must not victimize, harass, degrade, or intimidate an individual or group of individuals on the basis of religion, gender, sexual orientation, race, ethnicity, age, or disability;
- (v) Must meet the terms of these Official Rules;
- (vi) Must not contain an advertisement or solicitation not affiliated with the Sponsor; and
- (vii) Must not contain any musical recording, imagery, content or other element that is owned by a third party;
- (viii) If used, must properly reference and/or use the marks of Deloitte LLC, and SAE International including any references to the SAE Collegiate Design Series™ (CDS) Competitions (when applicable) according to current brand guidelines.

The above list is not intended to be exhaustive. If any entry includes any of the prohibited elements above or is deemed by the Sponsor or Judges to be offensive, obscene or unsuitable for public display for any reason, the entry will be disqualified along with the team that submitted it.

Entries will be considered void if they are in whole or in part incomplete, contain a virus, are forged, mechanically reproduced or obtained through fraud or theft.

WINNER SELECTION

Round I

The Votigo® website voting period will begin on April 1, 2015 at Noon CST. Voting is open to friends, family, and the general public. The top 20 eligible entries will be selected by Sponsor staff based on:

- How well the video portrays what is cool, unique or compelling about working in the automotive industry;
- How polished the video is;
- Creativity;
- Message; and
- How many votes each video received on the Votigo® site.

In the event of a tie, the Sponsor will consider the total number of votes and any comments made on the Votigo® website.

Round II

After the number of videos has been narrowed to twenty (20), a panel of eight (8) judges will further narrow the field to a total of three (3) using the same criteria as the Sponsor staff used in Round I. Judges will be representatives from the automotive industry and will include a "young leader," a "CEO", a representative from Deloitte LLP, and a representative from SAE International.

Round III

The final three entries will be voted on by the audience on November 10, 2015 at the OESA Outlook Conference. Audience polling will be used and the winner will be announced on site. Entrant does not need to be present at the OESA Outlook Conference to collect its prize. Announcements and instructions for prize will be sent to the e-mail address supplied on the CDS team's entry form. In the event of a dispute, all entries will be deemed submitted by the authorized account holder of the e-mail address used to submit the entry. Each entrant is responsible for monitoring his/her e-mail account for prize notification and receipt or other communications related to this Video Contest. If a potential prize winner cannot be reached by Sponsor within fifteen (15) days, using the contact information provided at the time of entry, that potential prize winner shall forfeit the prize. Upon the request of the Sponsor, the entrant/potential winner may be required to return an Affidavit of Eligibility, Release and Prize Acceptance Form and IRS W-9 form. If a potential winner fails to comply with these Official Rules, that potential winner will be disqualified. Prizes may not be awarded if an insufficient number of eligible entries are received.

PRIZES:

The winning teams may be awarded the following prizes:

Grand Prize: US\$5,000.00, second prize US\$3,000.00, and third prize US\$1,000.00. Prizes will be awarded to the CDS teams with the top three videos to be designated toward the upcoming CDS competition.

Incidental expenses, taxes, and all other costs and expenses which are not specifically listed as part of a prize in these Official Rules and which may be associated with the award, acceptance, receipt and use of all or any portion of the awarded prize are solely the responsibility of the respective prize winning team.

ALL FEDERAL, STATE AND LOCAL TAXES ASSOCIATED WITH THE RECEIPT OR USE OF ANY PRIZE ARE SOLELY THE RESPONSIBILITY OF THE WINNING TEAM MEMBERS.

ADDITIONAL LIMITATIONS

Prize is non-transferable. No substitution of prizes is permitted.

Sponsor, Deloitte LLP, SAE International and their respective parents, affiliates and subsidiary companies, agents, and representatives are not responsible for any typographical or other errors in the offer or administration of the Video Contest, including, but not limited to, errors in any printing or posting or these Official Rules, the selection and announcement of any winner, or the distribution of any prize.

Any attempt to damage the content or operation of this Video Contest is unlawful and subject to possible legal action by Sponsor. Sponsor reserves the right to terminate, suspend or amend the Video Contest, without notice, and for any reason, including, without limitation, if Sponsor determines that the Video Contest cannot be conducted as planned or should a virus, bug, tampering or unauthorized intervention, technical failure or other cause beyond Sponsor's control corrupt the administration, security, fairness, integrity or proper play of the Video Contest. In the event any tampering or unauthorized intervention may have occurred, Sponsor reserves the right to void suspect entries at issue. Sponsor and its respective parent, affiliate and subsidiary companies, agents, and representatives, and any telephone network or service providers, are not responsible for incorrect or inaccurate transcription of entry information, or for any human error, technical malfunction, lost or delayed data transmission, omission, interruption, deletion, line failure or malfunction of any telephone network, computer equipment or software, the inability to access any website or online service or any other error, human or otherwise.

INTELLECTUAL PROPERTY RIGHTS AND WARRANTY

Warranty

By entering the Video Contest, the entrant team warrants and represents that the video submitted by the team is its own original work created and recorded by entrant, has not been previously published, has not won a previous prize or award, that entrant owns or otherwise controls all of the rights to the video submitted by entrant (including, without limitation, the rights in any photographs, music or video clips included in the video) and that the video submitted by entrant does not violate any law, regulation or any right of any third party, including but not limited to rights of copyright, trademark, publicity and/or privacy. Please understand that submitting a video that is copyrighted by another individual, or otherwise subject to the rights of another individual, will make entrant responsible for any legal action the legal rights holder might take in relation to the entry.

Intellectual Property

By submitting an entry into the Video Contest, whether a winning entry or not, entrant grants to the Sponsor the right, without limitation, to display the submission online and in any media now known or hereinafter developed. Further, entrant agrees to grant to the Sponsor all rights of ownership, reproduction, and use of the submission, including without limitation the video and the ideas expressed within the video, for any purpose whatsoever without compensation or further permission, including but not limited to an irrevocable and perpetual, royalty-free, worldwide right, in all media (now known or later developed) to assign, license (including the right to grant rights and licenses to third party partners in the competition), use, publish, edit, adapt, modify, alter, reproduce, distribute, broadcast, display, copyright, create derivative works or otherwise exploit the submission for commercial or non-commercial use, and without compensation to the entrant teams.

INDEMNIFICATION AND LIMITATION OF LIABILITY

BY ENTERING THE VIDEO CONTEST, EACH ENTRANT AGREES TO INDEMNIFY, RELEASE AND HOLD HARMLESS SPONSOR, SAE INTERNATIONAL, DELOITTE LLP AND THEIR PARENTS, AFFILIATES, RELATED ENTITIES, AND SUBSIDIARY COMPANIES, THE VOTIGO® PLATFORM, ADMINISTRATOR, ADVERTISING AND PROMOTIONAL AGENCIES, AND ALL THEIR RESPECTIVE OFFICERS, DIRECTORS, PERSONNEL, EMPLOYEES, REPRESENTATIVES AND AGENTS FROM ANY LIABILITY, DAMAGES, LOSSES OR INJURY RESULTING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM THAT ENTRANT'S PARTICIPATION IN THE VIDEO CONTEST AND THE ACCEPTANCE, USE OR MISUSE OF ANY PRIZE THAT MAY BE WON. SPONSOR AND ITS PARENT, AFFILIATE AND SUBSIDIARY COMPANIES DO NOT MAKE ANY WARRANTIES, EXPRESS OR IMPLIED, AS TO THE CONDITION, FITNESS OR MERCHANTABILITY OF THE PRIZE. SPONSOR, DELOITTE LLP AND THEIR PARENTS, SUBSIDIARIES, AFFILIATES, RELATED ENTITIES, ADVERTISING AND PROMOTIONAL AGENCIES, AND ALL THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, PERSONNEL, REPRESENTATIVES AND AGENTS DISCLAIM ANY LIABILITY FOR DAMAGE TO ANY COMPUTER SYSTEM RESULTING FROM ACCESS TO OR THE DOWNLOAD OF INFORMATION OR MATERIALS CONNECTED WITH THE VIDEO CONTEST.

PUBLICITY

By participating, each entrant and each team member grants Sponsor permission to use his/her name, likeness or comments for publicity purposes without payment of additional consideration, except where prohibited by law.

VIDEO CONTEST SPONSOR

This Video Contest is sponsored by:

OESA

25925 Telegraph Road Ste. 350

Southfield, Michigan 48033

WINNERS LIST

To obtain the names of winners, send an e-mail to Kathy Reiss at kreiss@oesa.org with "OESA Video Contest" as the subject line. Requests must be received by July 1, 2016.

Any questions regarding this Video Contest should be directed to kreiss@oesa.org.