

Yes, these are the official rules (yes, you have to agree to them to participate). [CLICK HERE](#) to view a quick summary of the contest....but you still need to agree to the “Official Rules”...rules are rules, you know.

ORIGINAL EQUIPMENT SUPPLIERS ASSOCIATION'S INDUSTRY VIDEO CONTEST Official Rules

NO PURCHASE IS NECESSARY TO PARTICIPATE OR WIN. APPLICABLE ONLY IN THE UNITED STATES AND CANADA (EXCLUDING QUEBEC). YOUR ENTRY INTO THE PROGRAM CONSTITUTES ACCEPTANCE OF THESE OFFICIAL RULES. VOID IN QUEBEC AND WHERE RESTRICTED OR PROHIBITED BY LAW.

The below Official Rules apply to the Original Equipment Suppliers Association's Industry Video Contest (the "Contest") We want to encourage college students to consider the automotive industry as a potential career path. Automobiles are full of new technologies and the automotive industry is an exciting career path. We encourage eligible college students to take part in the Contest to explore this field. To support our efforts, we will distribute three prizes to the eligible participants that best demonstrate green innovations, technology, and/or design in the automotive industry through the creation of videos. Please read below for details on the Contest and how to participate.

A. ELIGIBILITY

To be eligible to participate in the Contest, a potential entrant ("Entrant") must be: (i) above the age of majority in his/her state of residence; (ii) a full or part-time student enrolled in a US or Canadian (excluding Quebec) four-year university or community college, and (iii) a legal resident of the fifty (50) United States, including the District of Columbia, or Canada (excluding Quebec). Employees, representatives, officers, and directors of the Original Equipment Suppliers Association (hereinafter, the "Sponsor"), Deloitte Development LLC ("Deloitte") and each of their respective affiliates, subsidiaries, agents, judges and advertising and promotion agencies, as well as immediate family (spouse, parents, siblings, and children) and household members are not eligible. NOTE: Entrant must be an enrolled student for the entire duration of the Contest. An individual who graduates prior to being awarded a prize is not eligible to participate and will be disqualified from the Contest.

B. THE SPONSOR

Original Equipment Suppliers Association ("OESA"), 1301 W. Long Lake Rd. Suite 225, Troy Michigan 48098 is the "Sponsor" of this Contest.

C. PERSONAL INFORMATION

The Sponsor will be collecting personal information about Entrant when Entrant submits an entry into the Contest. The Sponsor will use and share this personal information in order to fulfill the requirements of the Contest. For example, the Sponsor may share this personal information with third parties who are evaluating the videos or contacting Entrants regarding their entries or their selection. By entering this Contest and agreeing to these Official Rules, Entrant hereby consents to the Sponsor using his/her personal information in this manner.

In addition, the Sponsor will maintain the personal information that it collects in accordance with the Privacy Policy located at <http://www.oesa.org/Footer/PrivacyPolicy.pdf>.

D. TERM

Entries will be accepted between 12:00 a.m. Eastern Time ("ET") on July 1, 2013 through 11:59 p.m. ET on October 25, 2013 ("Entry Period").

E. HOW TO PARTICIPATE

NO PURCHASE IS NECESSARY TO PARTICIPATE OR WIN.

To enter, during the Entry Period, a potential Entrant must visit the Contest website, located at <http://platform.votigo.com/fbcontests/profiletab/Generation-Next-Automotive-is-Cool> (the "Contest Site"). After accessing the Contest Site, Entrant must complete the entry form with the requested information, including (i) the Entrant's first and last name, e-mail address, date of birth and phone number, (ii) the name and address of the college or university in which the Entrant is currently enrolled as well as the Entrant's major and expected graduation date, and (iii) the video described below (collectively referred to as "Entry Materials"). All Contest entries must be submitted during the Entry Period to be eligible.

F. VIDEO

To be eligible for any prize, Entrant must submit a video that meets the following requirements ("Video Requirements"):

- May not exceed two minutes in length, 1GB max file size and must be in one of the following formats: .MOV, MPEG4, .WMV, 3GPP or AVI.
- Must demonstrate the use of Green, Technology, or Design as it relates to automobiles. For example, a Video incorporating "Green" may include ideas surrounding renewable energy and other ways to improve the way that automobiles interact with the environment. A Video incorporating "Technology" may include new technological features that can be incorporated into automobiles and/or current features that can be used in new ways. A Video incorporating "Design" may describe and depict new ways that cars can be designed and created. These are just examples of the ways that an Entrant can incorporate Green, Technology, and Design into an entry.
- Videos must be in English.
- Must be within the general spirit of the Contest and meet the following requirements:
 - (i) Must not violate or infringe the rights of others including, without limitation, patent, trademark, trade secret, copyright, publicity, privacy or other proprietary rights (see "Warranty" Section below for more details);
 - (ii) 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;
 - (iii) 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;
 - (iv) Must be within the general spirit and guidance of the Contest, including meeting the terms of these Official Rules and the Video Requirements;
 - (v) Must not contain an advertisement or solicitation not affiliated with the Sponsor; and
 - (vi) Must not contain any musical recording, imagery, content or other element that is owned by a third party.

(the "Video"). After Entrant attaches the Video to the entry page, Entrant must confirm his/her agreement to the Official Rules and Privacy Policy and then click on the "Submit" button and send the entry to the Sponsor. The Sponsor will notify Entrant when the Video is posted on the

Contest Site. It may take several days for the Sponsor to provide Entrant with such notice. Sponsor may disqualify a Video failing to meet the Video Requirements at any time after submissions.

To be eligible, the Sponsor must receive Entry Materials during the Entry Period. **Entry Materials that arrive after the end of the Entry Period will not be considered.**

LIMIT: ONE ENTRY PER PERSON. 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. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. All Entry Materials become the property of the Sponsor. The Sponsor is not responsible for lost, late, misdirected, incomplete, illegible entries or Entry Materials, or for any computer-related, online, telephonic, or technical malfunctions that may occur. Entries and Entry Materials will be considered void if they are in whole or in part illegible, incomplete, damaged, irregular, altered, counterfeit, produced in error, forged, mechanically reproduced or obtained through fraud or theft, or if they contain a Video that does not meet the Video Requirements. By participating, Entrant agrees to be bound by these Official Rules.

G. INTELLECTUAL PROPERTY RIGHTS

Warranty. By entering the Contest, Entrant warrants and represents that the Video submitted by Entrant is his/her own original work created and recorded by Entrant, has not been previously published, has not won a previous prize or award, that Entrant own or otherwise controls all of the rights to the Entry Materials and 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 against Entrant or in relation to the Video.

License. By submitting an entry into the Contest, Entrant grants to the Sponsor the right, without limitation, to display the Entry Materials, including without limitation the Video, 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 Entry Materials, 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, use, publish, edit, adapt, modify, alter, reproduce, distribute, broadcast, display, copyright, create derivative works or otherwise exploit the Entry Materials, including without limitation the Video and the ideas expressed within the Video, for commercial or non-commercial use, and without compensation to Entrant.

H. PRIZE

There will be three (3) prizes awarded in the Contest, including one (1) "First Prize" consisting of \$5,000; one (1) "Second Prize" consisting of \$2,000; and one (1) "Third Prize" consisting of \$1,000. The prizes will be awarded in the form of a check made payable to the winner.

Total Approximate Retail Value of all Prizes: \$8,000.

I. PRIZE TERMS

The Sponsor may, at its sole discretion, choose to substitute any one of the prizes described in these Official Rules for one of equal or greater value. Further, the Sponsor reserves the right to expand or modify any of the prizes described above. Except in the event the prize is a charitable donation, no prize transfer, assignment or substitution by any prize winner is permitted. All federal, state and local taxes, fees and surcharges are the sole responsibility of the prize winner. If any prize or prize notification is returned as undeliverable, the prize shall be considered forfeited and the Sponsor may select an alternate prize winner based on the next highest scored entry, time permitting and in Sponsor's sole discretion. The odds of winning depend on the number of eligible entries received and the skill of the Entrants in preparing their Videos.

The Sponsor, Deloitte and each of their respective affiliates, subsidiaries, employees, agents, officers and directors, advertising and promotion agencies, and their respective officers, directors, employees and their respective agents will not be liable for unsuccessful efforts to notify any potential winner.

J. HOW TO WIN

There will be several steps to the review process of each Video:

- (1) *Phase 1: Public Voting Period.* Between 12:00 a.m. Eastern Time on July 1, 2013 and 11:59 p.m.ET on October 25, 2013 ("Voting Period"), the public will receive the opportunity to vote on all the Videos posted to the Contest Site. Each individual will have an opportunity to review all Videos posted on the Contest Site and may cast one vote for the Video that he or she feels is most compliant with the spirit and purpose of the Contest. **Limit one vote per person/e-mail address, per Video, per day. This means that persons may vote for more than one Video per day, but they may not vote for the same Video more than one (1) time, each day.** Persons must be over the age of eighteen (18) to vote. Votes must be recorded by the Sponsor's server by 11:59 PM ET on October 25, 2013.

Note, at any time during the Voting Period, the Sponsor may determine that a Video fails to meet the Video Requirements and may remove the Video from the Contest Site. After the conclusion of the Voting Period, the twenty-five (25) Videos, based on the number of votes received, will move forward to Phase 2.

- (2) *Phase 2: Judging Period.* Following Phase 1, a panel of judges made up of automotive industry experts will evaluate each of the top twenty-five Videos to select three (3) Videos to receive the First, Second, and Third Prizes described above. This judging period will occur between the dates of October 26 and November 11, 2013. These judges will consider the following Judging Criteria when evaluating each Video, based on a rating on a scale of 1 - 5, and weighed as described below:

- Content of message (30%): Communicates a positive industry message;
- Communicates the theme (25%): Addresses one of the three Contest themes (Green, Technology, Design);
- Creativity and originality (25%): Communicates message in an innovative/creative way;
- Accuracy (10%): Accurately represents the auto industry; and
- Quality (10%): Overall video production quality.

The judges reserve the right, but not the obligation, to interview any of the Entrants, and the information obtained through such interview will be deemed a part of the Entry Materials. The judges will give each Video a score based upon the criteria listed above. The three (3) Entrants with the highest scores will be chosen as potential prize winners. In the event of a tie, the potential prize winner will be determined by the highest score in

the category of "Content of message (30%): Communicates a positive industry message."

Potential winners will be notified by e-mail and/or telephone on or about November 8, 2013 and will be required to execute and return, within three (3) days of issuance of notification, an affidavit of eligibility, assignment of rights, liability and (where legal) publicity release ("Prize Documents"), which will include, without limitation, their granting of permission for their names, likenesses, Entry Materials, and Videos to be displayed in correlation with all advertising for Sponsor and the Contest, and in any manner or in any media, now known or hereinafter developed by the Sponsor and/or Deloitte. The Entrant may also be required to provide proof of enrollment, such as a letter from a university registrar's office, if requested by Sponsor. The Entrant(s) must provide the Prize Documents to the Sponsor electronically, via the mechanism described by the Sponsor in the prize notification. The Prize Documents will also confirm acceptance of the prize. The Entrant must also warrant that the Video and ideas contained within the Video have not previously won a prize or reward. Any prize may be forfeited or a potential winner disqualified if there are any issues with acceptance of any prize during this process. Specifically, if notification documents are returned as non-deliverable, if an Entrant is found to be ineligible or not in compliance with these Official Rules, does not respond within the time period specified, or cannot accept the terms and conditions of being a prize winner, if time permits, the next highest scored Entrant may be notified and the same process will be followed. All Prize Documents must be received before November 12, 2013. Any Prize Documents received after that date will not be considered.

- (3) *Phase 3: OESA Annual Outlook Conference.* On November 12, 2013 during the OESA Annual Outlook Conference, conference attendees will be provided with the opportunity to vote for the top three Videos to determine which Video will receive the First, Second, and Third prizes. The attendees will be asked to determine which Video best fits the Judging Criteria described above and the spirit of the Contest, via instant polling. **Limit: one (1) vote per conference attendee.** Entrants will be notified of which prize they will receive on or about November 13, 2013.

K. PUBLICITY

Except where prohibited by law, by accepting any prize, each prize winner consents to the Sponsor, Deloitte, and each of their respective partners, affiliates and/or subsidiaries, use of the Entrant's Entry Materials and materials obtained over the course of the Contest, including without limitation their likenesses, photographs, names, Video, and/or voices for advertising and publicity purposes in any and all media worldwide (including winners list) without additional compensation or notification. The names of all winners may be utilized in communications and advertising, including being posted on the websites of the Sponsor, its partners, affiliates and/or subsidiaries and Deloitte.

L. ABILITY TO TERMINATE

The Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest. If the Sponsor, in its sole discretion, determines that the Contest or any portion of the Contest is impractical, fraudulent, void, unlawful or if there are any technical or administrative malfunctions, errors or other problems that affect the structure, terms or lawful administration of the Contest, the Sponsor may terminate, cancel or otherwise modify the Contest, in whole or in part.

M. LIMITATION OF LIABILITY

By participating, Entrants and winners release the Sponsor, Deloitte, each of their respective

affiliates, parent, and subsidiary companies, its employees, agents and officers, advertising and promotion agencies, as well as all others associated with the development and execution of the Contest, (collectively, the "Released Parties"), from and against any and all liability with respect to or in any way arising from the Contest, the prizes awarded in the Contest or in any filming, use or other activities related to the prizes offered in the Contest. The Released Parties assume no responsibility for any error, omission, interruption, deletion, defect, or delay in operation or transmission; communications line failure; theft or destruction of or unauthorized access to the Contest Site, or any registration, voting or winner selection.

Entrants also agree (a) to be bound by these Official Rules; and (b) that the decisions of the Sponsor are final on all matters relating to the Contest.

Before being declared a winner, each selected Entrant may be required to sign an agreement and release confirming compliance with these Official Rules and acceptance of the prize as offered and (i) releasing the Released Parties from any and all liability for any loss, harm, damages, cost or expense arising out of participation in this Contest, or participating in any prize-related activity or the acceptance, use or misuse of any prize, including without limitation costs injuries, losses and damages related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light, or from any and all claims of third parties arising there from, and (ii) granting the Sponsor, its agencies and Deloitte the unrestricted rights, in their collective or individual discretion, to publish without any further compensation the Entrant's names, college/university, likenesses, photographs, statements (in whole or part), Video or prize information for advertising and publicity purposes worldwide without limitation and without additional compensation, except where prohibited. The agreement and release must be returned within the time period specified thereon or the selected Entrant will be disqualified and the prize forfeited.

N. LAWS

The Contest is governed by the laws of Michigan, without regard to the conflicts of law provisions.

All disputes, claims or demands that relate to these Official Rules will first be brought to the attention of the other party. The receiving party shall have sixty (60) days from the date of such notice to remedy the described breach or violation and notify the complaining party in writing of the resolution. If the dispute, claim or demand is not resolved to the satisfaction of the complainant within 60 days, the complainant may request an informal resolution conference (mediation), which if agreed to by the other party will be scheduled to occur within 21 days of the written response. Each party shall have the right to be represented at such a conference by counsel and will ensure that a decision-maker with full and complete authority to resolve the dispute attends the conference. Such conference will be in front of a third party mediator chosen by the parties. If the parties do not agree to conference or are unable to resolve a dispute after such a conference, the parties agree that exclusive jurisdiction for any dispute, claim or demand related in any way to these Official Rules will be decided by binding arbitration. The parties agree to share equally in the arbitration costs incurred.

O. WINNERS LIST

To obtain the names of winners, send an e-mail to gjanicki@oesa.org with "OESA Video Contest" as the subject line. Requests must be received by 11:59 PM EDT on May 30, 2014. Winners lists will be sent after winners have been verified.

END of Official Rules



Promoting the Auto Industry as a “Cool” Place to Work

What It Is

The **Generation Auto** video contest, presented by the Original Equipment Suppliers Association (OESA) and Deloitte, is seeking current college students who want to tell a story highlighting the auto industry as a cool place to work – simply create a 1–2 minute video highlighting one of three themes: Green, Technology or Design.

The contest is open to all students attending a university in the U.S. or Canada. No specific curriculum focus required – just a little enthusiasm and creativity.

What Entrants Can Win

Cash awards to the top three videos.

First place = **\$5,000**; second place = **\$3,000**; and third place = **\$1,000**.

How to Enter

1. Select a theme
 - a. **Design:** What makes something a great design? Is it functionality or style? Is it sex appeal or practicality? Is it a design’s contemporary feel or timeless appeal? No matter your perspective or definition, design is an integral part of the auto industry. Design is cool and the automotive industry has lots of it. Why does this make an automotive career cool? Why don’t you show us?
 - b. **Green:** Sustainability is not a fad; it is a trend. And the auto industry is leading the way with efforts to create sustainable products and processes. Why does this make the auto industry a cool place to work? Why don’t you tell us?
 - c. **Technology:** Connectivity, safety, comfort...these are all functions that consumers demand in their lives and vehicles. And behind these technologies are fast-moving, global companies that conceptualize, design, manufacture and deploy them. Why does this make a career in the auto industry a cool experience? Go ahead and tell us.
2. Check out the resources (see links) for information about the auto industry
3. Complete the entry form
4. Upload your 1–2 minute video **
5. Share your video (#GenerationAuto)

**** Entrants must agree to video content rules when uploading the video. Videos that violate any rules will be ineligible.**

How to Win

Judging for the contest will consist of three rounds:

- **Round one:** July through October 25 entrants will upload and share their videos. Site visitors will vote for their favorite videos. The 25 videos with the most votes will move on to round two.
 - Continue to share your video to gain votes
- **Round two:** A panel of automotive industry judges will rate the 25 videos from round one based on the following criteria with the top three videos moving on to round three:
 - Content of message (30%): Communicates a positive industry message
 - Communicates the theme (25%): Addresses one of the three contest themes
 - Creativity and originality (25%): Communicates message in an innovative/creative way
 - Accuracy (10%): Accurately represents the auto industry
 - Quality (10%): Overall video production quality
- **Round three:** Attendees at the OESA Annual Outlook Conference will determine first, second and third place winners via instant polling. Winners will be notified by e-mail.



The Schedule



Resources

Need information on the auto industry? Here are some useful resources.

- OESA
 - [Auto Supplier Economic Significance Industry study](#)
 - [Automotive Supplier websites](#)
 - [OESA Knowledge Center](#)
- Deloitte
 - [Gen Y and the Automotive Industry](#)
- SAE International
 - <http://www.sae.org/>

Questions? Please send an e-mail to info@oesa.org with the subject "Video Contest."

