

## **IRRESISTIBLE MAIL AWARD CONTEST** **OFFICIAL RULES**

### **NO PURCHASE NECESSARY TO ENTER OR WIN.**

1. **Sponsor.** The United States Postal Service (the “Sponsor”), 475 L’Enfant Plaza SW, Washington, DC 20260.
2. **Entry Period.** The “Irresistible Mail Award” (the “Contest”) begins on January 15, 2016, and ends on February 22, 2016. Entries for the Contest sent by mail must be postmarked no later than February 22, 2016, and received by February 26, 2016. Additional instructions and requirements are specified in paragraph 5.
3. **Contest Objective.** The objective of the Contest is to recognize at the National Postal Forum, to be held March 20-23, 2016, innovative direct mail marketing mailpieces that were created and distributed through the United States Postal Service in 2015 (“Entries” or an “Entry”).
4. **Eligibility.** Contest is open to any company that created and distributed, through the United States Postal Service, a direct mailpiece promoting its products or services in 2015 (a “Company”). The individual who completes and submits the direct mailpiece Entry on behalf of the Company (Company Representative) must be 21 years of age or older as of as of 12/31/2015 and employed by the Company or its creative advertising agency, and have the full power and proper authority to submit the Entry, execute the required Permission and Release Agreement, and agree on Company’s behalf to these Official Rules. All submissions submitted by or on behalf of Company become the sole property of Sponsor and will not be returned. Void where prohibited.
5. **How to Enter.** Send the direct mailpiece you wish to enter, along with the executed Permission and Release Agreement that accompanies these Official Rules, to: Irresistible Mail Award, United States Postal Service, PO Box 44901, Washington, DC 20024. There is no limit on the number of different direct mailpieces a company may submit as entries; however, each different mailpiece submitted must be accompanied by its own Permission and Release Agreement. The Permission and Release Agreement form, along with these Official Rules, is also available at [[www.internetsite.com](http://www.internetsite.com)]. All entry submissions must be postmarked no later than February 22, 2016, and received by February 26, 2016. No responsibility is assumed by Sponsor for entry submissions that are illegible, incomplete, late, or misdirected.
6. **Conditions of Entry.** There is no cost or fee to enter the Contest. **NO PURCHASE NECESSARY.** This Contest is entirely voluntary. By making a submission, Company represents and warrants that: (1) it is the owner of the mailpiece submitted as the Entry; (2) the Entry was created and/or distributed via

direct mail in 2015 in the United States and/or the District of Columbia; (3) it has the authority to grant the rights conveyed in the Permission and Release Agreement and in these Official Rules; (4) it owns or controls all rights in the Entry; and (5) the Entry does not infringe the copyright, trademark, publicity, or other intellectual property rights of any person or entity. By making a submission, Company hereby grants Sponsor and its Governors, officers, employees, contractors and agents a perpetual, worldwide, royalty-free, non-exclusive license to use, exhibit, display, publish, and reproduce the Entry, in whole or in part, in any and all media, for purposes of: (1) displaying the Entry at mailing industry events, forums, and presentations (including but not limited to the 2016 National Postal Forum); (2) commending, exhibiting, and/or commenting on the Entry or portions thereof in or on Sponsor materials and presentations (including but not limited to [irresistiblemail.com](http://irresistiblemail.com), [USPS.com](http://USPS.com), and Sponsor's advertising materials promoting the use of direct mail); and (3) Sponsor's internal and archival purposes. Company also consents to the use of Company's name and/or logo in connection with these purposes.

7. Judging. There will be two rounds of judging in the Contest. In Round 1, all eligible submissions will be judged by a panel of representatives of Sponsor, who will select between five (5) and fifteen (15) Entries for display and exhibition at the National Postal Forum to be held in Nashville, TN, from March 20 through March 23, 2016. Sponsor representatives will judge Entries utilizing the following criteria: (1) innovativeness of the mail piece design, including, but not limited to, design of mailpiece exterior, design of contents, technologies employed (e.g. digital, mobile), printing techniques, interactivity, sensory elements, personalization, paper stock, etc.; and (2) applicability of the design concept to the goals of other mailers. Decisions of Sponsor's representatives are final.

In Round 2, the Entries selected by Sponsor will be displayed at the USPS booth at the National Postal Forum. Attendees of the Forum will be invited to view and vote for the "Irresistible Mail Award" utilizing the same criteria identified above. Attendees are generally comprised of mailing and direct marketing professionals, business owners, and representatives of product manufacturers and service providers with knowledge of the mailing industry. The winning Entry will be the mailpiece that garners the most votes from NPF attendees. By no later than March 23, 2016, that Company that submitted that Entry will be named the winner of the Irresistible Mail Award for 2015 (the "Winner"). In the event of a tie, co-winners will be named. Sponsor's counting and determination of votes and results is final.

8. Prize and Approximate Retail Value. The Winner, or in the case of a tie, co-winners, will receive a plaque commemorating its selection as creator of the Irresistible Mail Award of 2015 (the "Prize"). The Winner's creative advertising agency and printer responsible for the winning Entry will also each receive their own Prize. Total ARV of the Prize is less than \$500.

9. Releases. BY PARTICIPATING IN THIS CONTEST, THE COMPANY AND ALL COMPANY REPRESENTATIVES ACCEPT ALL RISK AND CONSEQUENCES OF ENTRY AND PARTICIPATION IN THE CONTEST AND AGREE TO RELEASE AND HOLD HARMLESS THE SPONSOR AND ITS GOVERNORS, OFFICERS, EMPLOYEES, REPRESENTATIVES, AGENTS, SUCCESSORS AND ASSIGNS FROM ANY AND ALL CONSEQUENCES, LIABILITY, LOSSES, DAMAGES (INCLUDING WITHOUT LIMITATION CONSEQUENTIAL, PUNITIVE, INCIDENTAL, SPECIAL OR INCREASED DAMAGES) AND COSTS AND EXPENSES, OF ANY KIND, UNDER ANY LEGAL THEORY, ARISING FROM OR RELATED TO THIS CONTEST, INCLUDING BUT NOT LIMITED TO THE ENTRY AND PARTICIPATION IN THE CONTEST OR ANY CLAIMS BASED UPON RIGHTS OF PUBLICITY, INVASION OF PRIVACY, INFRINGEMENT OF INTELLECTUAL PROPERTY, OR OTHER CLAIM.
  
10. Void where prohibited by law. All decisions of Sponsor regarding the construction, interpretation and application of these Official Rules are final and conclusive. This Contest is governed by federal law, and the Federal Court of Claims shall have jurisdiction and shall be the proper venue for any dispute arising out of or in any way relating to these Official Rules, and by submitting an Entry, Company consents to the personal jurisdiction of this court for these purposes.