

**Discover The Ride Next Steps Motorcycle Course Sweepstakes
OFFICIAL RULES**

NO PURCHASE IS NECESSARY TO ENTER OR WIN. OPEN ONLY TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES, DISTRICT OF COLUMBIA AND CANADA, EXCLUDING QUEBEC, THAT HAVE A VALID DRIVER'S LICENSE OR TAX I.D. NUMBER, WHO ARE 18 YEARS OF AGE OR OLDER AT THE TIME OF ENTRY. VOID WHERE PROHIBITED. Employees, their immediate families (parent, child, spouse or sibling and their respective spouses, regardless of where they reside) and those living in their same households, whether or not related, of Informa Tech Holdings LLC ("Sponsor") or its affiliates vendors and advertising and promotion agencies are not eligible to enter or win. By participating, entrants agree to be bound by these Official Rules and the decisions of Sponsor, which are binding and final on all matters relating to the Discover the Ride Next Steps Motorcycle Course Sweepstakes (the "Sweepstakes"). Sweepstakes is subject to all applicable federal, state and local laws. Winning the prize is contingent upon fulfilling all requirements set forth herein.

TO ENTER: To be entered, during the period commencing at 5pm PT on [July 10, 2020] and ending at 11:59pm PT on [July 21, 2020] (the "Entry Period"), entrants must fill out the electronic sweepstakes entry form. Limit one (1) entry per person during the Entry Period. Multiple entries will be void. Entries generated by script, macro or other automated or mechanical means or by any means which subvert the entry process are void. All entries become the property of Sponsor and will not be returned.

DRAWING: Four (4) potential winners will be selected in a random drawing held on or about [July 21, 2020] from all eligible entries received by Sponsor. Odds of winning will depend on the number of eligible entries received. Potential winners will be notified by email and/or phone they entered on the entry form and will be required to execute and return an affidavit of eligibility, a liability release and, where lawful, a publicity release within seven (7) days of date of issuance and a W-9 form. If such documents are not returned within the specified time period, prize notification is returned as undeliverable, or a potential winner is not in compliance with these rules, Prize will be forfeited, and, at Sponsor's sole discretion, an alternate winner maybe selected. Sponsor shall have no liability for any winner notification that is lost, intercepted or not received by a potential winner for any reason. The replacement winner(s) will need to satisfy all the requirements of these Official Rules. This process will be repeated until the prize is awarded.

If potential winner is a Canadian resident, upon notification, the selected entrant, must, unaided, correctly answer a time-limited mathematical skill-testing question. In the event that a selected entrant is unable to answer the skill testing question correctly, Sponsor shall have the right to disqualify said entrant and to randomly draw another eligible entry, and Sponsor shall be fully and completely released and discharged from any liability or responsibility in this regard.

PRIZES: Each winner will receive one (1) Motorcycle Training Course (the "Prize") to be used at the Big Apple Motorcycle School on [August 2-3, 2020]. Approximate Retail Value ("ARV"): \$[385.00]. Prize is awarded "as is" with no warranty or guarantee of any kind, either express or implied (including whether the course will take place). Winner may not substitute, assign or transfer prize or redeem prize for cash, but Sponsor reserves the right, in its sole discretion, to substitute prize with one of comparable or greater value. Winner is responsible for all federal, state and local taxes, if any, as well as any other costs and expenses associated with acceptance and use of prize not specified herein as being awarded. All prize details are at Sponsor's sole discretion.

PUBLICITY GRANT: Except where prohibited by law, participation in this Sweepstakes constitutes winner's consent to use of winner's name, social media identity, likeness, photograph, voice, opinion, hometown and state for promotional and marketing purposes in connection with this Sweepstakes in any and all media weather now known or hereafter devised, worldwide in perpetuity, without further payment or consideration.

GENERAL CONDITIONS: Released Parties (as defined below) are not responsible for lost, late, incomplete, inaccurate, stolen, delayed, misdirected, undelivered, garbled, illegible entries; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or

accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of entries or the announcement of the Prize. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Sweepstakes. Released Parties are not responsible for injury or damage to entrants' or to any other person's computer related to or resulting from participating in this Sweepstakes. Persons who tamper with or abuse any aspect of the Sweepstakes or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. Should any portion of the Sweepstakes be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Sweepstakes and, if terminated, at its discretion, select the potential winners from all eligible, non-suspect entries received prior to action taken or as otherwise deemed fair and appropriate by Sponsor. Sponsor reserves the right to postpone or cancel the Sweepstakes at any time for any reason without liability. Entrants, by participating, agree that the maximum extent provided under applicable law, Sponsor, Instagram and Twitter, and their respective parent, affiliates, subsidiaries and advertising and promotion agencies and all of their respective officers, directors, employees, representatives and agents (collectively, "Released Parties") will have no liability whatsoever for, and shall be held harmless by entrants against, any liability, for any injuries, losses or damages of any kind, including death, to persons, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of a prize (including any injury or harm resulting from use of a motorcycle or otherwise during the training course), claims arising out of the cancellation or postponement of the Sweepstakes for any reason, or participation in this Sweepstakes. In the event of a dispute regarding entries received from multiple users having the same social media account, the authorized user of the social media account at the time of entry will be deemed to be the entrant and must comply with these rules. This promotion is in no way sponsored, endorsed or administered by, or associated with, Instagram or Twitter.

WINNER'S NAME: For the name of the winners (available after [July 21, 2020]), send a self-addressed stamped envelope to: IMS Motorcycle Course Sweepstakes at 2901 28th St, Suite 100, Santa Monica, CA 90405, for receipt no later than [July 31, 2020].

SPONSOR: Informa Tech Holdings LLC, 2901 28th St, Suite 100, Santa Monica, CA 90405.