



Terms and Conditions:

Winner Selection Criteria

The winner of the *it* Award is chosen exclusively at the discretion of the staff at C.Fox Communications. No purchase of C.Fox Communications' services is necessary to participate in the *it* Award application process.

Contract for Services

C.Fox Communications and the *it* Award winner shall execute a standard C.Fox Communications contract for the services to be provided by C.Fox Communications under this award. The contract will, among other things, specify the services that C.Fox Communications will provide to the award winner.

Hours and Timing of the Award

The C.Fox Communications *it* Award includes up to 225 hours of public relations services for the award recipient. The public relations services to be rendered can begin as early as April 2, 2012. All hours associated with the *it* Award must be used by December 21, 2012. Unused hours have no cash value and may not be redeemed for cash and do not carry over into 2013 or any year that follows. C.Fox Communications will render a maximum of 40 hours of public relations services in any one month to the *it* Award winner. C.Fox Communications staff will track their hours through the agency's time reporting system and will provide the *it* Award winner with a report of hours used at the end of each month during the award period.

Scope of Services

Public relations services to be rendered by C.Fox Communications under this award are defined exclusively and specifically as: media/communications strategy, writing/messaging, media relations, branding, and social media management. Services beyond this exclusive listing are not part of the *it* Award and will be carried out

by C.Fox Communications staff or its subcontractors only pursuant to a separate written agreement between C.Fox Communications and the *it* Award winner. If media engagement becomes part of the project work to be executed for the *it* Award winner, media placement/coverage is not guaranteed and C.Fox Communications is not responsible for securing any set number of media impressions.

C.Fox Communications reserves the right to retain subcontractors to perform the services provided to the *it* Award winner.

Out-of-Pocket Costs

it Award winners are responsible for all out-of-pocket costs and expenses associated with the execution of the public relations strategy and tactics that are developed and implemented by C.Fox Communications. Out-of-pocket costs include, but are not limited to, postage, printing, supplies, newswire charges, etc.

Promotion

By accepting C.Fox Communications' *it* Award, your organization agrees to the terms and conditions contained herein, including your consent to permit C.Fox Communications to promote the fact that it has given the 2012 *it* Award to you, via on and offline media at C.Fox Communications' sole discretion.