

## Tableau Viz Competition - Official Rules

**THE FOLLOWING CONTEST IS OPEN TO REGISTERED TABLEAU USERS WHO ARE LEGAL RESIDENTS OF THE UNITED STATES. DO NOT ENTER THIS CONTEST IF YOU ARE NOT A RESIDENT OF THE UNITED STATES OR IF YOU ARE OTHERWISE PROHIBITED BY LOCAL LAW TO PARTICIPATE IN THE SAME.**

**PARTICIPATION IN THIS CONTEST CONSTITUTES YOUR ACCEPTANCE OF THESE OFFICIAL RULES.**

**1. Contest Description:** VOID WHERE PROHIBITED BY LAW. The Tableau Viz Competition ("Contest") is a skill contest in which Tableau users can submit a workbook and dashboard based on a dataset provided by Sponsor and using Tableau Desktop software

**2. Term:** The Contest begins on March 2, 2009 at 12:01 a.m. Pacific Daylight Time ("PDT") and ends on **March 16, 2009** at 11:59 p.m. PDT (the "Term").

**3. Eligibility:** To be eligible to enter the Contest, at the time of entry, you must be: (i) a registered user of Tableau Desktop; (ii) a legal resident of the fifty United States including the District of Columbia; and (iii) above the age of majority in the jurisdiction where you reside ("Entrant"). Employees and representatives of Tableau Software, its respective parents, affiliates, related companies, agents, subsidiaries, advertising and promotional agencies, any prize provider, and any entity involved in the development, production, implementation, administration or fulfillment of the Giveaway, and their immediate family members (defined as parents, children, siblings, spouse, or life partner) and persons living in the same household, are not eligible to participate. Sponsor reserves the right to verify eligibility and to adjudicate on any dispute at any time.

**Corporate Entrants** – If you are entering the Contest on behalf of your employer, these rules are binding on you, individually, and/or your company. If you are acting within the scope of your employment, as an employee, contractor, or agent of another party, you warrant that such party has full knowledge of your actions and has consent thereto, including your potential receipt of a prize. You further warrant that your actions do not violate your employer's or company's policies and procedures.

**4. How to Enter:** To enter the Contest, visit [www.Tableausoftware.com/vizcontest/](http://www.Tableausoftware.com/vizcontest/) (the "Site") during the Term, and download the required dataset provided by Tableau, which you must use for use in creating your Viz submission ("Submission"). You can enter the Contest by uploading your Viz Submission that is based solely on the provided data set. Submissions must be in TWBX format. All Submissions must comply with all Tableau terms and conditions of use, available at [www.tableausoftware.com/about/policies](http://www.tableausoftware.com/about/policies).

**LIMIT:** Entrants may upload one (1) Submission during the Term. Additional Submissions uploaded to the Contest website are void and will be disqualified. Submissions entered into the Contest will not be acknowledged. Proof of entry does not constitute proof of receipt by Sponsor. Submissions must be received by Sponsor no later than the end of the Term. Only eligible Submissions actually received by Sponsor during the Term will be eligible to win. Sponsor is not responsible for (i) lost, late, misdirected, mutilated, damaged, irregular, altered, counterfeit, fraudulent, incomplete, or illegible Submissions, which are void, or (ii) for any computer-related, online, telephonic, or technical malfunctions that may occur. Illegible, unintelligible, incomplete, garbled, or mutilated Submissions will be disqualified. Sponsor reserves the right, in its sole discretion, to disqualify any Submissions not in compliance with these Official Rules.

By uploading a Submission to [Tableausoftware.com](http://Tableausoftware.com) and participating in the Contest, you represent and warrant that: (i) you agree to the terms and conditions of use of the [Tableausoftware.com](http://Tableausoftware.com) website available at <http://www.Tableau.com/about/policies>, and also hereby grant Tableau an irrevocable, royalty-free license to use your Submission for marketing, promotional and any other use; (ii) you are the owner of the Submission, the Submission is your original work, and you have secured any and all rights, releases, or permissions necessary for the use and distribution of your Submission

by Tableau; (iii) your Submission does not violate or infringe upon the copyright, trademark, or other intellectual property rights, publicity rights, or any other rights of any third party.

**5. How to Win:** Five (5) winners will be selected as the winners, with one of those winners selected as the Grand Prize Winner.

A panel of judges, comprised of Tableau employees and industry experts ("Panel") will evaluate all submissions based on the following criteria:

- 25% - Overall Appeal
- 25% - Design Elements
- 50% - Data Analysis/Findings

The Panel will evaluate and attribute a score between 0-100 to each Submission made up of scores between 0-25 for each of the above listed criterion. The Submission that receives the highest overall score from the Panel will be selected as the Grand Prize Winner; the four (4) Submissions with the next highest scores will be selected as Runner-Up Winners. In the event of a tie, the Submission(s) that received the higher score from the Panel in the category of "Overall Appeal" will be selected as the Grand Prize Winner or Runner-Up Winner, as the case may be.

On or about March 20, 2009, one (1) Grand Prize Winner, and four (4) Runner-Up Winners will be selected and notified by email. If the Grand Prize Winner does not respond to the notification attempt within seven (7) days from the first notification attempt, then such potential Grand Prize Winner will be disqualified and an alternate Grand Prize Winner will be selected from among the remaining Runner-Up Winners based on the judging criteria described herein. If a Runner-Up Winner does not respond to the notification attempt within seven (7) days from the first notification attempt, then such potential Runner-Up Prize Winner will be disqualified and an alternate Runner-Up Prize Winner will be selected from among the remaining Submissions based on the judging criteria described herein.

The judges' decisions are final with respect to all aspects of the Contest. Sponsor and its parent, affiliates, subsidiaries, employees, agents, officers and directors, advertising and Contest agencies, and their respective officers, directors, employees and their respective agents will not be liable for unsuccessful efforts to notify a winner. If a potential winner declines a prize, fails to claim a prize, cannot be contacted within the time period stated herein, fails to abide by the Official Rules, is determined to be ineligible, or if a prize notification email is returned as undeliverable, such prize will be forfeited, and Sponsor may select an alternate potential winner from all remaining eligible entries as described herein.

## **6. Prizes:**

**Runner-Up Prizes:** Four (4) Runner-Up Winners will receive one (1) copy of Stephen Few's soon-to-be-published book Now You See It within eight (8) weeks of its commercial publication ("Runner-Up Prize"). LIMIT ONE (1) RUNNER-UP PRIZE PER RUNNER-UP WINNER.

**Grand Prize:** One (1) Grand Prize will be awarded to the Grand Prize Winner. The Grand Prize includes: (a) one conference registration to the 2009 Tableau Customer Conference and (b) one copy of Stephen Few's soon-to-be-published book Now You See It within eight (8) weeks of publication ("Grand Prize"). The ARV of the Grand Prize is \$1,020.00.

*For Grand Prize:* Grand Prize is not redeemable for cash. Grand Prize Winner is responsible for obtaining all required travel documents and for obtaining all forms of insurance, including but not limited to travel insurance, at their option, and acknowledges that Sponsor has no obligation to obtain or provide travel insurance or any other form of insurance. The Grand Prize consists of only those items specifically listed as part of the prize. Winner is responsible for any other expenses and incidental travel costs not expressly stated above, including but not limited to, ground transportation, passenger tariffs or duties, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses.

*For all Prizes:* The total ARV of all prizes: estimated \$1,120.00. Restrictions, conditions, and/or limitations may apply. No prize substitution, cash substitution, or assignment or transfer of any of the prizes is permitted, except by Sponsor for reason of unavailability, in which case a prize of equal or greater value will be awarded. All taxes, costs, and fees associated with the Prizes are the sole responsibility of the winner. Prizes are awarded without warranty of any kind from Sponsor, express or implied, without limitation, except where this would be contrary to federal, state, or local laws or regulations. All prize values are listed and will be awarded in US Dollars. Odds of winning depend on the number of Entries and the skill of the entrants.

**7. Conduct:** By participating in the Contest, Entrants agree to comply with and be bound by these Official Rules. Failure to comply with these Official Rules may result in disqualification from the Contest. Entrants further agree to comply with and be bound by decisions of Sponsor, which shall be final and binding in all respects. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be: (a) tampering or attempting to tamper with the operation of the Contest or Sponsor's web site(s); (b) violating these Official Rules; (c) violating the terms of service, conditions of use and/or general rules or guidelines of any Sponsor's property or services; or (d) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.

Except where prohibited by law, by accepting a prize, winners consent to Sponsor's use of their name, likeness, address (city and state only), statements, photograph, voice, Submission, and/or likeness for advertising and promotional purposes related to the Contest, and for any other business purposes, in any and all media now known or hereafter devised, worldwide and without further notice, compensation, consideration, review or consent and without regard to moral rights.

**8. Limitations of Liability:** By participating in the Contest, Entrants agree, to the fullest extent of the law, to release and hold harmless Sponsor, and its respective parent, related companies, subsidiaries, affiliates, directors, officers, employees, and agents from any and all liability for any claim, injury, loss, or damage of any kind arising from or in connection with the Contest (including but not limited to the receipt, use, or misuse of any prize or any component thereof) or the promotion thereof. Sponsor assumes no responsibility or liability for the following: (a) telephone or technical malfunctions that may occur; (b) any incorrect or inaccurate information, any of the equipment or programming associated with or utilized in the Contest, or any technical or human error which may occur in the processing of purchases and/or invoices in connection with the Contest; (c) any injury or damage to participants related to or resulting from participating in this Contest, including any use or receipt of a prize awarded herein; or (d) any use or inability to use any awarded prize.

**9. Right to Terminate or Modify:** If, for any reason, the Contest is not capable of running as planned, including because of tampering, unauthorized intervention, fraud, technical failures, force majeure, or any other cause beyond the control of Sponsor which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Contest. Sponsor reserves the right to modify these Official Rules at any time for clarification purposes without materially affecting the terms and conditions of the Contest. Any attempt to deliberately damage the content or operation of this Contest is unlawful and subject to legal action by Sponsor or its agents.

**10. Privacy:** By participating in the Contest, you acknowledge that you have read and agree to the conditions of Sponsor's privacy policy, located at <http://www.Tableausoftware.com/about/policies>, which governs the collection, use and disclosure of personal information for the purposes of this Contest. Furthermore, you consent to the collection, use and disclosure of your personal information by Sponsor and its authorized agents for the purposes of administering this Contest and prize fulfillment. For questions regarding our privacy policy, please contact us at [info@tableausoftware.com](mailto:info@tableausoftware.com).

**11. Governing Law:** All federal, state, municipal, provincial, and local laws and regulations apply. This Contest and these Official Rules are governed and interpreted by the laws of the State of Washington without regard to its conflict of law provisions. VOID WHERE PROHIBITED.

**12. Winner List / Official Rules:** For a copy of the Official Rules for this Contest or for the Winners List, please visit <http://www.tableausoftware.com/vizcontest>

**13. Sponsor:** Tableau Software, Inc., located at 400 North 34<sup>th</sup> Street, Suite 200, Seattle, Washington 98103 is the sponsor of this Contest ("Tableau" or "Sponsor").

**14. Disclaimer:** The trademarks associated with the Prize awarded under this Contest are registered or unregistered trademarks of their owners, who are not affiliated nor have endorsed this Contest. Prizes awarded under this Contest may be subject to restrictions and licenses from their manufacturers and may require additional hardware, software, service, or maintenance to use. The prize recipient shall bear all responsibility for use of such prize in compliance with the conditions imposed by the manufacturer, and any additional costs associated with its use, service, or maintenance.