



NIELSEN IQ
RULES FOR APPLICATION TO AND PARTICIPATION IN
THE 2026 NIQ FOUNDERS PITCH SLAM

Nielsen Consumer LLC (“NielsenIQ” or “NIQ”) will host its 2026 NIQ Founders Pitch Slam culminating with a live pitch at the NielsenIQ Consumer 360 2026 Conference (“C360 Conference”) to be held on June 8-11 at JW Marriott San Antonio Hill Country Resort, San Antonio, Texas. The NIQ Founders Pitch Slam recognizes and awards innovative and transformative emerging Consumer Packaged Goods Brands, while providing contestants exposure to potential investors and future collaborators, customer prospects other interested business and industry leaders.

NIQ FOUNDERS PITCH SLAM RULES

By participating in the 2026 NIQ Founders Pitch Slam events (the “Pitch Slam Competition” or the “Event”), all Pitch Slam Competition applicants and participants agree to be bound by the rules set forth in this document, including any linked documents (collectively, the “Pitch Slam Rules”) and by NIQ’s decisions, which are final and binding in all matters related to this Pitch Slam Competition.

1. OVERVIEW: The Pitch Slam Competition consists of three stages. In the first stage, NIQ will select the top twenty (20) applicants (the “Semi-Finalists”) based on information provided as part of the Pitch Slam Competition application process (all as may be validated by NIQ), together with certain other criteria communicated as part of the application process. The second stage will be the virtual pitch slam portion of the Event (“Virtual Pitch”) where the 20 Semi-Finalists will present a short virtual pitch and a panel of judges will select five (5) finalists (“Finalists”). The final stage will be the live pitch portion of the Event (“Live Pitch”) hosted by NIQ at its C360 Conference held on June 8-11, 2026 in San Antonio, Texas, where a panel of judges will select one final winner and 4 runner up winners from the 5 Finalists. Additionally, attendees at the NIQ C360 Conference will vote to determine a People’s Choice winner. All



Finalists will be expected to arrive in San Antonio Texas for a Live Pitch rehearsal at the C360 Conference venue before commencement of the C360 Conference starting on June 8, 2026. Throughout the Pitch Slam Competition, Semi-Finalists and Finalists will participate in certain pitch development activities. Contestants for each stage will be evaluated based on certain criteria, as more particularly described in the Pitch Slam Website and other Pitch Slam Competition materials made available to the contestants, including but not limited to: Brand story/mission, product innovation, financial/growth potential, and alignment to consumer needs and trends.

Eligible contestants must submit an entry application during the entry period commencing at 10:00 a.m. Eastern Standard Time (EST) on February 10, 2026 and closing at 9:00 p.m. EST on March 22, 2026 (the “Entry Period”). The top 20 Semi-Finalists that are selected to participate in the Virtual Pitch portion of the Event to be held on May 6, 2026 will be announced on or before March 27, 2026. The top 5 Finalists that are selected to participate in the Live Pitch portion of the Event to be held during the June 8-11 NIQ C360 Conference will be announced on May 8, 2026. The pitch presenter for each of the Finalists will be invited to the NIQ C360 Conference in San Antonio, Texas (lodging and meals at the C360 Conference venue hotel and economy airfare will be provided) and will participate in the Live Pitch rehearsal on June 8, 2026, and the Live Pitch performance (Live Pitch date and time during the C360 Conference to be communicated). Subject to the Pitch Slam Rules, each Finalist will have an opportunity to win the first place prize package or runner up prizes for the second, third, fourth or fifth place, as well as the People’s Choice prize. In addition, each Semi-Finalist will win certain participation prizes as more fully described in, and subject to, the Pitch Slam Rules.

2. ELIGIBILITY: To become an eligible contestant for the Pitch Slam Competition, each applicant must:

- (i) be a separate legal entity (e.g., a corporation, limited liability company, limited partnership) duly organized or incorporated under, and in good standing with, the jurisdiction of its organization, and all U.S. registered business entities must obtain an employer identification number (EIN) from the IRS;



- (iii) have all requisite legal authority, authorization and consents to enter and participate in the Pitch Slam Competition;
- (iv) have total annual U.S. retail dollar retail sales of up to an amount not to exceed \$20,000,000 Million USD in 2025 across one or more Qualifying CPG Category Departments (as defined below), as validated by NIQ Omnisaless or other NIQ databases for the fiscal year ended December 31, 2025;
- (v) while applicants do not have to be legal entities incorporated or organized in the United States, the applicant must have products in the applicable Qualifying CPG Category Department(s) currently available for sale by the applicant in the United States at the time of application to, and during the entirety of, the Pitch Slam Competition; and
- (vi) be available to attend and participate in the following activities if selected as a Semi-Finalist or a Finalist, as applicable:
 - (a) if selected as a Semi-Finalist, contestant’s pitch presenter (a “presenter”) must: (1) send product samples to each of the five (5) Virtual Pitch judges pursuant to instructions to be communicated by NielsenIQ; and (2) participate in the Virtual Pitch semi-finals portion of the Pitch Slam Competition on May 6, 2026 and
 - (b) if selected as a Finalist, its presenter must: (1) arrive at the C360 venue on June 8, 2026 in time to attend the Live Pitch rehearsal; (2) attend the three-day C360 Conference in San Antonio, TX during June 8-11, 2026; (3) participate in the “NIQ Founders All Star Showcase” at the C360 Conference and make available product samples sufficient for the five Live Pitch judges to sample at the C360 Conference at a time to be communicated by NIQ; and (4) participate in the Live Pitch portion of the Pitch Slam Competition held during the C360 Conference and attend the awards ceremony following the selection of the winners; and
- (vii) complete the application process and comply with the other Pitch Slam Rules, including the remaining requirements of this Section 2 and Section 3 below.

“Qualifying CPG Category Department” means the following departments as defined by NielsenIQ: Beverages and Alcoholic Beverages, Baby Care, Bakery, Beverage, Bulk Bin,



Dairy, Deli, Floral, Frozen, Gen Merchandise, Grocery, Beauty, Household, Meat, Pet, Produce, Seafood and Nutritional Supplements.

Each qualifying contestant entity may submit only one (1) pitch in the Pitch Slam and the pitch must cover a brand in one Qualifying CPG Category Department. Each qualifying contestant shall provide one presenter to present both the Virtual Pitch and the Live Pitch and to participate in the Pitch Slam Competition development and marketing/promotion activities. Additionally, the individual representing the contestant as presenter for the Pitch Slam Competition must be either the founder, co-founder, Chief Executive Officer (or equivalent position) of the contestant; and the individual completing the registration (if different from the presenter) must be an officer, director, founder, shareholder, member, manager, partner or other representative or agent of the contestant who is duly authorized to register the contestant in the Pitch Slam Competition. Semi-Finalists and Finalists are strongly recommended to participate in certain NielsenIQ hosted pitch development activities prior to performing their respective pitch presentations.

Qualifying contestants do not have to be clients of NIQ to enter the Pitch Slam Competition. Employees, officers and/or directors of NIQ and their immediate families (parents, children, siblings, and spouses) and members of their household (whether or not related) are not eligible to enter the Pitch Slam Competition.

The Pitch Slam Competition is subject to all applicable federal, state, and local laws and regulations, and shall be void where prohibited or restricted by law. Contestant presenters must be present at the Virtual Pitch and Live Pitch portions of the Pitch Slam Competition (including the Live Pitch rehearsal on June 8, 2026 and the awards ceremony following selection of the winners) in order to participate and be eligible to win any of the prizes awarded to the Pitch Slam Competition winners. Entries that are not in accordance with the Entry Requirements (as defined in Section 5 below) or are not completed and received by the close of the Entry Period will be ineligible. NIQ reserves the right, in its sole discretion, during or upon completion of the Entry Period, to request that any applicant resubmit an entry which fails to comply with the Entry



Requirements. Any waiver of any obligation hereunder by NIQ does not constitute a general waiver of any obligation to contestants or presenters. NIQ reserves the right to waive any of the Entry Requirements in its sole discretion and will make the final eligibility determination.

3. APPLICATION:

NIQ is using RangeMe as an administrator for the Pitch Slam Competition online application process. RangeMe, a leading online platform for product suppliers and retail buyers to connect and engage regarding marketing and promotion of products, is also one of NIQ's prize sponsors for the 2026 Pitch Slam Competition. RangeMe is making available its RangeMe platform for gathering application submissions for the Pitch Slam Competition. During the Entry Period, RangeMe will post a call-to-action on the RangeMe platform and send email notifications to its registered client list to participate in the Pitch Slam Competition with a link to the on-line application portal. To apply using the RangeMe platform, applicants must be a member of RangeMe. It is free to create a profile on the RangeMe platform and submit your Pitch Slam Competition application for consideration by going to the following RangeMe website during the Entry Period to complete and submit the required Pitch Slam Competition application information (each, an "Entry"): <https://www.rangeme.com/2026niqpitchslam>.

PLEASE NOTE: Eligible applicants are *not* required to apply solely through the RangeMe website. Alternatively, eligible applicants can apply to participate in the Pitch Slam Competition, by going directly to the following NIQ website during the Entry Period to complete and submit an Entry: <https://niq.com/pitchslam>.

All Entries, whether through the RangeMe Pitch Slam website or the NIQ Pitch Slam website as described above (collectively, referred to as the "Pitch Slam Website") must be fully completed and successfully submitted by 9:00 p.m. EST on March 22, 2026. Each Entry must include the information requested in the Pitch Slam Competition application (which shall be completed in English), including: (i) the legal name of contestant; (ii) a description of contestant's business, product and/or service; (iii) a publicly accessible web link to the contestant's primary business



website; (iv) the name, address, phone number, email address, of the individual entering the contestant in the Pitch Slam Competition and (if different, the individual that will present the Virtual Pitch and the Live Pitch at the Event); (v) company logo and headshot of the prospective pitch presenter; (vi) pitch slide presentation deck to showcase the contestant's brand mission and story (deck should be in written media as PDF format; videos will not be accepted); (vii) completion of a one page product slide ([template for required slide to be provided as part of the application materials](#)); and (viii) other supplemental information to support contestant's brand mission and story, such as the company mission statement. All information submitted in the Pitch Slam Competition application and all such additional requested follow-up information submitted by a contestant (including without limitation, the product samples that each Semi-Finalist will be required to send to the Virtual Pitch judges in accordance with instructions to be communicated by NIQ) shall together constitute the contestant's "Entry".

Entries, Virtual and Live Pitch presentations and related materials shall not include or reference, directly or indirectly, any third-party retail, market or consumer measurement data or sources other than NIQ or Client internal data, and Entries or pitch presentations that violate this requirement may be deemed ineligible by NIQ in its sole discretion. NIQ reserves, in its sole discretion, the right to review and approve the Virtual Pitch and Live Pitch presentations in advance to confirm adherence to the Pitch Slam Rules, and to disqualify from the Pitch Slam Competition any contestant that fails to comply with the Entry requirements and the Pitch Slam Rules.

Contestants are required to comply with the Pitch Slam Rules in applying for and, if selected, at all times during the contestant's participation in the Pitch Slam Competition. By submitting an Entry one of the above-referenced Pitch Slam Websites, contestant is agreeing to the Pitch Slam Rules for the Pitch Slam Competition. If a contestant cannot agree to abide by these Pitch Slam Rules, the contestant should not submit an application to participate in the Pitch Slam.

Applicants that complete applications through the RangeMe website may also be required to comply with any applicable RangeMe website general terms and conditions.



4. LICENSE TO USE ENTRY INFORMATION: By entering the Pitch Slam Competition, each contestant, on behalf of itself and its affiliates, hereby grants NIQ a royalty-free, worldwide, perpetual (except for an individual's rights under applicable privacy laws), transferable license to, and NIQ shall have full right and power to, create and/or use audio and/or visual recordings/footage, photographs, publications and other materials, in any format, from or relating to the Pitch Slam Competition, including Entries, pitch presentations and other follow up entry submission information (collectively, the "Materials") by or for NIQ and/or its affiliates, agents, representatives, and their respective assignees or successors, in any medium now known or later developed, including without limitation websites, online programs, digital content, television, radio, internet, social media, wireless, podcasts, sound recording, publishing and printed presentations, for NIQ's marketing and promotional activities and other business purposes in connection with the administration, marketing and promotion of the Pitch Slam Competition and the marketing and promotion of NIQ.

The Materials may include, among other things, the contestant's name, logo and other identifying material as well as the name, title, employer, voice (and any and all audio recordings), picture or other likeness (including photographs), video recordings (digital or otherwise), performances, quotes, testimonials or other text and images, in combination or alone of the contestant's employee(s) and its authorized representatives, including the presenters. By entering, each contestant acknowledges that its Entry (including the pitch presentations) and the Materials may be used by NIQ and posted on the NIQ Website, the Pitch Slam Website, and other mediums described above in NIQ's sole discretion, without notice or submission to contestant for approval and without compensation. NIQ has no obligation to use or post any Entry. Subject to applicable law, each contestant and its affiliates, and their respective officers, directors and employees release, waive, and discharge NIQ and its Pitch Slam Competition sponsors and administrators from any and all claims and demands arising out of or in connection with the use of the Materials and the license grant under this Section, including without limitation any and all claims for invasion of privacy, right of publicity and defamation.



5. ENTRY REQUIREMENTS: By submitting an Entry, each contestant hereby represents and warrants that its Entry conforms to the entry requirements set forth below (“Entry Requirements”):

- (i) Contestant and each of the individuals registering the contestant and/or presenting contestant as a pitch presenter are eligible to participate in the Pitch Slam as set forth in these Rules, including Section 2 above;
- (ii) The Entry meets all of the application requirements set forth in Section 3 above;
- (iii) The Entry accurately communicates information about the contestant, its products and services, and why the contestant’s pitch presentations should be awarded at this Pitch Slam Competition;
- (iv) The Entry and related Entry materials, including the contestant pitch presentations (collectively, the “Entry Materials”) shall not infringe on the right of publicity of any person without permission, and any photographs, videos, recordings and pitch presentation materials may only include officers, directors, managers, members, partners, owners, employees, agents and representatives of contestant, and other third parties directly associated with contestant, and contestant shall have obtained permission and authorization for use of such persons’ personal attributes in connection with submissions in this Pitch Slam Competition;
- (v) The Entry Materials are suitable for a public forum and in keeping with NIQ’s positive business image, and contestant and presenter shall conduct all activities relating to the Pitch Slam Competition in a respectable and professional manner;
- (vi) Neither the Entry Materials nor presenter shall be obscene or offensive, sexually explicit or suggestive, violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic or endorse any form of hate or hate group, or contain nudity or any materially dangerous activity;
- (vii) Neither the Entry Materials nor contestant or presenter shall defame, misrepresent or make disparaging remarks about NIQ, the sponsors or administrators of the Pitch Slam Competition, or any other Event participants and/or any of their respective products or services, or other people, products, services or companies;



- (viii) The Entry Materials shall not contain copyrighted materials owned by others (including photographs, images or music published on or in websites, television, movies or other media) without permission from the copyright holder, and the Entry Materials shall not infringe on trademarks, logos or other proprietary rights of others;
- (ix) The Entry Materials shall not advertise or promote any brand or product of any kind other than the contestant's brand or product;
- (x) Except as specifically required in connection with contestant's participation in the Pitch Slam Competition and subject to the Pitch Slam Rules, contestant shall not (a) allow access to or disclose any of the NIQ data, information and Pitch Slam Competition materials made available by or on behalf of NIQ to contestant or any of its representatives in connection with the Event ("NIQ Confidential Information"), directly or indirectly, to any other person or entity (other than the authorized contestant presenters and other authorized participants of the Pitch Slam Competition, so long as they are also under the same obligation of confidentiality), (b) use the NIQ Confidential Information for any purpose other than the Pitch Slam Competition; and/or (c) reverse engineer, decompile or disassemble any portion of the NIQ Confidential Information. Upon completion of contestant's participation in the Pitch Slam Competition, contestant shall return or destroy/securely delete all copies and originals of any NIQ Confidential Information in its possession. Contestant may be required to sign NIQ's standard confidentiality agreement; and
- (xi) The Entry Materials shall not be in violation of any law or regulation.

The Pitch Slam Competition is subject to federal, state, and local laws and regulations. Neither NIQ nor RangeMe (as one of the administrators of the online application process) is responsible for late, lost, stolen, mutilated, incomplete, illegible, or misdirected entries. Entrants agree (a) to be bound by these Pitch Slam Rules; and (b) that the decisions of NIQ and (as applicable) the judges are final on all matters relating to the Pitch Case Competition.



NIQ reserves, in its sole discretion, the right to disqualify from the Pitch Slam Competition any contestant who (i) provides inaccurate or incomplete information in their submission forms; (ii) does not fulfill all the Entry Requirements; or (iii) violates the Pitch Slam Rules.

Any Entry that, in the sole discretion of NIQ is deemed to be inappropriate for publication, incomplete, false, deceptive, or otherwise fails to satisfy the Entry Requirements is ineligible. Notwithstanding anything herein to the contrary, NIQ shall not have any duty to inquire into or investigate whether the Entry Requirements have been met nor shall NIQ be responsible or liable for the contents of any Entry Materials or any claims arising therefrom.

NIQ does not have any obligation to maintain any of the entries or submissions, or any information or ideas contained therein, as confidential or proprietary. ENTRY MATERIALS WILL NOT BE ACKNOWLEDGED OR RETURNED, AND, IN FACT, MAY BE DESTROYED. Proof of submission of any entry materials will not be deemed to be proof of receipt by NIQ or RangeMe, as applicable. Neither NIQ nor RangeMe assumes any liability or responsibility for a contestant's failure to receive an email notification associated with the Pitch Slam Competition, including emails regarding participation criteria and/or changes to the Pitch Slam Competition or the Pitch Slam Rules. All contestants and Entries may be subject to verification prior to the awarding of a prize, as are the eligibility and information provided by a contestant. Contestants will cooperate with NIQ and its respective representatives in connection with all verification activities.

6. SELECTION OF SEMI-FINALISTS AND FINALISTS. Semi-Finalists and Finalists will be evaluated based on the criteria set forth in the Pitch Slam Rules, the Pitch Slam Website and/or other Pitch Slam Competition materials made available to the contestants. Each of the Semifinalists and Finalists are strongly encouraged to participate in the NIQ provided pitch development webinar (currently scheduled for March 31 and April 6, 2026) and related activities as communicated by NIQ to the contestants. Each of the Semi-Finalists and Finalists will be paired with a NIQ data expert to help them develop their story using NIQ Byzzzer data. On May 6, 2026, each Semi-Finalist will make a timed presentation of up to five (5) minutes during the Virtual Pitch



portion of the Pitch Slam to a panel of judges, with three (3) minutes for responding to questions from the judges.

7. SELECTION OF WINNERS:

Each of the Semi-Finalists that participates in the Virtual Pitch and meets the other requirements of these Pitch Slam Rules as a Semi-Finalist, will be entitled to receive certain Semi-Finalist participation prizes as described in Section 8 below.

During the NIQ C360 Conference held June 8-11, 2026 (Live Pitch date and timing to be communicated), each of the Finalists will present a timed presentation at the final portion of the Pitch Slam Competition of up to five (5) minutes to a panel of judges, with four (4) minutes for responding to questions from the judges. The Finalist that receives the highest score from the judges will receive the “First Place Prize”; the next four (4) Finalists that respectively receives the second, third, fourth and fifth highest score from the judges will receive the “Runners Up Prizes”. In addition, the registered attendees of the NIQ C360 Conference (the “People’s Choice Voters”) will have an opportunity to vote electronically for the People’s Choice winner from across the 5 Finalists. During the Event, the People’s Choice Voters will receive voting instructions on how to submit their votes. Each People’s Choice Voter will be limited to one (1) vote. No additional prize for being selected as the People’s Choice winner will be awarded to the Finalist that receives the most votes from the People’s Choice Voters.

In the event of a tie vote for any Finalist position, the judges will make a final decision based on their sole and absolute discretion. The announcement of winners shall occur at the Pitch Slam Competition award ceremony following the Live Pitch held during NielsenIQ C360 Conference. If NIQ determines, in its sole and absolute discretion, that any of the selected Finalists do not or will not meet the Prize Conditions (as defined below), then NIQ may, in its sole and absolute discretion, disqualify such Finalist(s).

8. PRIZE DETAILS:



Each of the Semi-Finalists that participates in the Virtual Pitch and meets the other requirements of these Rules as a Semi-Finalist, will be entitled to receive Semi-Finalist participation prizes (“Semi-Finalist Participation Prize”) consisting of (1) up to \$3,300 in value towards NielsenIQ’s Brandbank digital imagery services for up to 20 items; and (2) a complimentary consultation with CROSSMARK, a sponsor of the 2026 NIQ Founders Pitch Slam Event.

The Finalist prizes are described below.

The **First Place Prize** will consist of the following and be awarded to the winning contestant company:

- (1) A \$50,000 USD cash prize from NielsenIQ; and
- (2) A preset package of NielsenIQ Services valued at more than \$750,000 USD, which may include the following:
 - A one (1) year subscription to the NielsenIQ Byzzier Platform (Byzzier Activate), including NielsenIQ Omnisaales data, NPI attributes, selected premium retailers and selected Analytics package;
 - Access to certain NielsenIQ Omni Solutions for three (3) months;
 - 3 months access to NielsenIQ Price Explorer; NielsenIQ BASES innovation package including AI Screener, Innovation Measurement and Product Launch Activation;
 - Access to Consumer Life “Know your Target” selected report package;
 - Access to MRI-Simmons Customized Category Report selected package; and
 - (3) A preset package of sales, analytical and schematic support from CROSSMARK, a sponsor for the NIQ 2026 Pitch Slam Event, which may include the following CROSSMARK services:



- Sales support in agreed upon channel in the form of a waiver of CROSSMARK'S standard retainer/service fee (commission fees for CROSSMARK support will still apply, as applicable);
 - Analytic support, consisting of (a) Best in class national selling story; and (b) New item presentation for top 5 retailers, including category sales and shopper behavior; and
 - Schematic support in the form of channel planograms (dependent on CROSSMARK coverage).
- (4) A one (1) year subscription from RANGEME, a sponsor for the NIQ 2026 Pitch Slam Event, to the RangeMe Pro service.

- The four **Runner Up Prizes** will consist of the following:

- (1) A one (1) year subscription to the NielsenIQ Byzzier Platform (Byzzier Essentials); and
- (2) A one (1) year subscription from RANGEME to the RangeMe Premium service.

Unless otherwise stated, all NIQ awarded services (including the Semi-Finalist Participation Prize) will be made available over a one-year period starting July 2026, and shall be subject to NIQ standard terms.

All Finalists awarded non-cash prizes (and all Semi-Finalists awarded the Semi-Finalist Participation Prize) will be required to sign NIQ's standard terms and conditions for the applicable NIQ services. In order to redeem CROSSMARK or RANGEME prizes, Finalists and Semi-Finalists (as applicable) may be required to enter into written agreements with such Event sponsors.



Any prize awarded as part of the Event (including the Semi-Finalist Participation Prize) is awarded “AS IS” with no representations or warranties, express or implied, including, without limitation, ANY IMPLIED WARRANTIES OF MERCHANTABILITY, NON-INFRINGEMENT OR FITNESS FOR A PARTICULAR PURPOSE. NIQ has no control over or responsibility for any prizes contributed by a sponsor or third party. No prize substitutions or credits toward other services will be granted, except by NIQ (or any Event sponsor that is contributing services towards the available prizes, if applicable), who reserves the right (but has no obligation) to substitute a prize (or a component thereof) with another prize of equal or greater value if the prize (or a component thereof) is not available for any reason as determined by NIQ in its sole discretion. Unused components of any of the prizes shall be forfeited and have no redeemable cash value or be subject to any type of credit towards other services or prizes. Unless otherwise expressly agreed by NIQ in writing, the recipient of the prizes is solely and fully responsible for calculating and paying any and all costs, fees, taxes, assessments and expenses associated with prize award, redemption, receipt and use, including, without limitation, all federal, state and local taxes on the prize. Each recipient of a prize hereby waives the right to assert as a cost of winning a prize any and all costs of verification and redemption or travel to redeem the prize. Non-compliance with any of the foregoing and any other condition of this Pitch Slam Competition may result in disqualification and forfeiture of prize, in which case, no consideration will be awarded.

9. ELIGIBILITY TO RECEIVE PRIZES: In order to be eligible to participate in the Pitch Slam Competition as a Semi-Finalist and/or to receive the Semi-Finalist Participation Prize, and in order to be eligible to participate as a Finalist and/or to receive the First Place Prize or any of the Runner Up Prizes or People’s Choice Award, the following conditions must be met with respect to each such Semi-Finalist and Finalist, as applicable (the “Prize Conditions”):

- (i) each such Semi-Finalist and its pitch presenter(s) must be present at the Virtual Pitch, and each such Finalist and its pitch presenter(s) must be present at both the Virtual Pitch and the Live Pitch and when the winners and prizes are announced;
- (ii) each such Semi-Finalist and Finalist must comply with all terms and conditions of these Pitch Slam Rules and fulfill all requirements for the Pitch Slam Competition; and



- (iii) as requested by NIQ, each applicable Semi-Finalist and Finalist will have executed and returned to NIQ an Affidavit of Eligibility and Liability Release, a Publicity Release (including presenter consent to the NIQ Founders Pitch Privacy Policy), each in the form(s) provided by NIQ, and any required tax reporting forms or other administrative documents reasonably requested by NIQ or otherwise required by law (the “Prize Redemption Forms”); and
- (iv) as requested by Crossmark or RangeMe, each applicable Finalist (or Semi-Finalist, as the case may be), will have executed and returned to the applicable prize sponsor, all prize redemption forms that such sponsor may require.

The Prize Redemption Forms must be returned to NIQ by the earlier of the date and/or time indicated on such forms or at the end of the Pitch Slam Competition. If any of the foregoing conditions are not met, then such prize(s) may be forfeited and any such applicable Finalist may be disqualified. NIQ is not responsible for the failure of any such Semi-Finalist or Finalist to receive in email and/or in any other form, any notification or the required documents for any reason, or for the inability of such Semi-Finalist or Finalist to return the required documents for any reason.

10. CONTEST JUDGING; TIMING: NIQ shall, in its sole and absolute direction select Semi-Finalists, Finalists and the judges who will select the winners of the First Place Prize and the Runners Up Prizes. The judges may be employees or agents of NIQ or its respective affiliates, or advertising and promotion agencies, as well as retailers, Event sponsors or other industry leaders that NIQ invites to participate as judges. NIQ will not discriminate based on race, ethnicity, sex, gender, age or any other protected classification in selecting judges. In the event of a tie in the judges’ scoring process, the judges will vote between the tied contestants. NIQ shall serve as the official timekeeper of the Pitch Slam Competition.

11. PERSONAL DATA: Contestants provide personal information to NIQ and its designees (including without limitation, RangeMe as application administrator) when they enter and participate in the Pitch Slam Competition. NIQ and its designees collect this information and use



it to administer the Pitch Slam Competition and for other marketing purposes and as otherwise described in the [NielsenIQ Founders Pitch Slam Privacy Policy](#). NIQ and its designees may share this information with third parties who need access to this information to perform services on NIQ's behalf. For more information about the ways NIQ uses and shares personal information collected online through the Pitch Slam Website and via other submission of the remaining Pitch Slam Competition materials, please see the [NielsenIQ Founders Pitch Slam Privacy Policy](#).

12. DISCLAIMERS; RIGHT TO CANCEL/MODIFY: NielsenIQ, any Pitch Slam Competition event administrator, sponsor, prize contributor, judge and each of their respective parents, subsidiaries and affiliated companies, advertising and promotion agencies and other vendors, and all of their respective officers, directors, employees, representatives and agents ("Pitch Slam Competition Parties") shall have no obligation or responsibility with regard to: (a) Entry Materials that contain inaccurate information or do not comply with or violate the Pitch Slam Rules; (b) Entry Materials, Affidavits/Releases or other prize redemption forms that are lost, late, incomplete, illegible, unintelligible, damaged or otherwise not received by the intended recipient, in whole or in part, due to computer, human or technical error of any kind; (c) contestants who have committed fraud or deception in entering or participating in the Pitch Slam Competition; (d) telephone, electronic, hardware, software, network, internet or computer malfunctions, failures, delays or difficulties; (e) any inability of the winner to accept a prize for any reason; or (f) a prize that cannot be awarded or provided due to delays or interruptions due to Acts of God, natural disasters, terrorism, weather or any other similar event beyond NIQ's or its administrators reasonable control. NIQ reserves the right, at its sole discretion, to disqualify any contestant it finds to be tampering with the entry process or operation of the Pitch Slam Competition or with intent to threaten, abuse or harass any other person or to otherwise disrupt the Pitch Slam Competition in any manner. If NIQ determines, in its sole discretion, that for any reason the Pitch Slam Competition is not capable of running as planned or technical difficulties or unforeseen events compromise the integrity or viability of the Pitch Slam Competition, including for any cause beyond the control of NIQ, NIQ reserves the right to terminate the relevant portion of and/or the entire Pitch Slam Competition, and shall notify each participating contestant at the email address provided to NIQ as part of the application process.



13. INDEMNIFICATION: Each contestant agrees to indemnify and hold harmless NIQ and all Pitch Slam Competition Parties (collectively, the “Indemnitees”), from and against any expense, cost, damage, loss, fine, penalty, liability or judgment, including reasonable attorneys’ fees, suffered or incurred by the Indemnitees as a result of any claim, demand, action, arbitration, suit or similar proceeding (“Claim”) arising from or in connection with: (i) a breach of the representations and warranties, covenants or obligations contained in these Pitch Slam Rules or in the Prize Redemption Forms; (ii) the failure by contestant or any of its presenters and participants to perform their respective responsibilities as set out in these Pitch Slam Rules, the Pitch Slam Website and/or any other communications by NIQ to the contestants; (iii) contestant products made available to the Event judges or (if applicable) to the C360 Event participants for sampling purposes or otherwise featured in the NIQ Founders All Star Showcase at the C360 Conference; and (iv) any contestant’s negligence or willful or intentional misconduct.

14. LIMITATION OF LIABILITY: By participating in the Pitch Slam Competition, each entrant and contestant agrees to release, discharge and hold harmless NIQ and each of the Pitch Slam Competition Parties from any claims, losses, and damages arising out of their participation in the Pitch Slam Competition or any Pitch Slam-related activities and the acceptance and use, misuse, or possession of any prize awarded hereunder. NEITHER NIQ NOR ANY PITCH SLAM COMPETITION PARTY WILL BE LIABLE, IN CONTRACT, TORT (INCLUDING NEGLIGENCE) OR OTHERWISE, FOR ANY LOSS, EXPENSE OR DAMAGE OF ANY KIND INCLUDING, WITHOUT LIMITATION, DIRECT, SPECIAL, INCIDENTAL, CONSEQUENTIAL (INCLUDING BUT NOT LIMITED TO LOST OPPORTUNITIES OR PROFITS) OR PUNITIVE DAMAGES ARISING, DIRECTLY OR INDIRECTLY, OUT OF OR IN CONNECTION WITH THE PITCH SLAM RULES, THE PITCH SLAM COMPETITION EVENTS OR ANY PITCH SLAM-RELATED ACTIVITIES, INCLUDING WITHOUT LIMITATION, THE SELECTION OF ANY FINALISTS, SEMI-FINALISTS OR WINNERS AND AWARDING OF PRIZES.



Neither NIQ nor any Pitch Slam Competition Party assumes any 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 Entry Materials; or alteration of Entry Materials. NIQ and the Pitch Slam Competition Parties are not responsible for any problems with or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, failure of any e-mail entry to be received on account of technical problems or traffic congestion on the Internet or at any website, human errors of any kind, or any combination thereof, including any injury or damage to contestant or any other persons' computers related to or resulting from uploading or downloading of any materials related to this Pitch Slam Competition, or otherwise participating in any of the Event activities.

15. MISCELLANEOUS: All matters arising out of or relating to these Pitch Slam Rules and the Event shall be governed by and construed in accordance with the internal laws of the State of Illinois without giving effect to any choice or conflict of law provision or rule. In addition, any dispute relating to the Pitch Slam Competition (including these Pitch Slam Rules) shall be brought in the appropriate state or federal court having jurisdiction over the subject matter located in Chicago, Illinois. Participants hereby irrevocably consent to the personal jurisdiction of said courts and waive any claim of forum non convenient or lack of personal jurisdiction they may have.

16. CHANGES TO THESE RULES: These Pitch Slam Rules are subject to occasional revision, and if NIQ makes any material changes to these Pitch Slam Rules, it will notify each contestant of any material changes by posting notice of the changes on the Pitch Slam Website and/or, in NIQ's sole discretion, by email using the email information provided by contestants in the application process.