



**#SMBLIFTOFF PRIZE FOR THE SMALL AND MEDIUM BUSINESS KEYNOTE SWEEPSTAKES  
ATTEND OUR SMALL AND MEDIUM BUSINESS KEYNOTE AND GET A CHANCE TO FLY TO HAWAII**

At Salesforce, the Aloha Spirit represents who we are, what we stand for, and how we create our culture. Aloha doesn't just mean "hello". It's a spirit of being genuine, inclusive and compassionate, enjoying a healthy dose of fun and treating those around you like family.

And since Small & Medium Businesses are at the heart of our "Ohana", we want you to give 4 of you a chance to takeoff and win a voucher of \$3,000 valid with Panda Travel Inc. specialist of Hawaii travels.

Here is the link to register to the Small and Medium Business Keynote: <http://bit.ly/SMB-Keynote>

Here are the official Rules:

**#SMBLiftOff Prize for the Small and Medium Business Keynote Sweepstakes  
Official Rules**

- 1. NO PURCHASE NECESSARY TO ENTER OR WIN A PRIZE.** By participating in the #SMBLiftOff Prize for the Small and Medium Business Keynote sweepstakes ("Sweepstakes") you agree to these Official Rules ("Official Rules") and the decisions of the judges, administrators and Sponsor which are final and binding in all aspects. This Sweepstakes is sponsored by salesforce.com, inc. ("Sponsor").
- 2. TO ENTER:** Entrants must attend the #SMBLiftOff Prize for the Small and Medium Business Keynote Sweepstakes on September 17th from 2:00 p.m.–2:50 p.m. at Moscone West 3rd Floor ("Keynote"). KEYNOTE IS AVAILABLE TO ALL DREAMFORCE REGISTERED ATTENDEES INCLUDING DREAMFORCE FREE EXPO+ PASS HOLDERS. To obtain a FreeExpo+ Pass register at <https://www.salesforce.com/blog/2015/07/free-dreamforce-expo-passes.html> and register for the Keynote. **YOU MUST BE PRESENT AT THE KEYNOTE TO WIN. LIMIT ONE (1) ENTRY PER PERSON.**
- 3. ELIGIBILITY:** You must be an individual that is 18 years or older and at least the age of majority in your jurisdiction and country of residence to enter. Failure to meet the eligibility requirements may result in an entry being invalid and/or forfeiture of any prize. Companies, employees, officers, directors and agents (and their immediate families and household members regardless of where they live, or members of the same households [whether related or not]) of Sponsor and Panda Companies Panda Travel® Inc., and their respective parents, divisions, affiliates, subsidiaries, agents, promotional partners, advertising/promotion agencies, event staff, and prize suppliers (collectively "Sweepstakes Entities") are not eligible to participate in the Sweepstakes or to win any prize. All federal, state and local laws and regulations apply.
- 4. PRIZE DETAILS:** Four (4) Grand Prize winners will receive one (1) non-refundable travel certificate with Panda Travel® Inc ("Panda") in the amount of US\$3,000. Winners may redeem the travel certificate for any travel packages offered by Panda Travel® Inc. The travel certificate is valid for two (2) years from activation and subject to the Panda terms and conditions <http://www.pandaonline.com/terms-and-conditions>



[conditions#sthash.CbRsku6.dpuf](#). Winner may redeem the travel certificate (but not required) for a “short trip to Hawaii” that could include a flight for two (2) from (US major city to Honolulu, HI), a double occupancy hotel accommodation for four (4) nights and a 3-star hotel according to [www.pandaonline.com](#). The travel certificate may be redeemed by the winners by calling Panda Travel® by calling toll free (800) 303-6702. **Winners are responsible for applicable federal, state, provincial, territorial and local taxes, including sales, income and any other taxes.** Prizes are not transferable and cannot be substituted for cash. The approximate retail value (“ARV”) of each prize is US\$3,000. The total ARV of all prizes together is US\$12,000. The prizes are subject to availability and are subject to change. The prizes may not be transferred or assigned. No substitutions (including for cash) are permitted, except Sponsor reserves the right to substitute prizes of equal or greater monetary value to the prizes if for any reason any prize cannot be awarded as contemplated in these Official Rules. Winners may be required to supply a Social Security Number prior to the award of prize. Sponsor may file an IRS Form 1099 with the Internal Revenue Service for the fair market value of any prize. All expenses not specifically booked as part of the Grand Prize trip under the provided budget, are not included as part of any prize package, and the sole responsibility of the winner, including but not limited to, additional fees, additional transportation fees, ground transportation, meals, travel insurance, room service, parking fees, bag check fees, parking fees, laundry service, souvenirs, telephone calls, tips, gratuities and service charges.

4. **ELIGIBILITY:** You must be an individual at least the age of majority in your jurisdiction or country of residence to enter the Sweepstakes. Failure to meet the eligibility requirements may result in an entry being invalid and/or forfeiture of any prize. Companies, employees, officers, directors and agents (and their immediate families and household members regardless of where they live, or members of the same households [whether related or not]) of Sponsor and Panda, Inc., and their parents, divisions, affiliates, subsidiaries, agents, promotional partners, advertising/promotion agencies, event staff, and prize suppliers (collectively “Sweepstakes Entities”) are not eligible to participate in the Sweepstakes or to win any prize. All federal, state and local laws and regulations apply. To win a prize, entrants in Canada must correctly answer a time-limited mathematical skill-testing question to be administered in a manner to be determined by Sponsor.

5. **AWARDING OF PRIZES:** Under four (4) random chairs at the Keynote, the Sponsor will strap four (4) envelopes with a winning voucher. The potential winner must then redeem the winning certificate at the Small and Medium Business Zone Welcome Desk at Moscone West, 3<sup>rd</sup> floor in order to win the prize within 1hr after the Keynote. Subject to these Official Rules, all prizes will be awarded or donated. There is a limit of one prize per person. Winners will be notified on September 17, 2015 at the Keynote. Winners will be required to sign and return a declaration of eligibility and compliance with these Official Rules, a publicity/liability release (unless prohibited by law), and any other requested documents within the time period stipulated in the documents. Failure to comply with this requirement may result in disqualification. Any notification returned as undeliverable may result in disqualification. Winners will receive their prizes within 30 days of the relevant Prize Draw closing date unless notified otherwise. Sponsor reserves the right to cancel if the fairness of the Sweepstakes is compromised.

6. **ODDS OF WINNING:** Odds of winning will depend on number of valid entries received.



7. **CONDITIONS OF ENTRY:** Offer is void where prohibited and subject to federal, state, provincial, territorial and local laws. Entry constitutes permission to use winner's name and likeness for publicity purposes without further compensation (except where prohibited by law). **Winners will be required to sign an Affidavit of Eligibility, Liability and Publicity Release, and if applicable a W-9 tax form (for U.S. residents) or W-8BEN tax form (for non-U.S. residents) in order to receive a prize. If you do not sign the required forms or provide the required information we may disqualify you from winning the prize.**

8. **LIMITATION OF LIABILITY:** Sponsor and its subsidiaries, affiliates and promotional agencies, and their respective officers, directors, employees, representatives and agents, are not responsible for lost, damaged, illegible, incomplete or incorrect entries, and shall have no liability for any damage, loss or liability to any person or property due in whole or in part, directly or indirectly, to the acceptance, possession, use or misuse of a prize or to participation in this sweepstakes. As a condition of entering this Sweepstakes, participant agrees that under no circumstances will participant be entitled to any awards for any losses or damages, and participant hereby waives all rights to claim punitive, incidental, consequential and any other damages, and waives any and all rights to have damages multiplied or otherwise increased. Sponsor reserves the right, in its sole discretion, to cancel or suspend this sweepstakes should it determine in its sole discretion that the administration, security or fairness of this sweepstakes has been compromised in any way. Should the Sweepstakes be terminated prior to its conclusion, all prizes not awarded may be donated to charity. Subject to applicable law, any and all disputes, claims and causes of action arising out of or related to this sweepstakes or any prize awarded shall be resolved under California law (without reference to its conflicts of laws principles), and participant agrees to submit any dispute to the exclusive jurisdiction of the state and federal courts located in San Francisco County, California.

9 **RELEASE: BY ENTERING THE SWEEPSTAKES, EACH ENTRANT RELEASES AND AGREES TO HOLD HARMLESS SALESFORCE.COM AND ITS SUBSIDIARIES, AFFILIATES AND PROMOTIONAL AGENCIES, AND THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS FROM ANY LIABILITY WHATSOEVER FOR ANY CLAIMS, COSTS, LOSSES, OR DAMAGES OF ANY KIND (INCLUDING, WITHOUT LIMITATION, THOSE RELATED TO PERSONAL INJURY, DEATH, DAMAGE TO PROPERTY, INFRINGEMENT OF PROPRIETARY RIGHTS, RIGHTS OF PUBLICITY OR PRIVACY OR DEFAMATION) ARISING OUT OF OR IN CONNECTION WITH: (I) ENTERING THE SWEEPSTAKES; (II) ACCEPTANCE OR USE OF ANY PRIZE; AND (III) OTHERWISE ARISING OUT OF OR RELATING TO THE SWEEPSTAKES.**

10. **FORCE MAJEURE:** If someone cheats, or a virus, bug, catastrophic event, or any other unforeseen or unexpected event that cannot be reasonably anticipated or controlled, affects the fairness and/or integrity of this Sweepstakes, we reserve the right to cancel, change, or suspend this Sweepstakes. This right is reserved whether the event is due to human or technical error. If a solution cannot be found to restore the integrity of the Sweepstakes, we reserve the right to select winners from among all eligible entries received before we cancel, change, or suspend the Sweepstakes. Hacking is a crime. If you attempt to compromise the integrity or the legitimate operation of this Sweepstakes by hacking or by cheating or committing fraud in any way, we may seek damages from you to the fullest extent permitted by law and you may be prohibited from participating in any future Sweepstakes.

11. **PRIVACY:** Entrant information submitted will be collected in accordance with Sponsor's Privacy Policy, which can be found at <http://www.salesforce.com/company/privacy.jsp>



12. **LIST OF WINNERS:** To request a list of winners' names, send a self-addressed, stamped envelope to: salesforce.com, inc., Attn: Jessica Galiana, Small and Medium Business Keynote Prizes The Landmark @ One Market, Suite 300, San Francisco, CA 94105. Requests must be received by November 17, 2015.
13. **SPONSOR CONTACT:** salesforce.com, inc., The Landmark @ One Market, Suite 300, San Francisco, CA, 94105, United States. All rights reserved.
14. **PANDA TRAVEL CONTACT:** The Panda Companies Panda Travel<sup>®</sup> Inc., Situated: 1017 Kapahulu Avenue Honolulu, HI 96816 USA. Visit online at [www.pandaonline.com](http://www.pandaonline.com).