Marketing Cloud Keynote Sweepstakes
Official Rules

1. **NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.**

2. **AGREEMENT TO OFFICIAL RULES:** Participation in the Marketing Cloud Keynote Sweepstakes ("Sweepstakes") constitutes entrant's full and unconditional acceptance of these official rules ("Official Rules") and the decisions of the judges, administrators and Sponsor, which are final and binding in all aspects.

3. **ENTRY PERIOD:** The Sweepstakes sponsored by Salesforce, Inc. ("Sponsor") begins September 13, 2023 10:00 AM PT and ends on September 14, 2023 10:00 AM PT ("Entry Period"). Sponsor's computer will be the official clock for the Sweepstakes. All entries must be received during the Entry Period to be eligible to enter the Sweepstakes or win a prize. All times in these Official Rules are PT.

4. **ELIGIBILITY:** The Sweepstakes is open to individuals who are (i) legal residents of the 50 United States (including the District of Columbia) (collectively "Eligibility Area") and (ii) 18 years of age or older as of the date of entry. To be eligible, participants must also register for and attend in-person Sponsor's Dreamforce 2023 event scheduled to occur on 13 September 2023 in California. Participants may be required to agree to a Declaration of Eligibility, Liability and Publicity Release (unless prohibited by law).

Employees, contractors, consultants, 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, its parent, divisions, subsidiaries, agents, promotional partners, advertising/promotion agencies, and prize suppliers ("Sweepstakes Entities") are not eligible to participate in the Sweepstakes or win any prize. **Employees or officials of any government entity are not eligible to participate or win any prize.** Failure to meet the eligibility requirements will result in an entry being invalid and forfeiture of any prize. Sponsor reserves the right to disqualify any entrant that Sponsor determines could potentially reflect negatively on Sponsor's image. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. Sweepstakes is subject to applicable laws.

5. **TO ENTER:** During the Entry Period, eligible participants must register for the sweepstakes via a QR code or push notification link available to in-person attendees of the Sponsor's Marketing Cloud Keynote session or other entry method as prescribed by Sponsor at the Event.

There is a limit of one (1) entry per person during the Entry Period. Entry information becomes the property of Sponsor and will not be acknowledged or returned. Entries will be disqualified if they are late, incomplete and/or in excess of the stated entry limits. Any entries attempted through the use of agencies or robotic, repetitive, automatic, programmed or similar methods will be void.

6. **PRIZE AND PRIZE VALUE**: Two hundred (200) winners will each receive one (1) Salesforce Branded YETI bottle. The approximate retail value ("ARV") of each prize is $30.00. Total ARV of all prizes is $6000. All currency listed in these Official Rules is in USD.

7. **PRIZE DETAILS AND CONDITIONS**: Any prize details not specified herein will be determined by Sponsor in its sole discretion. Prizes are not transferable, assignable or refundable and cannot be substituted for cash. Prizes must be accepted as awarded. 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.

Sponsor is not responsible for lost or stolen prize elements. Prizes may be reported as income to a winner and the winner will be responsible for all taxes associated with the receipt of any prize. Winners may be required to complete required tax forms or other documents requested within the time period stipulated by Sponsor. Winners may be responsible for any costs and expenses not listed herein. Winners will receive their prizes within 30 days of the relevant prize date closing date unless notified otherwise. Sponsor reserves the right to cancel if the fairness of the Sweepstakes is compromised. Proof of identity, age and/or legal residence may be required to claim the prize. Failure to comply with any of the requirements set forth in the Official Rules may result in disqualification or forfeiture of the prize.

8. **WINNER NOTIFICATION AND ANNOUNCEMENT**: Sponsor will randomly select winners from among all eligible entries received during the Entry Period. The potential winners will be notified within 30 days of the relevant closing date by receipt of the prize at the residence listed on the entry form. Sponsor will not be liable for any potential prize notification that is lost, intercepted, or not received by any potential winner for any reason. If a prize is returned as undeliverable, Salesforce will make its best efforts to contact the winner to reconcile the delivery issue. If a potential winner cannot be contacted within five (5) business days after the first attempt to contact the winner, the Sponsor may select an alternate potential winner from the remaining eligible entries. If a potential winner is unable to accept the prize or any portion of the prize for any reason, Sponsor shall have no further obligation to such potential winner. There is a limit of one (1) prize per entrant. In order to receive a prize, the winner may be required to sign a Declaration of Eligibility, Liability and Publicity Release (unless prohibited by law).

9. **ODDS OF WINNING:** Odds of winning will depend on the number of valid entries received during the Entry Period.

10. **GENERAL CONDITIONS:** Sweepstakes Entities are not responsible for incomplete, late, lost, misdirected or postage-due entries or mail, or for any technical malfunction, human error, lost or delayed data transmission, omission, interruption, deletion, and defect or line failure in connection with any telephone network, computer equipment, software or any combination thereof. Entries are void if unreadable, inaccurate, and incomplete, mutilated, tampered with, forged, mechanically reproduced, irregular in any way or otherwise not in compliance with these Official Rules. Sweepstakes Entities make no warranties, and hereby disclaim any and all warranties, express or implied, concerning any prize furnished or made available in connection with the Sweepstakes. Although Sponsor attempts to ensure the

integrity of the Sweepstakes, Sweepstakes Entities are not responsible for the actions of entrants or other individuals in connection with the Sweepstakes, including entrants' or other individuals' attempts to circumvent the Official Rules or otherwise interfere with the administration, security, fairness, integrity or proper conduct of the Sweepstakes. Sweepstakes Entities are not responsible for injury or damage to entrant's or to any other person's computer(s), wireless devices, other equipment or person(s), related to or resulting from participation in the Sweepstakes or downloading materials from or using any website. In the event of any conflict between any details contained in these Official Rules and details contained in any Sweepstakes advertising materials, the details of the Sweepstakes as set forth in these Official Rules shall prevail. In the event that the operation, security, or administration of the Sweepstakes is impaired in any way, Sponsor may, in its sole discretion, either: (a) suspend the Sweepstakes to address the impairment and then resume the Sweepstakes; or (b) award the prize at random from among the eligible entries received up to the time of the impairment. Screenshots or any other evidence of entry submission will not be deemed receipt of any such entry. Entry must be made by the entrant and via the means described herein. You are not a winner until your entry has been verified and you have complied with these Official Rules. In the event of a dispute as to any online entry, if any, the authorized account holder of the e-mail address used to enter the Sweepstakes will be deemed to be the entrant. The "authorized account holder" is the natural person who is assigned to an email address by an internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted email address.

11. **CONDUCT:** BY ENTERING AND PARTICIPATING IN THIS SWEEPSTAKES, YOU: (A) FULLY AND UNCONDITIONALLY AGREE TO BE BOUND BY THESE OFFICIAL RULES AND BY ALL DECISIONS OF SPONSOR (WHICH DECISIONS SHALL BE FINAL AND BINDING IN ALL RESPECTS), INCLUDING WITHOUT LIMITATION DECISIONS REGARDING ELIGIBILITY, WINNERS AND THE INTERPRETATION OF TERMS USED IN THESE OFFICIAL RULES; (B) REPRESENT AND WARRANT THAT ALL INFORMATION PROVIDED BY YOU IN CONNECTION WITH THE SWEEPSTAKES IS TRUE, ACCURATE AND COMPLETE; AND (C) AGREE TO COMPLY WITH ALL FEDERAL, STATE, LOCAL, TERRITORIAL, AND PROVINCIAL LAWS AND REGULATIONS. SPONSOR RESERVES THE RIGHT, AT ANY TIME AND AT ITS SOLE DISCRETION, TO DISQUALIFY AND/OR DEEM INELIGIBLE TO PARTICIPATE IN THIS SWEEPSTAKES OR ANY FUTURE SPONSOR PROMOTIONS, ANY INDIVIDUAL IT SUSPECTS: (A) TO BE TAMPERING WITH THE ENTRY PROCESS OR THE OPERATION OF THE SWEEPSTAKES OR ANY WEBSITE; (B) TO BE ACTING IN VIOLATION OF THE OFFICIAL RULES OR SPONSOR'S PRIVACY POLICY OR OTHER TERMS, CONDITIONS OR GUIDELINES; (C) TO BE ACTING IN BAD FAITH OR IN A DISRUPTIVE MANNER, OR WITH THE INTENT TO ANNOY, ABUSE, THREATEN OR HARASS ANY OTHER PERSON; (D) TO HAVE FAILED TO AGREE TO THESE OFFICIAL RULES; OR (E) TO BE IN VIOLATION OF THESE OFFICIAL RULES. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY INTERNET SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF THESE OFFICIAL RULES AS WELL AS CRIMINAL AND CIVIL LAWS. SHOULD SPONSOR BELIEVE OR BECOME AWARE THAT SUCH AN ATTEMPT HAS BEEN, IS BEING, OR WILL BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES FROM ANY RESPONSIBLE ENTRANT(S) AND OTHER RESPONSIBLE INDIVIDUAL(S) IN THE ATTEMPTED DAMAGE TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING

WITHOUT LIMITATION CRIMINAL PROSECUTION.

12. **RELEASE, LIMITATION OF LIABILITY, AND INDEMNIFICATION:** By participating in the Sweepstakes, you agree to release, indemnify and hold harmless Sponsor, its parent, its subsidiaries, affiliates, and each of their respective officers, directors, employees, and agents from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical errors; (c) printing errors; (d) late or undelivered mail; (e) errors in the administration of the Sweepstakes; or (f) injury or damage to persons or property. You waive the right to claim any attorney's fees and any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. You agree that in any cause of action, the Sweepstakes Entities, and each of their respective officers, directors, employees, representatives, agents, shareholders, successors and assigns liability will be limited to the cost of entering and participating in the Sweepstakes.

13. **PRIVACY AND PUBLICITY:** Any information you submit as part of the Sweepstakes will be treated in accordance with Sponsor's Privacy Statement, currently located at https://www.salesforce.com/company/privacy/full_privacy/.

Except where prohibited, each potential winner consents to the use of their respective name, voice, photograph and/or likeness for promotional purposes in any media without further payment or compensation, and may be required to provide a signed release acknowledging such consent.

14. **SEVERABILITY:** If any provision of these Official Rules is found to be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from these Official Rules and shall not affect the validity and enforceability of any remaining provisions. Headings and captions are used in these Official Rules solely for convenience of reference and shall not be deeded to affect in any manner the meaning or intent of these Official Rules or any provision thereof.

15. **DISPUTES:** Except where prohibited, entrant agrees that any and all disputes, actual or alleged claims, and causes of action at law or in equity, ("Claims") will be resolved individually, without resort to any form of class action. Claims arising out of or relating to this Sweepstakes, including without limitation, the interpretation of the Official Rules or any prize awarded will be resolved by applying the laws of California, without regard to conflict of laws. Claims will be solely and exclusively brought in the state or federal courts located in San Francisco, California.

16. **SWEEPSTAKES RESULTS:** To receive the names of the winners, you can send a self-addressed, stamped envelope to Salesforce, Inc., Attn: Dominic Vrana, with the subject, "Marketing Cloud Keynote Sweepstakes at Dreamforce 2023," Data 1 Building, 744 N 34th St, Seattle, WA 98103. Requests must be received within four (4) weeks of the end of the Entry Period.

17. **NO SOCIAL MEDIA ENDORSEMENT:** This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with any social media platform, including but not limited to Facebook, Twitter or LinkedIn. You understand that by using and interacting with any social media platform, you are subject to the terms, conditions, and policies that govern the use

of those sites. You should therefore review their applicable terms and policies, including privacy and data gathering practices, before using and interacting with those sites.

18. **SPONSOR CONTACT**: Salesforce, Inc., Salesforce Tower, 415 Mission Street, 3rd Floor, San Francisco, CA 94105, United States. All rights reserved.