

**International Motorcycle Shows Bikes and Beats Custom Bike
Chicago Contest
Official Rules**

ELIGIBILITY: The International Motorcycle Shows Bikes and Beats Custom Bike Chicago Contest ("Contest") is open to amateur and professional builders of custom sport bike and v-twin motorcycles, who are legal residents of the fifty (50) United States (except residents of CO, VT, CT and MD) or the District of Columbia, of legal age of majority in their jurisdictions of residence (and at least 18). Variations on the theme are allowed, including, but not limited to, trikes, 4-cylinder, 8-cylinder and single cylinder variations; however, any custom-built motorcycle submitted for entry into the Contest must be operational, as determined by Sponsor in its sole discretion. Void in CO, VT, CT, MD and where prohibited by law. Contest is subject to all applicable federal, state and local laws.

HOW TO ENTER: Complete the Official Entry Form available at motorcycleshows.com and **email** it along with the two (2) photographs (as described below) of the custom-built motorcycle you are submitting for entry into the Contest to Kurt Whittington at kwhittington@advanstar.com.

- 1) Photograph of the entire bike only, shot straight on, no angle from the right-hand side
- 2) Photograph of entrant's choice.

Photographs must be of the bike only. Each photograph must be submitted as a digital image. Digital Images taken with digital cameras should be created using the highest-quality JPEG setting (usually marked 'fine' or 'high') on camera. Digital image should be named with entrant's full name and description of the image (use underscores instead of spaces - example: john_smith_seat). Digital images must be submitted by email to Kurt Whittington at kwhittington@advanstar.com. Negatives and transparencies will not be accepted. All entries must be received by February 12, 2010.

Incomplete entries will not be accepted. **You may enter more than one custom-built motorcycle however, each custom-built motorcycle entry must be entered separately and, if selected as a Finalist, require separate non-refundable US\$50 entry fees.**

All entries become the sole property of Advanstar Communications Inc. ("Sponsor") and will not be returned.

There shall be two entry categories: 1) Pro's Category - Open only to professional builders, and 2) Joe's Category - Open only to amateur builders. Using information provided in the entry form, classification as an amateur builder or professional builder shall be as determined by Sponsor in its sole and absolute discretion.

INITIAL JUDGING PHASE: In the event Sponsor receives more than twenty-four (24) eligible entries for the Joe's Category and/or sixteen (16) eligible entries for the Pro's Category, Sponsor reserves the right to conduct an initial judging phase to determine the top twenty-four (24) Joe's Category entries received and the top sixteen (16) Pro's Category entries received (each, a "Finalist", collectively, "Finalists"). Judging will be conducted by a panel of qualified judges based equally on the following criteria: BODY PARTS & FRAME, FABRICATION, PAINTWORK, ENGINE & ASSOCIATED COMPONENTS, DRIVELINE & ASSOCIATED COMPONENTS, OVERALL IMPRESSION/IMPACT OF DESIGN. Sponsor reserves the right to choose none or fewer than the twenty-four (24) Joe's Category Finalists and/or sixteen (16) Pro's Category Finalists if, in its sole discretion, it does not receive a sufficient number of eligible and qualified entries for the category at issue.

Potential Finalists will be notified by February 15, 2010 by telephone and/or email and required to execute and return an Affidavit of Eligibility and Liability/Publicity Release (where permitted) and a non-refundable US\$50 entry fee within a time period specified by Sponsor. Check should be made payable to: Advanstar Communications. Builder's name should be included on the memo line of the check. Non-refundable entry fee is per bike (i.e., if an entrant has more than one bike selected as a Finalist, he/she must submit an entry

fee for each bike.) Any potential Finalist who is not the owner of the custom-built motorcycle he/she is submitting for entry into the Contest will also be required to have the owner of such custom-built motorcycle complete the Owner's Release, which should then be faxed to 949-954-8806, attn: Kurt Whittington or scanned and sent in an email to kwhittington@advanstar.com along with the fully-executed Affidavit of Eligibility and Liability/Publicity Release and non-refundable US\$50 entry fee (mailed separately) within the same time period. Failure to comply within the time period specified, the return of any notification as undeliverable or noncompliance with these Official Rules by a potential Finalist will result in disqualification and, at Sponsor's discretion, a runner-up may be notified.

PLEASE NOTE: Finalists selected to participate in the Judging Phase of the Contest at the Chicago Show are responsible for all costs associated with transporting custom-built motorcycle to and from the International Motorcycle Shows, Chicago: February 19-21, 2010; and any fees associated with moving the custom-built motorcycle into the show hall and compliance with all show hall rules and regulations. It shall be entrants' sole responsibility to insure their property against loss, damage or theft.

Finalists will be required to have the custom-built motorcycle present at the Chicago Show, at their own expense; see the list below for set-up times and removal times; the bikes must be available on display at the Contest during the dates listed below (all times are stated in local time):

	Set Up By	Available for Display	Remove
Chicago, IL	February 19, 2010 3 p.m.	February 19-21, 2010 during all Show Hours	February 21, 2010 No earlier than 5 p.m. and no later than 7 p.m. local time

Failure to comply with any of these requirements may result in disqualification.

By submitting an entry, entrant agrees that Sponsor may post his/her entry (including the photographs) on the Contest website for viewing by visitors to the website, regardless of whether such entrant is selected to participate in the Judging Phase of the Contest.

The custom-built motorcycle must be entrant's own original work, be in keeping with the Sponsor's image and may have been submitted in another contest or won another type of award. Sponsor reserves the right to disqualify any entry it deems to be offensive, inappropriate or is not in keeping with Sponsor's image or that is otherwise not in compliance with these Official Rules, in its sole discretion. Custom-built motorcycles submitted for entry into the Contest must be properly insured. Entrants may be required to provide proof of such insurance as well as proof of retail value of custom-built motorcycle in a form acceptable to Sponsor, at Sponsor's discretion. Sponsor also reserves the right, at its sole discretion, to require verification of ownership of any custom-built motorcycle in a form acceptable to Sponsor. Released Parties (as defined below) are not responsible for any damage, theft or loss to any Finalist's property resulting, in whole or in part, directly or indirectly, from participation in the Contest (including any damage or loss which occurs while shipping the custom-built motorcycle to and from the Contest). All insurance relative to participating in the Contest is the sole responsibility of each Finalist (including any insurance associated with shipping the custom-built motorcycle to and from the Chicago show).

Finalists grant Sponsor and its designees the right to photograph custom-built motorcycles submitted for entry into the Contest. Finalists further agree Sponsor and its designees shall have the worldwide perpetual right to exploit, edit, modify, and distribute such photographs as well as his/her entry (including photographs submitted as part of entry) and all elements of both, in any and all media now known or not currently known (including in current and future advertising and promotions of the International Motorcycle Show and on its website), throughout the world in perpetuity without compensation, permission or notification to Finalist or any third party.

CHICAGO SHOW JUDGING AND CATEGORIES:

- a) All Finalists from both of the Joe's Category and the Pro's Category will be judged for the one PEOPLE'S CHOICE award.
- b) The Finalists in the Pro's category will be judged for the PRO'S CATEGORY award.
- c) The Finalists in the Joe's category will be judged for the JOE'S CATEGORY award.

The criteria and judges shall be as follows:

People's Choice Award: Judging shall be done by the Greenville Show attendees. There will be one winner as determined by a majority of valid votes from the show attendees at the Chicago International Motorcycle Show (as determined by Sponsor in its sole discretion). Show attendees shall receive one voting ballot to vote on the Finalists in the Joe's and the Pro's categories.

Joe's Category Award: Judging shall be done by the Finalists in the Pro category. There will be one winner as determined by a majority of valid votes from the Finalists in the Pro's category (as determined by Sponsor in its sole discretion); each Pro's Category Finalist shall receive one voting ballot.

Pro's Category Award: Judging shall be done by the Finalists in the Joe's Category. There will be one winner as determined by a majority of valid votes from the Finalists in the Joe's category (as determined by Sponsor in its sole discretion); each Joe's Category Finalist shall receive one voting ballot to vote on the Finalists in the Pro's Category.

Judges for each of the three awards above shall be asked to vote based equally on the following criteria: BODY PARTS & FRAME, FABRICATION, PAINTWORK, ENGINE & ASSOCIATED COMPONENTS, DRIVELINE & ASSOCIATED COMPONENTS, OVERALL IMPRESSION/IMPACT OF DESIGN.

The Finalist that receives the most valid votes in the applicable category, as determined by Sponsor in its sole discretion, will be the "Winner" for that category.

Category Winners will be announced at or around 4:30 p.m. local time on January 31, 2010 and must be present at time of announcement. Note: Any Finalist is eligible to win in more than one (1) Category. In the event of a tie in any part of the judging or in any category, an additional, "tie-breaking" judge will determine the Winner for the category at issue based on the criteria listed above. Judges' and Sponsor's decisions are final and binding on all matters relating to this Contest. Sponsor reserves the right to not award any prize for any category if, in its sole discretion, it does not receive a sufficient number of eligible and qualified entries for such category.

PRIZES (3) total, one (1) per category: Each Winner will receive a trophy. Approximate Retail Value ("ARV"): US\$10 each. The Winner of the Pro's Category will receive US\$250. The Winner of the Joe's Category will receive \$100. The People's Choice Winner will not receive any prize other than the trophy. Total ARV of all prizes: US\$110 for the Joe's Category Winner; US\$260 for the Pro's Category Winner; and US\$10 for the People's Choice Category Winner. Cash prizes will be awarded as checks. Prizes are awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. No substitution, transfer, or cash equivalent of prize is permitted, except by Sponsor, which reserves the right to substitute a prize of comparable or greater value, at its sole discretion. Any and all taxes on the prize, and any other costs and expenses associated with prize acceptance and use not specified herein as being awarded are the sole responsibility of the winner. All prize details will be at the sole discretion of the Sponsor.

GENERAL: By participating, each entrant agrees: (a) to abide by these rules and decisions of Sponsor and judges, which shall be final in all respects relating to this Contest; (b) to release, discharge and hold harmless Sponsor, its owners/management company, and their respective parents, affiliates, subsidiaries, and advertising and promotion agencies, and all of the officers, directors, shareholders, employees, agents and representatives of the forgoing (collectively, "Released Parties") from any and all injuries, liability, losses and damages of any kind to persons, including death, or property (including the custom-built motorcycles) resulting, in whole or in part, directly or indirectly, from entrant's participation in the Contest or any Contest-related activity (including any shipping, travel or activity related thereto), the acceptance, possession, use or misuse of the awarded prize or the use by Released Parties' of any rights granted herein; and (c) to the use by Sponsor and its designees of his/her name, company name, trademarks, logos, entry, biographical information, voice, performance, photograph, image and/or likeness for trade, advertising, publicity and promotional purposes in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity, without compensation, notification or permission, unless prohibited by law, and to execute specific consent to such use if asked to do so.

Released Parties are not responsible for late, lost, damaged, delayed, inaccurate, misdirected, incomplete, illegible, undeliverable, destroyed, mutilated, stolen or postage-due entries, entry fees, vote ballots, or mail or lost or stolen vote ballot boxes or for errors or problems of any kind whether electronic, network, technical, typographical, printing, human or otherwise relating to or in connection with this Contest, including, without limitation, errors which may occur in connection with the administration of the Contest, the processing or judging of entries, the tabulation of votes, the announcement of the prizes or in any Contest-related materials or the cancellation of the show. Released Parties are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this Contest or downloading materials from or use of the website. Sponsor may disqualify anyone from participating in the Contest or winning a prize if, in its sole discretion, it determines that such person is attempting to undermine the legitimate operation of the Contest by cheating, deception or other unfair playing practices, or intending to annoy, abuse, threaten or harass any other entrant or Sponsor's representatives or who are otherwise in violation of these Official Rules. ANY ATTEMPT TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION. Sponsor reserves the right in its sole discretion to cancel or suspend any portion of the Contest for any reason, including, but not limited to, should the show be cancelled, causes corrupt the administration, security or proper play of the Contest and judge all eligible, non-suspect entries received up to time of such impairment to choose the Finalists and/or to award the prize for the category at issue (as applicable) using the judging procedure described above. Contest is governed by the laws of the State of New York without regard to its conflict of laws principles, with venue in New York, New York and all claims must be resolved in the courts of New York, New York. Entrant agrees to submit to the personal jurisdiction of the courts located in New York, New York.

PRIVACY POLICY: Sponsor's privacy policy may be found at www.motorcycleshows.com. That privacy policy discloses what information Sponsor collects and how it is used, which includes the entry information provided by Entrant hereunder. Such use includes without limitation a) sharing Entrant's name and contact information with Sponsor's affiliates and partners and third parties licensed to access that information by any of the foregoing and b) renting lists compiled from the entrant's entry information (including e-mail addresses) gathered from this contest and/or the applicable Advanstar or its affiliates' website. By entering into this Contest, entrant signifies its acceptance of the terms of Sponsor's Privacy Policy.

REQUEST FOR WINNERS LIST: For the names of the Winners (available after February 21, 2010) send a self-addressed, stamped, envelope by to: Advanstar Communications Inc. Attn: International Motorcycle Shows, 17770 Cartwright Road, Suite 300, Irvine, CA 92614, attention: Kurt.

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