

OFFICIAL RULES FOR THE ABSORB ANNUAL CUSTOMER AWARD

NO ADDITIONAL PURCHASE NECESSARY TO ENTER OR WIN. PARTICIPATION AS A CURRENT COMPANY CUSTOMER IS REQUIRED, BUT NO FURTHER PURCHASE IS NEEDED. VOID WHERE PROHIBITED BY LAW.

These Official Rules ("**Rules**") govern Absorb's Annual Customer Award Program (the "**Absorbies**"), a skill-based contest designed to recognize loyal Absorb customers for their innovative programs demonstrating business impact, strategic thinking, and measurable outcomes. By submitting a nomination, you agree to be bound by these Rules and represent that you satisfy all eligibility requirements.

1. SPONSOR

The Absorbies is sponsored by Absorb Software Inc. (the "**Absorb**"), with its principal place of business at Centennial Place – East Tower, Suite 308, 520 – 3rd Avenue SW, Calgary, AB T2P 0R3, Canada. For questions, contact absorbies@absorblms.com.

2. ELIGIBILITY

The Absorbies is open only to current Absorb customers, including those using Together by Absorb who are legal residents of the United States (including the District of Columbia), Canada (excluding Quebec), or eligible European Union member states, and who are at least 18 years of age (or the age of majority in their jurisdiction of residence, whichever is greater) as of the date of entry. "Current Absorb customers" means entities or individuals who have an active, paid subscription or service agreement with the Absorb at the time of submission. Employees, officers, directors, and agents of Absorb, its affiliates, subsidiaries, advertising and promotion agencies, judges, and immediate family members (spouses, parents, siblings, children) or household members of each are not eligible. The Absorbies are void where prohibited or restricted by law, including jurisdictions where registration, bonding, or other requirements apply that Absorb has not fulfilled. All applicable federal, state/provincial, and local laws apply.

3. ENTRY PERIOD

Nominations must be submitted between June 16, 2025 and July 23, 2025, 11:59 PM ET (the "**Entry Period**"). Late, incomplete, or non-compliant submissions will be disqualified.

4. HOW TO ENTER

To enter, visit the Absorb Award 2025 website at <https://www.absorblms.com/events/absorbies-awards/> and complete the nomination form as detailed in the "How to apply" section of the [user nomination guide](#). The form requires information about your program, including its goals, execution, and results. Refer to the linked best practices resource for guidance. There are six (6) award categories; a separate, tailored submission is required for each category you wish to enter. Organizations may be selected as finalists in multiple categories but are eligible to win only one (1) award. Limit: One (1) submission per category per organization. Submissions must be original, created by the entrant,

and not infringe on third-party rights. No fee is required to submit. All submissions become the property of Absorb and will not be returned. By submitting, you grant Absorb a perpetual, worldwide, royalty-free license to use, reproduce, modify, and display your submission for promotional purposes related to the Absorbies, without further compensation.

Alternative Method of Entry (AMOE): If you are a current Absorb customer but unable to access the online form, mail a written nomination (including all required details) to Centennial Place – East Tower, Suite 308, 520 – 3rd Avenue SW, Calgary, AB T2P 0R3, Canada Attn: Absorbies Award, postmarked by the end of the Entry Period. Mailed entries must include your contact information and category.

5. JUDGING AND WINNER SELECTION

This is a skill-based contest. Submissions will be evaluated as follows:

- i. Internal reviewers from Absorb's product and customer marketing teams will select finalists based on alignment with category criteria, overall quality, and demonstration of business impact.
- ii. Finalists' submissions will be passed to a panel of judges, who will score each on a rubric with five (5) criteria (e.g., innovation, strategic alignment, execution, measurable outcomes, and overall impact—specific criteria available upon request and outline in the [user nomination guide](#)), each ranked from 1 to 5, for a maximum score of 25.
- iii. Judges will meet to discuss scores and select one (1) winner per category based on the highest scores and panel consensus. In case of a tie, the submission with the highest score in the "measurable outcomes" criterion will prevail; further ties will be broken by additional judging rounds.

Decisions of the reviewers and judges are final and binding. Odds of winning depend on the number and quality of eligible submissions received. There will be eight (8) winners total (one per category) and 22 finalists.

6. PRIZES

Finalist Prizes

(Approximate Retail Value ("ARV"): \$4,5000 USD per finalist):

- An all-expenses-paid trip for the primary contact and one (1) executive sponsor to Calgary, Alberta, Canada, from September 9–12, 2025, including round-trip economy airfare from the major airport nearest the finalist's residence, hotel accommodations (double occupancy if applicable), ground transportation, and meals as specified.
- An optional guided day trip to Banff National Park on September 10, 2025
- Dinner with Absorb's leadership team
- A day with Absorb, including optional professional video testimonial recording
- Attendance at the live Absorbies Gala and dinner on September 11, 2025
- Networking opportunities with Absorb executives and fellow customers

Additional attendees are welcome but must self-fund travel, accommodation, and participation. Travel must be completed as specified, no substitutions or cash equivalents. Absorb will cover actual, reasonable expenses up to the ARV, and any excess costs are the finalist's responsibility. Finalists must have valid travel documents (e.g., passport) and comply with all travel restrictions, including health requirements.

Winner Prizes:

All Finalist Prizes, plus:

- A professionally produced customer story (video or written; Total Estimated ARV: \$1,400 USD per video).
- A press release and digital promotional kit.
- Featured participation in the Absorb Roadshow at the Virtual Absorb Summit (September 24–25, 2025), as a solo speaker or panelist (winner's choice).
- Ongoing thought leadership and event speaking opportunities (at Absorb's discretion).
- A custom trophy and award swag package (Total Estimated ARV: \$500 USD).

Total ARV for each Winner Prize (in addition to the ARV for the Finalist Prize): Total Estimated ARV, \$2,100 USD. Prizes are non-transferable, non-substitutable, and awarded "as is" without warranty. Winners are responsible for all taxes, duties, and fees associated with prize receipt and use, including income taxes. Absorb will report prize values to tax authorities as required (e.g., IRS Form 1099 for U.S. residents).

7. NOTIFICATION

Finalists will be notified by email on or about July 30, 2025, and must respond within ten (10) business days to confirm eligibility and accept the prize, including executing a release form. Winners will be announced live at the Gala on September 11, 2025. Non-responsive potential winners/finalists may be disqualified, and alternates selected if time permits.

8. GENERAL CONDITIONS

- Verification: All potential winners must execute an Affidavit of Eligibility, and a Liability/Publicity Release prior to receiving prizes. Canadian winners must correctly answer a time-limited mathematical skill-testing question (e.g., $(5 \times 8) - (2 + 3) + 10 = ?$) without aid as a condition of receiving the prize. Failure to comply results in disqualification.
- Publicity Release: By entering, you consent to the Absorb's use of your name, likeness, organization, submission, and other information for promotional purposes in any media worldwide, without compensation, except where prohibited (e.g., Tennessee residents may opt out of indefinite publicity).
- Liability Release: Entrants release Absorb, its affiliates, and agents from all claims arising from participation, prize acceptance, or travel, including injury, loss, or damage. Absorb is not responsible for technical errors, lost submissions, or travel disruptions.
- Data Privacy: By submitting, you consent to the collection, use, and disclosure of your personal information for Absorb's administration, judging, notification, and publicity, in

accordance with the Absorb's Privacy Policy at <https://www.absorblms.com/support/privacy-policy/>. For EU residents (under GDPR) and Canadian residents (under PIPEDA and Quebec Law 25), processing is based on your explicit consent; you have rights to access, correct, delete, or restrict your data, and to withdraw consent (which may disqualify you). Contact privacyofficer@absorblms.com for requests. Data is minimized to what's necessary, securely stored, and not shared with third parties except for program purposes (e.g., judges, travel providers). No sensitive data is collected without separate consent.

- Disqualification: Absorb may disqualify entries that are incomplete, fraudulent, or violate these Rules. In case of disputes, Absorb's decisions are final.
- Governing Law: These Rules are governed by the laws of the State of Delaware, USA, without regard to conflicts of laws. For Canadian and EU participants, mandatory local consumer protection laws apply. Any disputes will be resolved through binding arbitration.
- Rules Availability: A copy of these Rules is available at <https://www.absorblms.com/events/absorbies-awards/>.
- Winners List: For a list of winners, send a self-addressed stamped envelope to Centennial Place – East Tower, Suite 308, 520 – 3rd Avenue SW, Calgary, AB T2P 0R3, Canada, Attn: Absorbies Award by October 1, 2025.
- Miscellaneous: If any provision is invalid, the remainder remains enforceable. Absorb may modify or cancel the Absorbies if necessary due to unforeseen circumstances.

These Rules constitute the entire agreement. By entering, you acknowledge reading and understanding them.