

Rule the Tube Competition Rules and Regulations

The Rule the Tube Competition (the "Competition") is a contest designed to encourage people who attend high school and university in the Province of Ontario to explore the merits of being a chartered accountant by utilizing video in the media. A person (the "**Participant**") may enter the Competition by applying online at www.guidetorulingtheworld.ca/RuleTheTube and submitting the URL of a two-and-a-half (2.5) minute (maximum) video posted on YouTube (the "**Video**") that addresses this year's theme, "Why being a Chartered Accountant rocks". The Video must include The Institute of Chartered Accountants of Ontario's (the "**Institute**") website (www.guidetorulingtheworld.ca) somewhere within the Video. The name of the Participant must be included on the application and Participants may not enter more than one (1) Video in this Competition. Submissions from the 2010 Rule the Tube Competition may be re-submitted as long as the entry was not selected as a finalist in 2010. The Participant must be featured at some point in their Video, however, the Video may include other people (each a "**Person**") in addition to the Participant. It is the responsibility of the Participant, solely, to attain the appropriate permission from each Person (or, if the Person is under the age of eighteen (18), his/her parent or legal guardian) to use images of the Person in the Participant's Video. The deadline to apply for Competition is Friday, November 4, 2011 by 11:59p.m. Daylight Savings Time ("**DST**") (the "**Submission Deadline**"). The Participant must also submit a letter (the "**Copyright Letter**") indicating that (i) the Video does not have copyrighted material, or (ii) there is copyrighted material in the Video and the appropriate authorization/licence/permission has been received from the copyright owner. The Institute's Copyright Letter can be found on its website at www.guidetorulingtheworld.ca/RuleTheTube. The Copyright Letter must be submitted by email to the Institute (rulethetube@icaoo.on.ca) no later than Monday, November 7, 2011 by 5:00p.m. Eastern Standard Time ("**EST**") and the original signed Copyright Letter must be received by the Institute (Attn: Career Information, The Institute of Chartered Accountants of Ontario, 69 Bloor Street East, Toronto, ON, M4W 1B3) no later than Friday, November 11, 2011 by 5:00p.m. EST (the "**Copyright Letter Deadline**").

Three (3) high school Participants (the "**High School Finalists**") and three (3) university Participants (the "**University Finalists**") will then be selected by the Institute's judges as finalists based on the following criteria: (i) creativity; (ii) originality; (iii) relevance to this year's theme, "Why being a Chartered Accountant rocks"; (iv) "Likes" received on the Participant's Video on YouTube; and (v) "Views" received on the Participant's Video on YouTube. To be eligible for consideration as a High School Finalist or a University Finalist, a Participant must submit a letter allowing the Institute to post their Videos on the Institute's website (the "**Copyright Assignment Letter**"). The Copyright Assignment Letter will be distributed by the Institute to those Participants who are being considered as finalists. A Video that includes intellectual property for which the Participant does not have a license (such as trade-marks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustration and slogans) is strictly prohibited and the Video will not be eligible to be chosen as a High School Finalist or University Finalist.

Participants are encouraged to use other forms of social media to promote their Videos from the time they post their Videos on YouTube, until the High School Finalists and University Finalists are published on Friday, November 11, 2011 by 5:00p.m. EST (the "**Finalist Announcement Date**") on the Institute's website at <http://www.guidetorulingtheworld.ca/Events/RuleTheTube.aspx>. On the Finalist Announcement Date, a two-week voting period will commence whereby the High School Finalists and University Finalists are encouraged to solicit the highest number of "Likes" and "Views" on their Videos on YouTube. The voting period ends on Friday, November 25, 2011 at 12:00p.m. EST (the "**Winner Announcement Date**"). The Institute's judges will select one (1) winner from the High School Finalists (the "**High School Winner**") and one (1) winner from the University Finalists (the "**University Winner**") (collectively, the "**Winners**") and the Institute's judges will use the same criteria to select the Winners as was used to select the High School Finalists and University Finalists. The Winners will be published on the Institute's website at <http://www.guidetorulingtheworld.ca/Events/RuleTheTube.aspx> on the Winner Announcement Date by 5:00p.m. EST.

The Competition is conducted by the Institute and is open to individuals enrolled in high school and university in the Province of Ontario and registered with the Institute's High School Ambassador Program (the "**HAP**") or University Ambassador Program (the "**UAP**"). There is a CDN\$5.00 annual fee to join HAP, a CDN\$20.00 annual fee to join UAP and the memberships last until August 31 of each year. A Participant must be registered in HAP or UAP at <https://www.guidetorulingtheworld.ca/join/membership.aspx> no later than the Submission Deadline to be eligible to enter the Competition. If the Participant is under the age of majority in the Province of Ontario (eighteen (18)) at the time of registration in HAP or UAP, the Participant's parent(s) or legal guardian(s) is/are required to provide the Institute a parental consent which includes a declaration of eligibility, liability release and publicity/privacy release (the "**Parental Consent**") no later than Monday, November 7, 2011 by 5:00p.m. EST (the "**Parental Consent Deadline**"). A copy of the Parental Consent can be found at www.guidetorulingtheworld.ca/Join/ASPParentalConsent.aspx. The Institute reserves the right, in its sole discretion, to contact a Participant's parent(s) or legal guardian(s) for the purpose of verifying their agreement on the Participant's behalf to the terms and conditions outlined in these Rules and Regulations. If the Institute does not receive the appropriate Parental Consent by the Parental Consent Deadline, the Participant will not be registered in HAP or UAP and will not be eligible to participate in the Competition.

Additional information about this Competition can be found on the Institute's website at <http://www.guidetorulingtheworld.ca/Events/RuleTheTube.aspx>.



1. HOW TO PARTICIPATE IN THE COMPETITION

1.1 **Competition Period, Eligibility and Entry:** The Competition will be held between September 1, 2011 at 9:00a.m. DST and Friday, November 25, 2011 at 5:00p.m. EST.

To be eligible to enter the Competition, a Participant must:

- (i) currently be registered in a high school or a university in the Province of Ontario;
 - (ii) currently be a member of HAP or UAP;
 - (iii) have or create a YouTube account;
 - (iv) apply on the Institute's website and submit the URL for the Video by the Submission Deadline;
 - (v) submit a Copyright Letter to the Institute by the Copyright Letter Deadline;
 - (vi) submit a Parental Consent (if applicable) to the Institute by the Parental Consent Deadline; and
 - (vii) be prepared to sign a Copyright Assignment Letter should the Participant be chosen as a High School Finalist or University Finalist.
- 1.2 **Competition Entry Restriction:** To participate in the Competition, Participants must not be an employee of, or be living with an employee of the Institute, or be an immediate family member of an employee of the Institute, any of its affiliated companies, representatives or agents, advertising or promotional agencies.

2. PRIZES

2.1 **Prizes:** Prizes will be awarded to the High School Finalists, the University Finalists and the Winners as selected by the Institute's judges. The prizes will be awarded as follows:

Finalists	Prize
Three (3) High School Finalists	CDN\$200 each
Three (3) University Finalists	CDN\$200 each

Winners	Prize
One (1) High School Winner	CDN\$1,500
One (1) University Winner	CDN\$1,500

Additional Prize: The Winners are eligible to attend the Rule the Tube Awards Ceremony and plaque presentation at the CASH competition which will be held at the Institute on January 7, 2012.

Travel Expenses: The High School Winner and the University Winner will be notified on or before Friday, November 25, 2011 at 5:00p.m. EST by telephone or email. The Winners and their guests will be invited to attend the Institute's CASH competition on January 7, 2012 where their Videos will be presented and an awards presentation will occur. The High School Winner and the University Winner, who both reside and attend school outside Toronto, will be compensated for a round trip coach/economy class airline/train/bus ticket departing from a major commercial airport/train or bus station nearest the city/town of residence of the High School Winner and the University Winner together with one (1) person (guest/teacher/parent/guardian) each for same day travel to the Institute on January 7, 2012. Those individuals who choose to drive to and from Toronto will be compensated by the Institute for (i) mileage, in line with the Institute's policies, and (ii) parking. In addition, those individuals who require taxis for ground transportation to and from the airport/train or bus station in Toronto to the Institute will be compensated by the Institute. The High School Winner, the University Winner and their guests are responsible for (i) obtaining the relevant travel documentation necessary, and (ii) any and all incidental expenses including, but not limited to, personal purchases.

The High School Winner, the University Winner and a teacher/parent/guardian are responsible for making their own travel arrangements to and from Toronto to attend the Institute on the January 7, 2012. The Institute will provide an expense report to be completed by each individual travelling to and from Toronto on the January 7, 2012 and the expense report must be submitted to the Institute for reimbursement no later than February 7, 2012 at 5:00p.m. EST.

2.2 **Prize Allocation:** The Winners will be announced by the Institute on the Winner Announcement Date by 5:00p.m. EST. Each prize in accordance with Section 2.1 above will be mailed by cheque to each of the Winners on or before December 9, 2011.

Each prize must be accepted as awarded. No alternatives, substitution or transfers of prizes will be allowed.

2.3 **Odds of Winning:** The Competition is a creatively-based competition and the odds of winning a prize are dependent upon (i) the calibre of the Video, (ii) the number of Participants participating in the Competition, and (iii) the number of "Likes" and "Views" the Video receives on YouTube. The number of Participants participating in the Competition is presently unknown.



2.4 **Notification:** The Winners will be selected on the Winner Announcement Date by 5:00p.m. EST and the prizes will be allocated in accordance with Section 2 herein.

The High School Finalists and the University Finalists, who are not selected as either the High School Winner or the University Winner, will be notified by email on or before the Winner Announcement Date.

The names of the High School Finalists, the University Finalists, the Winners and the schools at which they attend will be published on (i) the Institute's website at <http://www.guidetorulingtheworld.ca/RuletheTube>, (ii) the Institute's Facebook page at <http://www.facebook.com/CAOntario>, (iii) third party media releases, and (iv) the Institute's e-newsletters and internal publications.

3. GENERAL RULES

- 3.1 Videos submitted to the Institute become the property of the Institute and none will be returned to the Participants participating in the Competition.
- 3.2 The Institute and the Competition are not affiliated with or administered by YouTube in any way. The Institute assumes no responsibility for failure of YouTube's website during the promotional period for the Competition, for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, access providers, computer equipment, software, failure of any e-mail or traffic congestion on the internet or at any website, or any combination thereof including any injury or damage to a Participant's or any other person's computer related to or resulting from registering or downloading any material relating to the Competition.
- 3.3 By entering this Competition, each Participant (or, if the Participant is under the age of eighteen (18), his/her parent or legal guardian) represents, warrants and undertakes to the Institute that their Video does not include intellectual property (such as trade-marks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustration and slogans) for which the Participant does not have a licence or other relevant authorization or permission.
- 3.4 All decisions of the Institute's judges with respect to this Competition are final.
- 3.5 The Institute reserves the right, in its sole discretion, to reject and disqualify any Videos that could be offensive or inappropriate or that do not meet the terms and conditions of these Rules and Regulations.
- 3.6 The Institute is not responsible for lost, stolen, late, misdirected, incomplete, illegible, damaged or irregular Videos, or for any Videos not received or not processed for any reason, including any technical or human error.
- 3.7 The Institute may require proof of identity and/or eligibility (in a form acceptable to the Institute) from a Participant participating in this Competition. Failure to provide such proof in a timely manner may result in the Institute, in its sole discretion, disqualifying the Participant.
- 3.8 The Institute reserves the right, in its sole discretion, to cancel or suspend this Competition, or to amend these Competition Rules and Regulations without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind.
- 3.9 By participating in the Competition, each Participant (or, if the Participant is under the age of eighteen (18), his/her parent or legal guardian) agrees to be bound by these Rules and Regulations and agrees that the Institute, and each of its respective affiliates and agents, shall have the right and permission to use the Participant's name, voice, city/province of residence, photograph, and/or likeness for advertising and/or trade and/or any other purpose in any media or format now or hereafter known without further compensation, permission, or notification.
- 3.10 By entering this Competition, each Participant (or, if the Participant is under the age of eighteen (18), his/her parent or legal guardian) releases, forever discharges, indemnifies and holds harmless the Institute, its affiliates, subsidiaries, advertising agencies, partners, employees, directors and officers and the Institute's judges from any and all injuries, liability, losses and damages of any kind resulting from the Participant's participation in this Competition or their acceptance, use or misuse of a prize in connection with this Competition.
- 3.11 The Institute assumes no responsibility for failure of the Institute's website during the promotional period for the Competition, for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, access providers, computer equipment, software, failure of any e-mail or traffic congestion on the internet or at any website, or any combination thereof including any injury or damage to a Participant's or any other person's computer related to or resulting from registering or downloading any material relating to the Competition. The Institute reserves the right, in its sole discretion, subject to applicable law, to cancel or suspend the online portion of this Competition should a virus, bug or other cause beyond the reasonable control of the Institute corrupt the security or proper administration of the Competition. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Competition is a violation of criminal and civil laws, and, should such an attempt be made, the Institute reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution. The Institute is not responsible for any errors or omissions in printing or advertising this Competition.
- 3.12 By entering this Competition, each Participant (or, if the Participant is under the age of eighteen (18), his/her parent or legal guardian) consents to the Institute, its promotional agencies and the Institute's judges to storing and using the personal information that the Participant submitted for the purpose of administering this Competition.



- 3.13 All intellectual property used by the Institute in connection with the promotion and/or administration of this Competition, including, without limitation, all trade-marks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, slogans and representations are owned (or licensed, as the case may be) by the Institute and/or its affiliates. All rights are reserved. Unauthorized copying or use of any such intellectual property without the express written consent of its owner is strictly prohibited.
- 3.14 These Rules and Regulations govern this Competition and must be followed, and by agreeing to participate in this Competition, each Participant (or, if the Participant is under the age of eighteen (18), his/her parent or legal guardian) agrees to comply with, and be bound by these Rules and Regulations.
- 3.15 In the event of any discrepancy or inconsistency between the terms and conditions of these Competition Rules and Regulations and disclosures or other statements contained in any Competition-related materials, including, but not limited to the Competition entry form and/or point of sale, television, print or online advertising, the terms and conditions of these Rules and Regulations shall prevail, govern and control.
- 3.16 By submitting a Video, each Participant represents, warrants and undertakes to the Institute that the Participant's Video: (i) is the Participant's own original work and that the Participant has the sole right to submit it to the Competition; (ii) does not violate in any way the rights of third parties including copyright and other intellectual property or privacy/publicity rights; and (iii) does not violate any applicable laws.
- 3.17 This Competition is subject to all applicable Federal, Provincial and Municipal laws and regulations and is void where prohibited.

For additional information, please contact:

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