

STACK UP WITH SACHIN!

Retail Display Contest



REGISTRATION FORM

NAME OF THE STORE:

ADDRESS:

CITY:

STATE:

PIN:

EMAIL:

NAME OF THE PERSON NOMINATED:

DESIGNATION:

STORE CATEGORY (PLEASE TICK):

- SMALL FORMAT (LESS THAN 1000 SQ. FT.)
- MEDIUM FORMAT (1001 – 3000 SQ. FT.)
- LARGE FORMAT (MORE THAN 3000 SQ. FT.)

FIRST ORDER QUANTITY:

By signing below, I accept full responsibility for all contest rules and restrictions in relation to contest prizes. I grant permission to Hachette India for use of photo and video files for promotional purposes.

SIGNATURE:

In a nutshell

The contest challenges you to build a creative book theme display with Sachin Tendulkar's *Playing It My Way*. The goal of the contest is to build excitement around the “book and author” theme while enhancing customer experience.

What:

Build a book display utilizing the point of sales kit and your own creativity within the overall theme. Full contest rules can be found on

www.hachetteindia.com

Who:

Store owner or Product Managers or Store Managers or shop floor staff from any book retailer in India.

When:

Between October 20 and November 6, 2014 for the pre-publication phase and November 6-14 for the post release phase.

Where:

Bookstores across the nation.

Categories include:

- Small format
- Medium Format
- Large format

Why:

- This is the publishing event of the century
- Intrigue, amuse and engage your customers
- Increase your book sales
- Earn more discount
- Win prizes for your creative display
- Get your store publicized

STACK UP WITH SACHIN!

Retail Display Contest

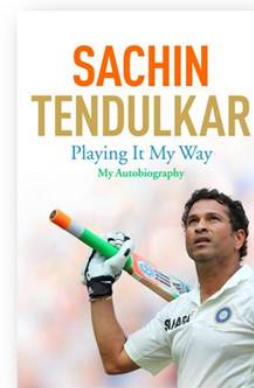


Participation

The 2014 'Stack-up with Sachin' Retail Display Contest ("Contest") is open to any book retailer located in India.

Eligibility

- For 'brick & mortar' stores in India only.
- Physical displays on site only are allowed. While digital displays/screens, etc. may be used to enhance the physical display, a purely digital display shall not be eligible.
- **Online stores are not eligible.**
- Entrants must be 18 years of age or over. Void where prohibited by law or company policy.
- Entrants may be store owners or merchandisers/shop floor staff formally put up by store authorities.



How to Enter

- A complete entry will consist of a completed entry form and a good, clear photo or set of photos that shows the entire display. Videos may also be additionally sent.
- Entries that do not meet all of the entry requirements will be disqualified.
- Entries may be submitted by email to publicity@hachetteindia.com or by courier to Hachette India, 4th/5th Floors, Corporate Centre, Plot 94, Sector 44, Gurgaon 122003.
- Multiple outlets of the same chain may also compete but only one entry may be submitted per store location.
- Incomplete entries will not be accepted.
- Displays must be centred around *Playing It My Way: My Autobiography* by Sachin Tendulkar (ISBN: 9781473605206)

Deadline

- Deadline for confirmation of participation via signed form is 5.30 pm IST on Friday, **October 17, 2014.**
- Deadline for completed entries (photographs/videos of displays) is 5.30 pm IST on Monday, **October 27, 2014.**
- Submission details as above.
- Winners will be notified no later than November 1, 2014. Winners will also be posted on www.hachetteindia.com. Displays will be shared across social media platforms including tweets by Sachin Tendulkar himself.

Entry Requirements

- Entrants should create and maintain an anticipatory display for *Playing It My Way* by Sachin Tendulkar. The display should be Sachin Tendulkar themed and should be up and ready/visible for pre-release display from October 20 to November 6 and thereafter for at least one week (up to November 14) with actual stocks.

STACK UP WITH SACHIN!

Retail Display Contest



- Stores may generate their own point of sale materials and décor for their displays, as creativity is encouraged. Use of some or all of the materials provided by Hachette India is optional. Contact your sales reps for basic POS and images available.
- Single brands with multiple store locations should not submit identical displays. Individual creativity will be a key judging factor. (While themes may be common, judges will look for individual expression and not 'rolled out single agency generated' style displays.)
- Displays must be creatively constructed stack-ups that convey presence befitting the biggest release of the decade. For instance a notice board with a paste-up of few posters will not qualify as a full display. Dummy books with Sachin covers may be used in the pre-publication phase

Entry Judging

- All eligible entries will be reviewed by an independent team of judges. All decisions from eligibility to scoring to choosing the winners will be made by the judges and their decisions are final, binding, and non-disputable. Entries will be judged on a '100 runs' century scale based upon the following criteria:
 - **Appearance & Impact (50 runs)** - Does the display use an appropriate amount of material for impact. Is the display located in an eye-catching spot and of appropriate size to the store?
 - **Creativity (30 runs)** – Is the display creative and unique?
 - **Informational Impact (20 runs)** – Is there an extra element that will help buyers learn more about the book or author? Does the display offer readers information about the book and/or author in a well displayed way
 - **The 10-dulkar Bonus! (10 bonus points!)** – Any extra special factor in design or creative terms may receive a 10-run bonus!
- Entries will be judged based on three store categories, with a total of 6 winners being named, 2 for each of the following store size categories:
 - **Small format** (less than 1000 sq ft)
 - **Medium format** (1001-3000 sq ft)
 - **Large format** (more than 3000 sq ft)

Square feet shall be the total floor area of the store (not just books section)

- Sales results will not be considered in judging criteria.

Prizes

- All eligible entrants will get an additional 2.5% discount on their first/total order quantity (for this specific book) to be placed on or before October 20, 2014 directly or via distributors. Orders via distributors shall see the additional 2.5% given to the distributor's base discount to be passed on to the retailer. The distributor's discount with Hachette India shall be the cap on which the additional discount shall be given. (For avoidance of doubt it is clarified that should the distributor be giving away any discount as a loss leader above their own base discount, such discounts shall not be valid, and the discount applicable shall be that on Hachette India's invoice to the distributor)

STACK UP WITH SACHIN!

Retail Display Contest



- Winners (those named in the form) in each store category will receive:
 - Winner: Samsung Galaxy Tab 3 Neo Tablet
 - Runner-Up: Motorola Moto E mobile phone
 - All 6 winners will get invites to a launch of the book nearest them (Mumbai, Delhi, Bangalore, Chennai are currently planned venues) at Hachette India's expense
 - All six winners will earn their store an extra 5% discount on their first order quantity (for this specific book) to be placed on or before October 16, 2014 (and confirmed as such on their entry form).

- Any and all taxes and/or legal clearances on entries and total prize values are the sole responsibility of the winners.
- The entrant is solely responsible for confirming pertinent policies and laws. If a winning entrant's company/store prohibits the distribution of prizes to the entrant for whatever reason then the prize may be awarded to the company rather than the individual.

General Conditions and Restrictions

- By submitting an entry, each entrant grants permission for Hachette India to use the information included in the entry and any resulting prize information for advertising and promotional purposes.
- Hachette India, its staff and its respective partners are not responsible for lost, late, incomplete, stolen, inaccurate, misdirected, or undelivered entry materials; or errors or problems of any kind in connection with this contest.
- Likewise, the entrant is solely responsible for confirming pertinent local policies and laws if any are applicable to the display. No laws should be broken in the process of displays.
- The judges' decision will be final and no communication about the results will be entertained
- All disputes will be settled under the jurisdiction of Delhi courts.
- Entries received after the deadline set forth in the contest announcement are ineligible, null and void. Hachette India will not be responsible for and will not consider incomplete or incorrect entries.
- All winners will be notified of their win via e-mail. The winner must first respond to the notification e-mail within three (3) Failure to respond within three (3) calendar days shall mean that the winner forfeits the prize, and another winner will be chosen.
- Only one entry per store will be considered for contest entry. (Multiple stores under a single brand umbrella may submit individual entries, but just one entry per store outlet/location will be entertained)
- All photos, videos, drawings, text and any other content or information (collectively and severally called "Materials") that you submit to Hachette India shall become the sole and exclusive property of Hachette India, and Hachette India shall have no obligation to preserve, return or otherwise make available to you or others any Materials. Hachette India may use, reproduce, edit, display, transmit, prepare derivative works of, modify, publish and otherwise make use of Materials in any and all media, whether now known or hereinafter created – throughout the world and for any purpose – without compensation to you of any kind.

STACK UP WITH SACHIN!

Retail Display Contest



- By submitting Materials to Hachette India, you represent and warrant that the Materials do not infringe on any copyright, trademark, property rights, rights of privacy or publicity of any person or any other right of any third party and that you have the full and unrestricted right to transfer the Materials to Hachette India free and clear of any claims or encumbrances.
- You acknowledge and agree that Hachette India may make Materials that you submit available for public viewing, rating, reviewing and commenting. You acknowledge that comments or ratings that you disagree with or are unhappy about may be published or otherwise become associated with Materials that you submit to Hachette India. By submitting Materials to Hachette India, you waive any privacy expectations that you might have with respect to the Materials.
- You agree to hold Hachette India and its officers, directors, employees, agents, successors and assigns harmless from and against – and hereby waive any right to pursue – any claims of any nature that arise in connection with Hachette India's use of the Materials submitted to Hachette India and used in any manner in Hachette India's sole and absolute discretion.
- Winners may not request substitutions of prize winnings.
- Neither Hachette India nor its officers, directors, employees, agents, successors or assigns shall be liable for any warranty, costs, damage, injury or any other claims incurred as a result of any winner's use of a prize. Hachette India is not liable for any loss arising out of or in connection with any contest promoted by Hachette India.
- If the specified prize becomes unavailable for any reason, Hachette India in its sole and absolute discretion may substitute a prize of like or equal value. Likewise if a planned launch is cancelled then Hachette India shall not be liable for any compensation.
- Contests are null and void in any jurisdiction where they are prohibited by law.
- Deliverables containing any matter which in the sole discretion of Hachette India or the Judge's is indecent, defamatory, in obvious bad taste, which demonstrates a lack of respect for public morals or conduct or which adversely affects the reputation of Hachette India will be disqualified.
- Additionally, deliverables will be disqualified if they in Hachette India's or Judge's sole discretion are illegal under applicable laws depict hatred, defames, threatens a specific community in the society or that can incite violence; contain vulgar language or violence or contain any errors, defects, bugs, viruses, trojans or worms.
- Hachette India reserves the right in its sole and absolute discretion to terminate the contest at any time without prior notice.
- By entering a contest, you conclusively are deemed to have agreed to be bound by these contest rules and terms and conditions as well as by any rules specific to that contest. This is an irrevocable condition of entry.
- Hachette India reserves the right to condition the award of prizes upon the execution by the winner(s) of a publicity release. Notwithstanding this reserved right, entry is conclusively deemed to be permission by the entrant for Hachette India to use the entrant's name (without compensation to the entrant) if the entrant is a winner to publicize the contest and otherwise, as determined by Hachette India, unless prohibited by law.