



**Pure//Accelerate 2025 Early Registration Promotion
For Attendees who Register by May 16, 2025**

Official Rules

TRADE PROMOTION ONLY: This Giveaway is for trade professionals attending Pure//Accelerate 2025 only.

PRELIMINARY INFORMATION: This is a trade promotion open only to trade professionals only who work in the enterprise grade digital data storage industry attending the Pure//Accelerate 2025 conference only. For purposes of these rules (“Rules”) a sweepstakes is a game of chance where a Prize Recipient or Prize Recipients is drawn randomly pursuant (“Sweepstakes”), and a giveaway is a gift of a premium product or services pursuant to an action taken by a participant or participants (“Giveaway”). Collectively, Sweepstakes and Giveaways are “Promotions.” In all cases, Sweepstakes entrants and Giveaway participants shall be referred to as (“Participants”).

START AND END TIMES. The Official Terms and Conditions cover the Promotion identified in the title only, up to the date specified for registration (“**Promotion**” or “**Event**”).

ELIGIBILITY: Open only to trade professionals attending Pure//Accelerate 2025. Participants must be 18 years of age in their jurisdiction of residence as of the start of the Promotion Period. Officers, directors, and employees of Sweepstakes Entities (as defined below), members of these persons’ immediate families (spouses and/or parents, children, and siblings, and each of their respective spouses, regardless of where they reside), and/or persons living in the same households as these persons (whether or not related thereto) are not eligible to enter, win, or receive a prize or giveaway from any Promotion. Promotion Entities, as referenced herein, are Pure Storage, Inc., along with their administrators of the Sweepstakes (collectively, “Sponsors”), and each of their respective parent, subsidiary, and affiliate companies, and administrative, advertising, and promotion agencies, and any other entity involved in the development, administration, promotion, or implementation of the Sweepstakes. Pure Storage is committed to ensuring compliance with all applicable gift and ethics laws within your company or government agency’s acceptable gift guidelines. Accordingly, Participants who work for Government or state-owned agencies, and representatives and employees of their agents, contractors, and sub-contractors, are ineligible to participate or receive any Award, Prize, Reward, Gift, Gift Card, Donation, Giveaway or other item of value.

PARTICIPATION and PRIZE: To participate in the Promotion, Participants must **1) register for the Pure//Accelerate 2025 Conference in Las Vegas (“Conference”), Nevada on or before the Early Registration Periods outlined in the title of the promotion, 2) book hotel accommodations at Resorts World Las Vegas for the full dates for the Conference, and 3) attend the Conference.** Participants who register for the Conference by May 16, 2025 and who book hotel accommodations for Conference at Resorts World will be entered into a random drawing for the prizes specified below. All prizes are non-transferable and must be claimed and used by the Pure//Accelerate 2025 attendee selected as the winner. All winners will be selected and notified by email on May 30, 2025.

The Pure//Accelerate Entertainment Experience (Approx. Retail Value \$1480 USD; 1 winner)

- Two (2) premium seat tickets to see Kenny Chesney at The Sphere on June 18, 2025 at 8:00pm

The Upgraded Pure//Accelerate Experience (Approx. Retail Value \$1100 USD; 1 winner)

- Hotel Room Upgrade to a one-bedroom suite at Crockfords at Resorts World Las Vegas for the three nights covering June 17-20 (Approx. Retail Value \$900 USD); and
- VIP Airport Transportation from and to Harry Reid International Airport Las Vegas, Nevada and Resorts World for Pure//Accelerate 2025 (\$200 value)

The Enhanced Pure//Accelerate Experience (Approx. Retail value \$200 USD; 3 winners)

- \$200 room credit at Resorts World Las Vegas

Giveaways are subject to supply limitations and will only be award while supplies last and/or as outlined on the Details Page, if any unless otherwise noted on the Details Page, one entry or Giveaway prize per eligible person. Entries received from any person beyond this limit will void all such additional Entries. For digital Promotions, Entries or requests for prizes or Giveaways (“Entries”) generated by a script, macro, other automated means, or by any means that subverts the entry process will be disqualified. Entries that are incomplete, garbled, corrupted, or unintelligible for any reason, are void and will not be accepted. Entry constitutes permission (except where prohibited by law) to use Participant’s name, city, state, likeness, image, and/or voice for purposes of advertising, promotion, and publicity in any and all media now or hereafter known, throughout the world in perpetuity, without additional compensation, notification, permission, or approval.

ADDITIONAL NOTIFICATION AND DELIVERY INFORMATION FOR ALL PROMOTIONS: In the event the Prize is selected during an in-person event, the potential Prize Recipient may be required to pick up the prize in person. Sponsor will not make attempts other than the initial attempt using the method provided on the Details Page Sponsors will make two (2) attempts to notify potential Prize Recipients via the e-mail address associated with the registration. **Sponsors may share potential Prize Recipient’s name and contact information with Promotion Entities and/or any prize provider or co-sponsor, as applicable, if necessary.** Potential Prize Recipient may be required to execute and return a declaration of eligibility, release of liability, and, except where prohibited, publicity release (collectively, “Promotion Documents”). In the event the potential Prize Recipient cannot be located or is not an alternate potential Prize Recipient may be selected from the remaining eligible Entries. If a potential Prize Recipient cannot be reached, cannot or does not comply with these Official Rules, or if prize or prize notification is returned as undeliverable, such potential Prize Recipient will be disqualified and time permitting, at Sponsors’ sole discretion, an alternate potential Prize Recipient may be selected from the remaining eligible Entries.

ADDITIONAL PRIZE INFORMATION: The type, description and number of prizes in any promotion will be outlined on the Details Page. For prizes in Giveaways where a specific number of prizes is not listed, the number given away is while supplies last, and Sponsor makes commercially reasonable efforts to accommodate the number of Participants for any time period of the Promotion.

Prizes are awarded “as is” with no warranty or guaranty, either express or implied by Sponsors. Estimated Retail Value (“ERV”) of each Prize is listed herein or on the Details Page, when such information is required by law, along with the total retail value of all Prizes. Participant is not entitled to any surplus between ERV and average retail value. **For any Prize with an ERV of six hundred dollars (\$600 USD) or greater, Sponsors will furnish an Internal Revenue Service Form 1099 to Prize Recipient for the ARV of Prize for the year in which Prize was won.**

All details of Prize will be determined by Sponsors in their sole discretion. Sponsors reserve the right to substitute Prize (or portion thereof) with a similar prize (or prize element) of comparable or greater value. All taxes and other expenses, costs, or fees associated with the acceptance and/or use of Prize are the sole responsibility of Prize Recipient(s). Prize cannot be transferred by Prize Recipient(s) or redeemed for cash and is valid only for the items detailed above, with no substitution of Prize by Prize Recipient(s). If Prize is unclaimed within a reasonable time after notification from Sponsors, as determined by Sponsors in their sole discretion, it will be forfeited, and time permitting, an alternate Prize Recipient(s) may be selected from the remaining eligible Entries at Sponsors' sole discretion.

Any Prize that involves travel will require Participant to complete additional paperwork, not included in these rules, but which may be found by accessing a link provided on the Details Page. Some Prizes may not be eligible for delivery in certain states. In such a case, Sponsor will provide a prize of equal or greater value, in Sponsor's sole discretion. Any prize that involves event tickets, Prize Recipient is responsible for any and all travel and incidentals expenses associated with attending the event.

If alcoholic beverages are provided by Sponsor, non-alcoholic alternatives will be available upon request by the Participant. Please drink responsibly and you must be of legal drinking age to receive alcoholic beverages. In the event of a random drawing, and where applicable, Participant can alternatively enter by sending a request to promotions@purestorage.com. Participant hereby agrees to opt-in and provide Sponsors, or an authorized third party, with Participant's necessary personally identifiable information in registering for the Event, receiving further information for Sponsors, or receive a Promotional Item. Pure or a Pure Authorized Partner may contact you in accordance with our Privacy Statement at www.purestorage.com/privacy. In the event that the Promotion is co-sponsored by Pure and a Third Party, Pure may collect and share your personal information with the Third Party to contact you in accordance with Pure's Privacy Statement. Void where prohibited. While supplies last.

CONDITIONS: By entering any Promotion, each Participant agrees for Participant and for Participant's heirs, executors, and administrators (a) to release and hold harmless Promotion Entities, and each of their respective officers, directors, and employees (collectively, "Released Parties") from any liability, illness, injury, death, loss, litigation, or damage that may occur, directly or indirectly, whether caused by negligence or not, from such Participant's participation in any Promotion and/or his/her/their acceptance, possession, use, or misuse of Prize or any portion thereof; (b) to indemnify Released Parties from any and all liability resulting or arising from the Promotion or the Prize and to hereby acknowledge that Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to Prize; (c) if selected as a Prize Recipient, to the posting of such entrant's name on Sponsor's website and/or its social channels (the "Website") and the use by Released Parties of such entrants name, and/or likeness for publicity, promotional, and advertising purposes in any and all media now or hereafter known, throughout the world in perpetuity, without additional compensation, notification, permission, or approval, and, upon request, to the giving of consent, in writing, to such use; and (d) to be bound by these Official Rules and to waive any right to claim any ambiguity or error therein or in the Promotion itself, and to be bound by all decisions of the Sponsors, which are binding and final. Failure to comply with these conditions may result in disqualification from the Sweepstakes at Sponsors' sole discretion.

ADDITIONAL TERMS: Sponsors reserve the right to permanently disqualify from any promotion any person they believe has intentionally violated these Official Rules. Any attempt to deliberately damage a Promotion or the operation thereof is unlawful and subject to legal action by Sponsors, who may seek damages to the fullest extent permitted by law. The failure of Sponsors to comply with any provision of

these Official Rules due to an act of G-d, pandemic, complications due to COVID-19 shutdowns, hurricane, war, fire, riot, earthquake, terrorism, act of public enemies, actions of governmental authorities outside of the control of Sponsors (excepting compliance with applicable codes and regulations), or other "force majeure" event will not be considered a breach of these Official Rules. Released Parties assume no responsibility for any injury or damage to Participants' or to any other person's computer relating to or resulting from entering or downloading materials or software in connection with the Promotion. Released Parties are not responsible for telecommunications, network, electronic, technical, or computer failures of any kind; for inaccurate transcription of entry information; for errors in any promotional or marketing materials or in these Official Rules; for any human or electronic error; or for Entries that are stolen, misdirected, garbled, delayed, lost, late, damaged, or returned. **Sponsors reserve the right to cancel, modify, or suspend the Sweepstakes or any element thereof (including, without limitation, these Official Rules) without notice in any manner and for any reason (including, without limitation, in the event of any unanticipated occurrence that is not fully addressed in these Official Rules).** In the event of cancellation, modification, or suspension, Sponsors reserve the right to select Prize Recipients in a random drawing from among all eligible, non-suspect Entries received prior to the time of the event warranting such cancellation, modification, or suspension. Notice of such cancellation, modification, or suspension will be posted at Website. Sponsors may prohibit any entrant or potential entrant from participating in the Sweepstakes, if such entrant or potential entrant shows a disregard for these Official Rules; acts with an intent to annoy, abuse, threaten, or harass any other entrant, Sponsors, or Sponsors' agents or representatives; or behaves in any other disruptive manner (as determined by Sponsors in their sole discretion). Sponsor reserves the right to modify these rules for clarification purposes without materially affecting the terms and conditions of the Sweepstakes.