



**2017 PURE//ACCELERATE  
“I MET FLASHBLADE” PROMOTION  
OFFICIAL RULES**

**TRADE PROMOTION ONLY.** This promotion is not open to the general public. No purchase necessary to enter or win. A purchase or payment will not increase your chances of winning.

**SPONSOR:** The Sweepstakes (“Sweepstakes”) is sponsored by Pure Storage, Inc. (the “Sponsor”), 650 Castro Street, Mountain View, CA 94041 (the “Sponsor”).

**ELIGIBILITY:** The Sweepstakes is subject to these Official Rules. The Sweepstakes is open to 2017 Pure//Accelerate conference authorized attendees who are at least 21 years of age or older during the Sweepstakes Period, (“Sweepstakes Entrant”). Selected Winner must be present to win. Employees, shareholders, officers, directors, agents, representatives of Sponsor, Pier 70, or other Pure//Accelerate promotion and advertising agencies of any aforementioned entity, the prize provider(s), and their immediate family members and those living in their household, and each person or entity connected with the production or administration of the Sweepstake and each parent company, affiliate, subsidiary, agent and representative of any aforementioned entity (collectively “Sweepstake Entities”) are not eligible. The Sweepstake is subject to all applicable federal, state and local laws, rules and regulations. Void where prohibited.

**SWEEPSTAKES PERIOD:** The Sweepstakes begins at 8:30amPST on June 13, 2017 and ends at 4:00pmPST on June 13, 2017 (the “Sweepstakes Period”).

**HOW TO ENTER THE SWEEPSTAKES:** To enter, visit the Sponsor’s FlashBlade product booth located in the analytics section at the Pure//Accelerate conference at Pier 70 on June 13, 2017 before 4:00pmPST, take a picture of yourself with the Sponsor’s FlashBlade product with your smart phone, and tweet the picture with a shout out including “I MET FLASHBLADE at #PUREACCELERATE! #AcceleratePromo” during the Sweepstakes Period. Limit one (1) entry/tweet per natural person, regardless of method of entry. If you do not have a Twitter account you may create a Twitter account by accessing Twitter at [www.twitter.com](http://www.twitter.com) and follow the instructions to create an account. Creating an account is free. Information you provide to Twitter to open an account is subject to Twitter’s privacy policy, located at <https://twitter.com/privacy>. **Twitter**

**Disclosure: This promotion is in no way sponsored, endorsed, administered by, or associated with Twitter.** All contact information provided must be valid, truthful and current. Entries submitted must be received by the close of the Sweepstakes Period. No photocopied or mechanically reproduced entry forms will be accepted. Sponsor and its agents are not responsible for lost, late, incomplete, void, misdirected, unreadable or unintelligible entries; such entries are void and will be disqualified. Only complete valid entries will be accepted. Persons discovered entering under several names will be disqualified. In participating in the Sweepstakes, Entrants may not violate any law or any company policy, procedure or practice. Sponsor reserves the right to disqualify false entries or entries suspected of being false. All entries submitted become the sole property of Sponsor and will not be acknowledged or returned. In the event of a dispute as to the identity of a Selected Entrant, the Selected Entrant will be deemed to be the person whose name and relevant information was given at the time of entry. In the event a dispute regarding the identity of the individual who actually submitted an entry cannot be resolved to Sponsor’s satisfaction, the affected entry will be deemed ineligible.

**SUBMISSION GUIDELINES:** Sponsor reserves the right to exclude any photograph that it believes, in its sole discretion, doesn't meet the following criteria:

- Please, do not use your photograph or tweet to launch personal attacks on anyone or any discernable product.
- No picture may depict any nudity, animal cruelty, harmful or illegal activity or substances, or offensive subject matter as determined in Sponsor’s sole discretion.
- No picture shall portray your company, Pure Storage, Pure Storage products, or any competitor or their products in a negative light.
- Photographs must be appropriate for a broad audience since the winning Submission may be broadcast on the web.
- Photographs must be original works of authorship, created by the person who submits the entry. Contestants may not copy or otherwise plagiarize the photograph from any source, nor may the photograph include third-party copyrighted material, or artwork without the copyright holder’s permission.

**PRIZE:** If eligible under these Official Rules, one (1) Selected Entrant will be entered into a random drawing for a chance to win an Amazon Echo (Black), estimated retail value \$179.00US. The Amazon Echo is subject to issuer’s terms and conditions. No substitution, transfer, or cash redemption of prize permitted, provided however that Sponsor reserves the right to substitute a prize with another prize of equal or greater value should the advertised prize become unavailable for any reason. Selected Entrant cannot assign or transfer their prize to another person or business. Selected Entrant is solely responsible for any and all federal, state, and local taxes on prize. All activities related to the prize are at the Selected Entrant’s own risk and subject to whatever restrictions are imposed by the entities that govern such activities. If prize notification or any prize is returned as undeliverable, or if Selected Entrant may not accept or receive a prize for any reason, prize will be forfeited and may not be re-awarded, in Sponsor’s sole discretion. **This promotion is in no way sponsored, endorsed, administered by, or associated with Amazon.**

**WINNER SELECTION AND NOTIFICATION OF SELECTED ENTRANT:** On or around 4:30pmPST on June, 13, 2017, Sponsor will conduct one (1) random drawing (“Drawing”) of all qualified entries received during the Sweepstakes Period. All Entries must be received by 4:00pmPST on June 13, 2017. The drawn name will receive the Prize. The Selected Entrant will be notified by direct message in Twitter in Sponsor’s sole discretion, using the information provided at the time of entry. Selected Entrant must be present to at the 2017 Pure//Accelerate conference at Pier 70 in San Francisco and will be required to respond and collect Prize by visiting the 2017 Pure//Accelerate social media hub/booth within an hour of Sponsor direct messaging the Selected Entrant that they have won. Failure to respond timely to the notification may result in forfeiture of the prize and, in such case Sponsor may randomly select an alternate Selected Entrant from among the remaining eligible entries, up to three (3) attempts. By participating in the Sweepstakes, any Entrant in the Sweepstakes, irrevocably grants the Sponsor and its successors, assigns and licensees, the right to use such Entrant’s name, hometown, photograph, likeness, voice, employer, affiliation, and biographical information in any and all media for any purpose, including without limitation, commercial, advertising and promotional purposes in connection with the Sweepstakes, and hereby release the Sponsor from any liability with respect thereto, unless prohibited by law.

**PRIVACY:** All personal information collected by Sponsor will be used for administration of the Sweepstakes. In addition, Entrants may receive email or mail correspondence from, or on behalf of Sponsor subject to Sponsor’s privacy policy. Sponsor uses reasonable commercial efforts to comply with Federal CAN-SPAM guidelines, and Entrants may subsequently opt-out of receiving further emails by following the opt-out instructions

contained in the email. Please refer to Sponsor's privacy statement located at <http://www.purestorage.com/privacy/> for important information regarding the collection, use and disclosure of personal information by Sponsor.

**GENERAL CONDITIONS:** By participating, Entrants agree to be fully and unconditionally bound by these Official Rules and the decisions of Sponsor and waive any right to claim ambiguity in the Sweepstakes or these Official Rules. Any portion of the Sweepstakes may be canceled, suspended and/or modified, in whole or in part, if in our opinion any fraud, technical failure or other factor beyond our control impairs the integrity or proper functioning of the Sweepstakes. Sponsor reserves the right in its sole discretion to disqualify any individual who is found to be tampering with the entry process or the operation of the Sweepstakes, to be acting in violation of these Official Rules, or to be acting in an unsportsman-like or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Sweepstakes, or to annoy, abuse, threaten or harass any other person, and Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. You may not enter with multiple identities or use any automated system, bot or other device or artifice to enter or obtain more than the maximum number of qualified entries. Sponsor reserves the right at its sole discretion to terminate the Sweepstakes and, if terminated, at its discretion, select the potential winner(s) in a random drawing from among all eligible, non-suspect entries received prior to action taken. Unclaimed prizes will not be awarded. All federal, state or other tax liabilities (including income taxes) arising from this Sweepstakes will be the sole responsibility of Selected Entrant. Entrants may be issued an IRS Form 1099 for the ARV of any awarded prize. Caution: any attempt to deliberately damage or undermine the legitimate operation of the Sweepstakes may be in violation of criminal and civil laws and will result in disqualification from participation in the Sweepstakes. Should such an attempt be made, Sponsor reserves the right to seek remedies and damages (including attorney fees) to the fullest extent of the law.

**LIMITATIONS OF LIABILITY:** If for any reason an entry is confirmed to have been erroneously deleted, lost or otherwise destroyed or corrupted, the Entrant's sole remedy is another entry in the same Sweepstakes during the Sweepstakes Period. Selected Entrants also agree to release, discharge, indemnify and hold harmless Sweepstakes Entities and each of their respective officers, directors, employees, representatives and agents (collectively "Releasees") from and against any claims, damages, disability, attorneys' fees, and costs of litigation and settlement, as well as any liability due to any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from: (i) use, redemption, acceptance, possession, ownership, or misuse of any prize, (ii) participation in any activity, event, or excursion offered in connection with the prize, (iii) use of any facility, service and/or accommodation related to the prize, or (iv) participation in any Sweepstakes-related activity or participation in this Sweepstakes. The Releasees shall not be liable for: (i) late, lost, delayed, misdirected, incomplete unreadable, inaccurate, garbled or unintelligible entries, communications or declarations, regardless of the method of transmission; (ii) telephone system, telephone or computer hardware, software or other technical malfunctions, lost connections, disconnections, delays or transmission errors; (iii) data corruption, theft, destruction, unauthorized access to or alteration of entry or other materials; (iv) any injuries, losses or damages of any kind caused by the prize or resulting from acceptance, possession or use of a prize, or from participation in the Sweepstakes; or (v) any printing, typographical, administrative or technological errors in any materials associated with the Sweepstakes. Without limiting the generality of the foregoing, Releasees are not responsible for computer malfunctions, network connections, email delivery problems, systems failure or incompatibility, typographical, technical or key-stroke errors, or interruptions in your internet service, and for incomplete, illegible, misdirected, misprinted, late, lost, damaged or stolen notifications. In the event Sponsor is prevented from continuing with the Sweepstakes as contemplated herein by any event beyond its control, including but not limited to fire, flood, earthquake, explosion, labor dispute or strike, act of God or public enemy, or any federal, state or local government law, order, or regulation, or other cause not reasonably within Sponsor's control (each a "Force Majeure" event or occurrence), then subject to any governmental approval which may be required, Sponsor shall have the right to modify, suspend, or terminate the Sweepstakes. If the Sweepstakes is terminated before the designated end date, Sponsor will (if possible) select the winners from all eligible, non-suspect Submissions received as of the date of the event giving rise to the termination. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

**DISPUTES:** Disputes regarding these Official Rules and/or this Sweepstakes will be governed by the internal laws of the State of California. Decisions of Sponsor are binding and final. No claimant in any dispute involving Sponsor shall be entitled to claim or obtain indirect, punitive, incidental or consequential damages. Sponsor's failure to enforce any provision in these Official Rules shall not constitute a waiver of that provision.

**SWEEPSTAKES RESULTS:** For Sweepstakes results and/or a copy of these Official Rules, send a hand-printed, self-addressed, stamped envelope (stating the specific Sweepstakes you are requesting the winners for) to Pure Storage, Inc.: ATTN: Field Marketing, Jocelyn Chow, 605 Castro Street, Mountain View, CA 94041. Request must be received within 90 days of the end of the Sweepstakes.

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