

TELL US YOUR STORY Essay Contest Official Rules – For Fire Departments

Grand Prize (1): Tradition ES Commercial Pumper, with attached features.
Market value: approx. \$170,000.00

NO PURCHASE NECESSARY. Making a purchase will not increase your chance of winning.

1. How to enter: In 500 words or less, TELL US YOUR STORY: Why your Fire Department deserves to win a new Tradition ES Commercial Pumper Unit. Enter online at www.E-ONE.com. One entry per Fire House or Fire Station. (If two entries are received from the same Fire House or Fire Station, only the entry received first will be considered.)

The entry period starts on December 1, 2010. Entries must be submitted by **March 8, 2010, 11:59 PM EST**, to be eligible for this Contest. E-ONE will select seven (7) essays as finalists. Then the fire industry will vote online and select the most deserving Fire Department, from the 7 Finalist Essays. Online voting begins on April 22, 2010 and ends on August 27, 2010, at 1 pm CST. One vote per email address.

By participating, entrants and voters agree to be bound by these Official Rules and the decisions of the Judges.

2. ENTRY AND VOTING TIMELINE:

Essay Submission Period:

December 1, 2009, 12:01 am, EST

Website OPENS for submissions

March 8, 2010, 11:59 pm, EST

Website CLOSES for submissions

Online Voting Period:

April 22, 2010, 12:30 pm, EST

Website OPENS for voting

August 27, 2010, 1 pm, CST

Website CLOSES for voting

Winning Fire Department Announce

August 27, 2010, at 3 pm CST

At IAFC, Booth 3549, McCormick Place
(Winning Fire Department need not be present.)

3. GUIDELINES FOR ENTRIES.

- Each entry must identify the Fire Department for which it is submitted, along with the name of the person submitting the entry. The entry must be original and in the English language. No obscene, defamatory, or offensive language should be used.
- Limit of one entry per Fire Station or Fire House. Incomplete, illegible or corrupted entries will be disqualified. Sponsor is not responsible for lost, late, damaged, incomplete or misdirected entries. All entries become the property of the Sponsor.
- By submitting an entry, each entrant represents that he or she is authorized to enter on behalf of his or her Fire Department. If any individual is named in the essay, the entrant must have written permission to use the person's name in the essay. The written permission will be given to E-ONE upon request.

- E-ONE employees, their advertisers, distributors, vendors, agents, and their immediate families or persons living in the same household are not eligible to enter this Contest.
- By submitting an entry, entrant agrees to have his/her entry posted online and grants E-ONE the right to use the entry, or any part, in advertising and for commercial purposes, along with the name of entrant's Fire Department.

Entries that do not conform to these guidelines, in E-ONE's sole judgment, will be DISQUALIFIED.

4. SELECTION OF FINALISTS: Seven (7) finalist essays will be selected from among all eligible entry submissions by a panel of E-ONE employees ("Judges"), whose decisions are final. Entries will be judged on the following criteria:

Content – 60%	Comprehension – how well the essay reflects a thorough understanding of the issues presented	1-10 points
	Creativity, human interest and appeal	1-15 points
	Description of Need	1-35 points
Language – 15%	Spelling, grammar, punctuation	1-7 points
	Choice of words, clarity and expressiveness	1-8 points
Organization – 25%	Introduction – captures readers attention and establishes major theme of essay	1-13 points
	Development – ideas presented, supported and explained in clear logical order	1-12 points

In the event of a tie, tied entries will be re-judged on the basis of Content (100 points). The selection process will include contacting some or all of the Fire Departments named in the essays submitted to confirm that they are amenable to being considered as a potential prize winner in this Contest.

5. VOTING AND WINNER SELECTION: The Fire Industry will vote online for the winning essay. The Winner will be the Fire Department named in the finalist essay that gets the highest number of votes submitted and received during the online voting period. Each voter may cast a vote for the Finalist Essay that best describes why the Fire Department named in the essay deserves to win. Voters should judge the finalists on the following criteria: Content, Language, and Organization. One vote per email address. In the event of a tie, the Judges will add in the points originally awarded to each finalist. If a tie still remains, the Judges will re-judge the tied entries on the basis of Content (100 points).

6. GENERAL RULES: Individuals who are over age 18 and are legal residents of the U.S. may submit an entry on behalf a Fire Department located in a U.S. state or the District of Columbia. Void where prohibited or restricted by law. The Fire Chief or other authorized representative of the WINNING FIRE DEPARTMENT must sign and return any required Affidavit and Release within the time set by Sponsor, or the prize will be forfeited. If Sponsor is unable to deliver notification to the Winning Fire Department, if any prize notification is returned as undeliverable, or if the Winning Fire Department fails to accept the prize in a timely manner or otherwise fails to comply with these rules, the prize will be forfeited in its entirety. In the event of a forfeiture, the essay with the next highest number of votes will be selected the winning essay, and the Fire Department named in that essay as the Winning Fire Department. No substitution or transfer of prize is permitted without Sponsor's authorization. If no Fire Department named in a winning essay agrees to accept the Prize, Sponsor is under no obligation to award same.

7. DISCLAIMER: Sponsor is not responsible for technical, hardware or software malfunctions, lost or unavailable network connections, undeliverable email, or failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications, telephone, telephone line or other telephone related problems or errors, whether caused by the sender or by any of the equipment or programming associated with or

utilized in this Contest, or by any human error which may occur in the processing of the entries in this Contest. If, in the Sponsor's opinion, there is any suspected or actual evidence of tampering with any portion of the Contest, or if technical difficulties compromise the integrity of the Contest, Sponsor may in its discretion terminate the Contest entirely, determine a winner from among all eligible entries received as of the date of termination, and/or to modify the Contest as Sponsor deems appropriate. If there is a question about the identity of an online entrant, the entry will be deemed made by the owner of the email address identified on the entry.

8. PRIZE: One (1) Grand Prize: Tradition ES Commercial Pumper. Approximate market value: \$170,000. Winning Fire Department is responsible for any and all taxes on the winnings, unless Winning Fire Department timely presents E-ONE with a valid tax-exempt certificate prior to delivery of the prize. Winner need not be present to win. Sponsor will have the Prize transported to the E-ONE dealer whose territory includes the Winning Fire Department. Winning Fire Department is responsible for transporting Prize from the dealership to the Winning Fire Dept.

9. RIGHTS IN SUBMISSIONS: In consideration of entrant's submission being reviewed and evaluated for this Contest, each entrant hereby grants to the Sponsor a non-exclusive, irrevocable, fully paid, worldwide license to use, copy, translate, distribute, adapt, each submission, or any portion thereof, in any media now known or hereafter devised including, without any further right of approval, to make derivative works from the submission, and to authorize others to do the same, without the need for attribution or approval. Each Entrant releases the Sponsor, and its affiliates, licensees, advertisers, and agents, from any and all claims or liability, including any claims related to this Contest, to the Prize, or to the use of the Prize (whether now known or which may arise in the future). Each entrant further grants permission to Sponsor and its affiliates, advertisers and licensees, to use entrant's name (the Fire Department and individual entrants), and likenesses, for the purpose of advertising, trade, or promotion without further notice or compensation, in any media, unless prohibited by law.

10. ENTRANT'S AND VOTER'S INFORMATION: By submitting an entry or a vote, each entrant and voter consents to the retention and use by Sponsor, its affiliates, licensees, or agents, of the registration or other personal information submitted by the entrant or voter. Each entrant or voter agrees to use his or her personal name and not to use someone else's name, or a fictitious name, in connection with entering or voting in this Contest. Each entrant and voter agrees to receive commercial messages from Sponsor, its affiliates, licensees or agents, and authorizes each of them to share the entrant's or voter's personal information with other entities as Sponsor or they may determine.

11. WINNER'S LIST: The name of the Winning Fire Department and the entrant who submitted the winning essay will be posted on Sponsor's website, at www.e-one.com, on or about August 27, 2010, or shortly after the prize has been accepted and delivered, for at least 6 weeks.

SPONSOR: E-ONE, Inc., 1601 SW 37th Ave., Ocala FL 34474.