

## CALLING ALL ARCHITECTS + DESIGNERS

Ceramics of Italy  
#ARCHITILESITALY  
Contest

Win a trip to Italy for Cersaie '13!

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Calling all architects and designers! Show off the beauty of Italian tile and celebrate **NYCxDesign**. Visit the Italian Pavilion (**Booth 32**) at **ICFF** or any ceramic and porcelain tile dealer exhibit or show room located in **the Tri-State area** from **May 13 - 21, 2013**. Snap a photo of your favorite Italian ceramic tile and post it on **Instagram** for a chance to win a trip to **Italy** for **Cersaie 2013**! Be sure to mention the manufacturer!

Post with #architilesitaly  
Follow @ceramicsofitaly

**Don't be afraid to get creative!**

By participating in the #architilesitaly competition of Ceramics of Italy, you agree to the applicability of its Terms & Conditions.

### TERMS AND CONDITIONS FOR CERAMICS OF ITALY #ARCHITILESITALY PROMOTION

This promotion will be governed by these terms and conditions (the "Terms") and participants agree that they have read and understood the Terms and will be bound by them.

Participants may enter the promotion by posting a photo on Instagram using the hashtag #architilesitaly. Guidelines of eligible entries are as follows:

Post his/her favorite Italian tile from the Italian Pavilion, or other Italian tile exhibits at ICFF 2013 or eligible ceramic and porcelain tile dealer show rooms ("Dealers") located in the Tri-State area—with an added creative flair—using the hashtag #architilesitaly. The participant must follow the @ceramicsofitaly Instagram account. Each submission must mention the manufacturer(s) of the Italian tile(s) in the photo.

In order to locate Italian tile dealers in the New York Tri-State area, please use the *Tile Search* feature on [www.italytile.com](http://www.italytile.com)

The starting and closing dates for entries is as follows per participating countries listed in the following clause: **May 13, 2013 9:00 AM EST until May 21, 2013 11:00 PM EST.**

This Promotion is open to registered architects and interior designers who are residents of the fifty (50) United States of America (excluding Rhode Island), the District of Columbia, and Canada (excluding Quebec).

To enter the Promotion, participants have to be at least twenty-one (21) years of age at the date of entry. This Promotion is not open to employees and immediate relatives (parent, child, sibling and spouse, and any of their spouses) of employees of Edi.Ceramica S.p.A. (the "Promoter"), Confindustria Ceramica, Ceramics of Italy, Architizer, subsidiaries, affiliates, distributors, sales representatives, advertising and Promotion agencies and any other persons or entities associated with this Promotion (collectively "Excluded Parties").

All participants shall be responsible for ensuring that their entry and/or acceptance of the prize does not contravene any local laws or regulations in the country or state in which they are resident. This promotion shall be void where prohibited by law.

More than one (1) entry is allowed per Participant as long as each entry is unique. Placing multiple entries is allowed but does not increase the chance of winning.

By participating in this Promotion, all Participants agree to the applicability of its terms and conditions and to their use of their name and image on the websites of the Promoter (including social media).

From all entries, one (1) winner will be chosen by the Promoter (the "Winner") across the participating countries, based on what is determined to be the best #architilesitaly Instagram image that best represents the Promoter's purposes for the Promotion from all of the entries.

The winner will be selected within fifteen (15) business days after the last closing date as stated in clause 3 above. Architizer will notify the winner via Instagram within forty-eight (48) hours of being selected. Winners need to respond to the Promoter within forty-eight (48) hours after the first notification to confirm his/her acceptance with the terms and conditions of this Promotion, as well as to the use of his/her posted image on the Promoter's websites (including social media). Winners will receive written confirmation of the full details of the prize by email as soon as reasonably possible thereafter. If such a response has not been received by the Promoter within the said time, the Promoter has the right to choose another Winner. Such Winner will be chosen at the sole discretion of the Promoter, based on what is determined to be the next best #architilesitaly Instagram photo.

In the event that the Promoter cannot for any reason not of its own fault contact the Winner within forty-eight (48) hours of first

Attempting to do so, the Promoter reserves the right to select another Winner, who will be selected applying the same criteria as that used to select the original winner.

All potential Winners will be subject to further verification by the Promoter, whose decisions are final and binding in all matters related to the Promotion. Entrants will not be declared winners or entitled to any prize until after the Promoter receives verification and documentation.

The Winner's prize shall comprise of:

One (1) round-trip economy class airfare to Bologna Guglielmo Marconi Airport (BLQ) in Bologna, Italy from Winner's airport of choice. Winner must travel on the dates determined by the Promoter in its sole discretion between the dates of **September 19, 2013** and **September 27, 2013**. The exact dates of travel will be determined by the Promoter. No refund or compensation will be made in the event of cancellation or delay of any flight. Travel is subject to the terms and conditions set forth here. All necessary transfers from the United States of America or Canada to Bologna Guglielmo Marconi Airport in Bologna, Italy. Four (4) nights' accommodation in a hotel of the Promoter's choosing. Admission ticket to Cersaie 2013.

The trip will only be valid for Cersaie 2013, which will take place from September 23-27, 2013. If the Winner cannot travel during the dates stated in clause 11 above, the Promoter reserves the right to select another Winner, who will be selected applying the same criteria as used to select the original Winner.

The Winner may be required to provide a written acknowledgement of acceptance of all the terms of the Promotion prior to receiving the prize.

The Promoter reserves the right to terminate the promotion and withhold the prize in the event that, in the Promoter's reasonable opinion, there are insufficient entries. The Promoter's decision is final with respect to any aspect of the promotion, including the termination of the winner. No correspondence will be entered into.

The Promoter can accept no responsibility for entries lost, delayed, misdirected, damaged, or undelivered. Incomplete, inaudible, and/or illegible entries will be disqualified. The Promoter shall not be responsible for entries that are not picked up from Instagram accounts which are set to private (not available to public). The Promoter shall not be responsible for technical errors in communications networks, internet access or otherwise preventing entry to any promotion.

The prize is as stated and is non-transferable. No cash alternatives will be offered. If due to circumstances beyond the Promoter's control the Promoter is unable to provide any stated prize or part of it, the Promoter reserves the right to award a substitute prize of equal or greater value.

Except to the extent where prohibited by law, by accepting the prize, the Winner grants to the Promoter, its respective parents, subsidiaries and related companies, and those acting pursuant to the authority of the Promoter, the right to print, publish, broadcast and use worldwide IN ALL MEDIA without limitation at any time the Winner's entry for trade and promotional purposes without further payment or additional consideration, and without review, approval or notification. IN NO EVENT WILL THE RELEASED PARTIES BE RESPONSIBLE OR LIABLE TO ENTRANTS FOR ANY DAMAGES OR LOSSES OF ANY KIND (INCLUDING, WITHOUT LIMITATION, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES) ARISING OUT OF PARTICIPATION IN THIS PROMOTION OR THE ACCEPTANCE OF, OR HARM RESULTING FROM THE ACCEPTANCE OF THE PRIZES, OR FOR ANY ERRORS RESULTING IN THE PROCESSING OF ENTRIES OR THE NOTIFICATION OF WINNER OR POTENTIAL WINNERS. By participating, Entrants release and agree to hold harmless the Promoter, its respective parents, affiliates, subsidiaries, advertising and Promotion agencies, dealers, distributors, suppliers, Prize provider and their respective directors, officers, employees, representatives and agents from any and all liability for any injuries, death, or losses or damages to persons or property AS WELL AS CLAIMS/ACTIONS BASED ON PUBLICITY RIGHTS, DEFAMATION, AND/OR INVASION OF PRIVACY that may arise from participating in the Promotion or its related activities or the acceptance of, or any harm resulting from the acceptance of the Prize.