

**EMERGE INNOVATION EXPERIENCE
PAYERS CONTEST
OFFICIAL RULES**

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN ONLY TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES, DISTRICT OF COLUMBIA, and CANADA (EXCLUDING QUEBEC) THAT HAVE A VALID DRIVER'S LICENSE OR TAX I.D. NUMBER, WHO ARE 18 YEARS OF AGE OR OLDER AT THE TIME OF ENTRY. VOID WHERE PROHIBITED.

The Emerge Innovation Experience Payers Contest (the "Contest") is sponsored by Informa Markets Holdings LLC ("Sponsor") in connection with the HIMSS Global Health Conference and Exhibition, taking place from March 3-6, 2025 in Las Vegas, Nevada (the "Show"). Employees, their immediate families (parent, child, spouse or sibling and their respective spouses, regardless of where they reside) and those living in their same households, whether or not related, of Sponsor or its affiliates, vendors and advertising and promotion agencies are not eligible to enter or win. By participating, entrants agree to be bound by these Official Rules and the decisions of Sponsor, which are binding and final on all matters relating to the Contest. The Contest is subject to all applicable federal, state and local laws. Winning the prize is contingent upon fulfilling all the requirements set forth herein.

HOW TO ENTER: A committee of Payer specialists in the healthcare industry ("Committee") has identified three challenges facing its industry; more information about each challenge can be found at the link here: <https://www.himssconference.com/emerge-innovation-experience>. To be entered, during the period commencing at or around 12:01 EST on or about November 11, 2024 and ending at or around 11:59 PM EST on or about January 1, 2025 (the "Entry Period"), entrants must submit their entry to the link here: https://docs.google.com/forms/d/e/1FAIpQLSf_BbB6bHWUjpu88Hlx6t792hQ4FvUfc8f05Xl_jjIw18Q/viewform. No payment is required with participation.

Entries must complete the online application which includes a written pitch (up to 500 words) on why their solution best solves the challenge posed by the Committee along with a brief video pitch to be considered. Entrants must have a valid email address. Limit one (1) entry per identified challenge per company during the Entry Period (though entrants can submit an entry for each individual challenge so long as their innovation solution aligns appropriately, and separate entry forms are submitted). Entries generated by script, macro or other automated or mechanical means or by any means which subvert the entry process are void. All entries become the property of Sponsor and will not be acknowledged or returned. Invitation to enter the Contest does not automatically indicate eligibility.

HOW TO WIN: The Contest includes three categories: Best in Show, Winners Circle, and Finalists (the "Categories"). The review process will include two steps. Step One: All submissions will be first reviewed by the Emerge Innovation Experience Advisory Board and ranked according to the applicability and scalability of their solution, as well as level of innovation. Step Two: The 10-15 applications that rank the highest per identified challenge will then be reviewed by the C-Suite Executive committee which is made up of executives from payer organizations.

Best in Show

One (1) Best in Show winner will be selected per challenge. Three (3) Best in Show winners will be selected in total.

Winners Circle

Five (5) Winners Circle winners will be selected in total, regardless of the challenge submitted under.

All other applicants will be considered "**Finalists**". If a particular challenge doesn't have any applicants by the submission deadline, then a winner will not be selected for that challenge.

Winners will be announced no later than February 7, 2025. The decisions of each Committee will be final and non-appealable. The potential winners will be notified by email no later than February 3, 2025 and may be required to execute and return an affidavit of eligibility, a liability release and, where lawful, a publicity release within seven (7) days of date of issuance and a W-9 form. If such documents are not returned within the specified time period, prize notification is returned as undeliverable, or a potential winner is not in compliance with these rules, Prize will be forfeited, and, at Emerge Innovation Experience sole discretion, an alternate winner may be selected.

PRIZES: The selected winners will receive the following based on grouping:

Best in Show: approximate retail value (“ARV”) of \$34,495

- One 10-minute presentation, with 5 minutes of questions and answers, during the Emerge Innovation Experience program at the Show, ARV of \$16,500. The presentation will take place in the afternoon between March 4 and 5, 2025. The exact date and time will be finalized no later than February 14, 2025.
- Emerge Innovation Experience will facilitate up to 6 pre-arranged meetings which includes 3 meetings with C-Suite Executives and 3 meetings with funders during the Show, ARV of \$8,500. Each meeting will be 20 minutes in length. Meeting dates will be March 4 and 5, 2025. Exact time of meeting will be determined no later than February 14, 2025.
- All Best in Show winners will be announced and congratulated by the emcee of the Executive Summit at the Show, ARV of \$2,500.
- By participating, entrants gain the opportunity to be featured within the extensive global marketing platform of the HIMSS Global Health Conference & Exhibition. The Emerge Innovation Experience will showcase all category winners, who will be highlighted in a dedicated, multi-channel post-conference marketing campaign. This includes targeted social media exposure across all official HIMSS Global Health Conference & Exhibition communities, an official press release, and a feature in the exclusive post-conference e-newsletter distributed to all conference attendees. Winning entrants are positioned to receive significant visibility and connect with key stakeholders across the global healthcare industry, ARV of \$5,500.
- Prize also includes one complimentary registration to the Show, including access to Emerge Innovation Experience, HIMSS Global Health Conference general education program and the Show exhibition floor, ARV of \$1,495.

Winners Circle: ARV of \$12,440

- Emerge Innovation Experience will facilitate up to 4 pre-arranged meetings, each 20 minutes in length, (exact time and date will be determined no later than February 14, 2025):
 - One (1) meeting with a C-Suite Executive at the Emerge Innovation Experience Event, ARV of \$1,450;
 - Three (3) virtual meetings with funders to take place between March 17-23, 2025, ARV of \$4,250;
 - Inclusion on the event slides promoted during the Executive Summit at the Show, ARV of \$1,100;
 - By participating, entrants gain the opportunity to be featured within the extensive global marketing platform of the HIMSS Global Health Conference & Exhibition. The Emerge Innovation Experience will showcase all category winners, who will be highlighted in a dedicated, multi-channel post-conference marketing campaign. This includes targeted social media exposure across all official HIMSS Global Health Conference & Exhibition communities, an official press release, and a feature in the exclusive post-conference e-newsletter distributed to all conference attendees. Winning entrants are positioned to receive significant visibility and connect with key stakeholders across the global healthcare industry, ARV of \$5,500; and

- a 10% discount to register for the Show, including access to Emerge Innovation Experience, HIMSS Global Health Conference general education program and the Show exhibition floor, ARV of \$140.

Finalists: ARV of \$6,600

- Inclusion on the event slides promoted during the Executive Summit at the Show, ARV of \$1,100; and
- By participating, entrants gain the opportunity to be featured within the extensive global marketing platform of the HIMSS Global Health Conference & Exhibition. The Emerge Innovation Experience will showcase all category winners, who will be highlighted in a dedicated, multi-channel post-conference marketing campaign. This includes targeted social media exposure across all official HIMSS Global Health Conference & Exhibition communities, an official press release, and a feature in the exclusive post-conference e-newsletter distributed to all conference attendees. Winning entrants are positioned to receive significant visibility and connect with key stakeholders across the global healthcare industry, ARV of \$5,500.

The ARV of the Best in Show and Winners Circle prize package (individually, each a "Prize" and collectively, the "Prize Package") awarded for the Contest is \$165,685. The number of Finalists awarded will depend on the total number of eligible entries received by Sponsor. Prizes are awarded "as is" with no warranty or guarantee, either express or implied. TRAVEL TO AND FROM THE SHOW IS NOT INCLUDED. ACCOMODATION DURING THE SHOW DATES ARE NOT INCLUDED. Winner may not substitute, assign or transfer any Prize or redeem any Prize for cash, but Sponsor reserves the right, in its sole discretion, to substitute any portion of the Prize Package with one of comparable or greater value. Winner is responsible for all federal, state and local taxes, if any, as well as any other costs and expenses associated with acceptance and use of Prize not specified herein as being awarded. All Prize details are at Sponsor's sole discretion.

PUBLICITY GRANT: Except where prohibited, each entrant consents to the use of their name, social media identity, likeness, photograph, voice, opinion, hometown and state for promotional and marketing purposes in connection with this Contest in any and all media whether now known or hereafter devised, worldwide in perpetuity, without further payment or consideration.

INTELLECTUAL PROPERTY. Entrants are responsible for any form of intellectual property protection for their entry. Released Parties (defined below) are not liable for infringement, misuse, or abuse of any entry information as a result of participation in this Contest, or as a result of any subsequent promotion and publicity. Released Parties are not responsible for providing proof of originality of the entries, and are not liable for the protection of any intellectual property rights. Each entrant is responsible for providing proof of originality of their entry, is solely liable for their entry, and retains sole intellectual property rights in their entry. By entering this Contest, each entrant represents and warrants their Entry does not infringe upon the intellectual property rights of any third parties, and their entry does not invade or violate any rights of any person, including, without limitation, any privacy or personality right, infringe any other proprietary right, or contain libelous or obscene material. Entrants grant Sponsor and its licensees and assignees a royalty-free, non-exclusive, worldwide, perpetual license to use, copy, edit, modify, publicly display, broadcast, and republish in any media now known or herein after devised, their entry. Entry to the Contest does not grant entrants the right to use the name, logo, or image of Sponsor or its affiliates without the express written approval of Sponsor.

LIABILITY. Sponsor, its agents, parent companies, affiliates, subsidiaries, and its and their respective officers, directors, contractors, employees, and all others associated with the development and execution of this Contest (collectively, "Released Parties") and the committee members of each segment and judges of this Contest are not responsible for any late, lost, damaged, illegible, incomplete, misdirected, or other indecipherable entries. Proof of entry submission will not be deemed proof of receipt by Informa. Entrants assume all risk of lost, late, misdirected, incomplete, or illegible entries. Released Parties are not responsible for any (i) typographical or other errors in the printing, offering, or announcement of the Prizes, (ii) electronic transmission errors resulting in omission, interruption, deletion, defect, or delay in operations, (iii) transmission, theft, destruction, or

unauthorized access to or alteration of entries, (iv) technical, network, telephone equipment, electronic computer hardware or software malfunctions, (v) limitation of any kind or inaccurate transmissions, and (vi) failure to receive entry or Contest related information by entrants due to technical problems. Entrants acknowledge and agree that Released Parties make no representation or warranty as to any business outcome resulting from participation in this Contest, or attending the Show, or from any Prize Package component. Best in Show winners, Winner Circle winners, and Finalists may be required, at Sponsor's sole discretion, to sign a contract as a condition of receipt of any portion of the Prize Package.

Entrants, by participating, fully release the Released Parties from any and all, existing or future, alleged or actual, claims, actions, liabilities, losses, damages, or injuries with respect to or in any way arising from this Contest; from participation in this Contest or any Contest related activity (including attending the Show), or awarding, receipt, possession, use, or misuse of any portion of the Prize Package awarded herein. Released Parties are not responsible for purchases or subsequent usage of any portion or component of the Prize Package.

Entrants shall indemnify, defend, and hold harmless Sponsor for any direct or indirect damages, losses, claims, causes of action, or expenses arising from or related to:

- (i) Entrant's participation in the Contest;
- (ii) Entrant's attendance at the Show;
- (iii) Entrant's acceptance, use, or misuse of any Prize;
- (iv) Any breach of these warranties or applicable law; or
- (v) Any third-party claims arising from or relating to any entry infringing upon the intellectual property rights of any third party or violation of applicable law.

GENERAL CONDITIONS: Released Parties are not responsible for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing of entries or the announcement of the Prizes. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. Released Parties are not responsible for injury or damage to entrants' or to any other person's computer related to or resulting from participating in this Contest. Persons who tamper with or abuse any aspect of the Contest or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. Should any portion of the Contest be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Contest and, if terminated, at its discretion, select the potential winner from all eligible, non-suspect entries received prior to action taken or as otherwise deemed fair and appropriate by Sponsor.

PRIVACY DISCLOSURES: The Sponsor may use cookies and web beacons to collect and process information relating to each entrant's participation in the Contest. The information collected by means of these technologies is used for purposes of administration of the Contest. In addition, such information, including each applicant's contact information, may be shared with third party sponsors of the Contest. For information about Informa's other privacy practices, please see its Privacy Policy, available at <https://www.informamarkets.com/en/privacy-policy>.

WINNERS' NAMES: Information about the winners and the prizes awarded herein may be obtained after February 28, 2025, by sending an email to John Tierney at john.tierney@informa.com.

SPONSOR: Informa Markets Holdings LLC
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