CTA® Foundation
John and Jane Shalam Award to Combat Social Isolation
Official Rules

THE "JOHN AND JANE SHALAM AWARD TO COMBAT SOCIAL ISOLATION" ("AWARD") SPONSORED BY THE CONSUMER TECHNOLOGY ASSOCIATION® (CTA) FOUNDATION IS OPEN ONLY TO LEGAL U.S. RESIDENTS 18 YEARS OF AGE OR OLDER, WHO RESIDE IN THE U.S. AT THE TIME OF ENTRY. NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS AWARD. VOID WHEREVER PROHIBITED.

These CTA Foundation "John and Jane Shalam Award to Combat Social Isolation" Official Rules ("Official Rules") summarize the requirements and rules of the Award selection. The Official Rules are binding on entrants and nominees.

1. **Award Nomination Dates:** Award nominations begin at 12:00:00 AM EST November 10, 2026 and end 11:59:59 PM EST on December 2, 2026. One (1) winner will be selected by a panel of four (4) to six (6) CTA and CTA Foundation judges ("Judges") and will be announced by December 16, 2026.

2. **Award Sponsor:** CTA Foundation, 1919 S. Eads St., Arlington, VA 22202.

3. **Award Provider**: CTA Foundation and Consumer Technology Association ("CTA") (collectively the "CTA Parties").

4. **Eligibility:** This Award is designed to recognize either a person, nonprofit, company, university or other organization that has used technology to combat social isolation. To be eligible to be nominated as a nominee ("Nominee"), individuals must be, as of the date of entry, legal residents of one of the fifty (50) United States or the District of Columbia and at least 18 years of age or older (19 years of age or older in Alabama and Nebraska). Employees, contractors, and directors, of the CTA Parties, its subsidiaries, sales representatives, advertising, promotion and all other service agencies involved with design, execution or fulfillment of this Award, and members of the immediate families (defined for these purposes as parents, children, siblings, domestic partner and spouse) or households (whether related or not) of any of the above are NOT eligible to participate.

5. **How to Nominate** One (1) entry per Nominee may be submitted by individuals (each an "Entrant") online via the form on the CTA Foundation website. Entrants must complete all required information and follow these Official Rules. No third-party entry or entry through sweepstakes service permitted. Nominees may include individuals, companies, universities, or other organizations. Individuals may nominate themselves.

    a. **Nomination Disclosure:** By nominating someone other than yourself, you represent that you are authorized to provide the information in the entry form and that the information you provide is accurate. You agree to be solely liable for damages incurred as a result of any information you provide, including opting-in to receiving communications at another's email address. Since both Entrants and Nominees are bound to these Official Rules, you agree to inform the Nominee of these Official Rules and direct them to review prior to nomination.

6. **Nomination Entry Requirements:**
    - *What to Submit:* An online form entry answering all of the questions, including how the nominee meets the criteria for consideration.
    - *Nomination Criteria for Consideration:* Entrants must provide information within the online entry form related to how the nominee used technology to address social isolation, including the innovation, impact and information shared surrounding the work.
    - *Language:* English

7. **Winner Selection:** The Judges will select one (1) award winner ("Winner"). The Winner will be evaluated and selected based on three (3) criteria related to how the Nominee used technology to address social isolation: 1)

Innovation – development of, or use of, innovative technologies to address social isolation; 2) Impact – degree to which the work of the nominee has made an impact on social isolation; and 3) Information – degree to which the nominee has increased awareness around social isolation. Winner will be announced by December 16, 2026 via CTAFoundation.tech and CTA Foundation-related social media properties. Any ties in the Judges scores will be resolved by John and Jane Shalam using the same judging criteria. Odds of winning depend on the number of eligible entries received. Designation as an award winner is subject to proof of compliance with Official Rules, maintaining compliance with these Official Rules and approval by the CTA Foundation. Personal information provided during entry or upon winning will be used solely to distribute award related prizes and will not be used for marketing purposes. Prizes not won and claimed by an eligible winner in accordance with these Official Rules will not be awarded and will remain the property of the CTA Parties. Alternative to the internet, to learn the Winner (available after December 29, 2026), send your request with a self-addressed stamped envelope to Consumer Technology Association Foundation, 1919 S. Eads Street, Arlington, VA 22202.

8. **Grand Prize Award**: One (1) Winner will receive: A $10,000 cash prize, award recognition at CES® 2027; and other promotional opportunities if available. Total maximum ARV of all awards: $15,000. Awards are not transferable. No cash redemptions. No substitutions, except that the CTA Parties reserve the right to substitute a prize of equal or greater value. The Award will be given provided it is properly claimed in accordance with these Official Rules and a sufficient number of eligible entries are received. If an award winner is 18 but deemed a minor in his/her state of residence, the award will be given on behalf of the minor to his/her parent or legal guardian, who must comply with the prize claim requirements.

9. **Rights Granted to CTA Parties:** Except where prohibited, the Winner will be asked to sign a permission/release form to cover the following issues:
   a. The CTA Parties will have irrevocable permission to use the Winner's name, likeness, voice, video and any statements regarding their participation in the Award ("Likeness"), throughout the world, in perpetuity, in any media, without limitation or compensation.
   b. The Winner must permanently waive all intellectual property rights, privacy/publicity rights and other legal or moral rights that might preclude the use of their Likeness, and agree not to sue or assert any claim against the CTA Parties relating to their use of their Likeness.
   c. The Winner must grant the CTA Parties permission, without compensation or prior approval, to use its name, detailed description, website and photograph/Likeness in promoting this or similar award programs in the future.
   d. CES® 2027 may be photographed, recorded and/or live streamed and available on any CTA Parties' affiliated websites for promotional purposes and other uses. Photographs and/or recordings of the event may be used by media outlets or third parties for their own purposes.

   If the Winner declines to sign the permission/release form, s/he will be ineligible to win and will forfeit the award and associated prizes.

10. **Additional Information:** Entrants and nominees agree to abide by these Official Rules and the decisions of the CTA Foundation, which shall be final in all matters relating to the Award.
    a. The CTA Parties and its clients, officers, directors, agents and employees are not responsible or liable for: (1) garbled, illegible, incomplete, damaged, misdirected, late, lost or failed entries; (2) telephone, electronic, hardware, software, network, Internet or computer malfunctions, failures or difficulties; (3) errors or delays in transmission; (4) any condition caused by events beyond the control of the CTA Parties which may cause the Award to be disrupted or corrupted; (5) any losses or damages caused by participation in the Award or acceptance or use of the prize; or (6) any printing or typographical errors in any materials associated with the Award.
    b. The CTA Foundation reserves the right to limit, restrict, prohibit participation or disqualify any entry at any time if, in its sole discretion, Entrants or nominees fail to follow the Official Rules or act: (a) in a manner it determines to be not fair or equitable; (b) with an intent to annoy, threaten or harass any other Entrant, nominee or the CTA Parties; (c) in a manner that endangers the safety or wellbeing of any person; or (d) in any other disruptive manner.

c. Entries deemed by the CTA Foundation in their sole discretion to be immoral, obscene, indecent, profane, or not in keeping with the CTA Foundation's image will be disqualified.
d. The CTA Foundation reserves the right in its sole discretion to cancel, terminate or suspend this Award for any reason.
e. The CTA Foundation's decisions are final and binding.
f. CTA Parties make no representations or warranties with respect to the demographic nature and/or volume of CES® 2027 attendees. CTA Parties will not be responsible or held liable for audience/attendee actions.

11. **Privacy Statement**: CTA Foundation adheres to all applicable data privacy and security laws. CTA Foundation will collect information for the purpose of administering this Award program. In order to process entries, this information is required. If you choose not to supply the information, you will not be eligible to enter this Award. By submitting information in the entry process, you consent to the personal information being processed and used to send transactional emails directly related to Award competition. You also consent to the personal information being shared with CTA as it works with CTA Foundation to select finalists. The CTA Foundation may retain submission forms for archival purposes for up to three (3) years and reserves the right to retain Winner submission indefinitely for archival purposes. Please familiarize yourself with CTA's full Privacy Policy.

12. **Disputes and Governing Law:** By participating, Entrants and Nominees forever and irrevocably release, indemnify, and hold harmless, the CTA Foundation, CTA and its officers, directors, employees, agents and all others associated with the development and execution of this Award from and against any injury, loss or damage caused or claimed to be caused by your participation in the Award and/or the acceptance, awarding, receipt, use and/or misuse of the prize, including without limitation personal injury, death, and/or property damage. Entrants and Nominees agree that the CTA Parties are not responsible for any warranty, representation, or guarantee, expressed or implied, in fact or in law, relating to the Award and/or the awarding of any prize. In the event that the preceding release and indemnity clause is determined by a court of competent jurisdiction to be invalid or void for any reason, Entrants and Nominees agree that, by entering the Award competition, (i) any and all disputes, claims, and causes of action in connection with the Award, or any prizes awarded, shall be resolved individually without resort to any form of class action; (ii) any claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Award competition, but in no event attorney's fees; and (iii) and Entrants and Nominees hereby waive all rights to claim punitive, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than damages for actual out-of-pocket expenses. Entrants and Nominees agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the CTA Foundation, CTA, or Entrants and Nominees in connection with the Award, shall be governed by the laws of the Commonwealth of Virginia, without giving effect to any choice of law or conflict of law rules. Entrants and Nominees consent to the exclusive jurisdiction of the State and Federal courts in the Commonwealth of Virginia.