

## **KEMMONS' SPIRIT OF INNOVATION CHALLENGE OFFICIAL RULES**

**NO PURCHASE NECESSARY TO ENTER, WIN OR CLAIM THE PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT'S CHANCES OF WINNING.**

**THIS CONTEST IS AN INTERNAL EMPLOYEE PROMOTION AND IS OPEN ONLY TO CURRENT EMPLOYEES OF HOLIDAY INN CLUB VACATIONS INCORPORATED AS SPECIFIED IN THE ELIGIBILITY PROVISIONS SET FORTH BELOW.**

**VOID WHERE PROHIBITED OR RESTRICTED BY LAW.**

The Kemmons' Spirit of Innovation Challenge ("Contest") is sponsored by Holiday Inn Club Vacations Incorporated ("Sponsor"), 9271 South John Young Parkway, Orlando, Florida 32819. The Contest is a skills-based contest; chance will play no part in determining the winner(s). Any questions, comments or complaints regarding the Contest should be directed to the Sponsor.

- 1. CONTEST TIMING:** The Contest begins on **March 31, 2025 at 9:00 AM** Eastern Time ("ET") and ends on **December 31, 2025 at 5:00 PM** ET ("Contest Period"). The Sponsor's computer is the Contest's official clock. Delays in contest timing could occur in the event of force majeure.
- 2. ELIGIBILITY:** The Contest is offered only to current employees of Sponsor who are legal residents of the fifty (50) United States and the District of Columbia and who are at least eighteen (18) years of age at the time of entry. Directors and above are not eligible to participate in the Contest. Businesses and other entities are not eligible to enter or win. All applicable federal, state and local laws and regulations apply. Void where prohibited or restricted by law. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions, which are final and binding in all matters related to the Contest. Winning the prize is contingent upon fulfilling all requirements set forth herein. All entries become the sole and exclusive property of the Sponsor and receipt of entries will not be acknowledged or returned.
- 3. HOW TO ENTER THE CONTEST:** All participants will be required to do the following in order to enter the Contest: On March 31, 2025, participants will receive an email from Sponsor at their corporate email account or receive information from their leader encouraging them to log on to the Kemmons' Spirit of Innovation Challenge intranet portal through myAcademy at <https://hcvmyacademy.com/ksoi/> to find informational videos, Official Rules and contest submission requirements. Participants must access, complete, and submit the submission form through the Medallia Ideas platform at <https://holidayinnclub.MedalliaIdeas.com/> by April 27, 2025 at 11:59PM. If the Contest is delayed for any unforeseen circumstance, the submission form deadline will be extended to May 4, 2025 at 11:59PM. The application form will include the following information: idea title and description, inspiration for the idea, and company goal that the idea supports. Any participant who completes and submits the required information on an application form will be entered into the Contest. Academy of Learning Development ("ALD") will provide job aids and additional support as needed.

Participants will select from the four Growth Roadmap Goals on their application and be divided into groups based on their goal selection. Accuracy of the goal categorization will be verified by the Contest Committee and participants may be moved to another category group as needed.

**ENTRY LIMIT:** Only one (1) entry per participant will be accepted.

**ENTRY DRAWING:** In addition to the Contest itself outlined below, each week during the Contest submission period a drawing will be held which will include all team members who have already submitted an entry any of the weeks previous to the drawing date. The earlier a team member submits their idea, the more chances they will have to win a drawing. For example, if a team member submits an idea the first week, they will be entered into all four drawings. The prize for each drawing is 250 Orange at Heart Points (ARV \$25), the drawings will take place on the following dates, and winners will be notified via email:

- Drawing One – April 7, 2025
- Drawing Two – April 14, 2025

- Drawing Three – April 21, 2025
- Drawing Four – April 28, 2025

#### 4. WINNER SELECTION:

**A. Committee Review (Round 1):** Between April 28, 2025 at 9:00 AM and May 26, 2025 at 11:59 PM ET, the Contest Committee will view all submissions and rate submissions using a rubric scorecard in the Medallia Ideas platform:

- i. Contest Committee will score each statement below on a scale of 1 to 10
  - a. This idea supports all our organizational goals and/or strategies
  - b. The idea is not in conflict with an existing policy or procedure
  - c. This idea is high impact to the organization and will affect change throughout the network
  - d. This idea is relatively simple to implement successfully
  - e. This idea is relatively low cost to implement
  - f. This idea is a new concept that is not already available in one form or another
- ii. All submissions will receive an average score based on the scores for each statement in the rubric scorecard.

The submissions with the top average scores in each category group will be selected to move forward to Expert Review (Round 2). ALD will review all submissions before formally communicating which participants will move on to the Expert Review (Round 2). No less than 120 entries will be selected.

**B. Expert Review (Round 2):** Between June 2, 2025 at 9:00 AM and June 30, 2025 at 11:59 PM ET, Subject Matter Experts for the identified areas of impact will perform second round voting, rating submissions using a rubric scorecard in the Medallia Ideas platform:

- i. Subject Matter Experts will score each statement below on a scale of 1 to 10
  - a. This idea supports all of our organizational goals and/or strategies
  - b. This idea is high impact to the organization and will affect change throughout the network
  - c. This idea is relatively simple to implement successfully
  - d. This idea is relatively low cost to implement
- ii. All submissions will receive an average score based on the scores for each statement in the rubric scorecard.

The submissions with the top average scores in each category group will be selected to move forward to the Semi-Finals (Round 3). ALD will review all submissions before formally communicating which participants will move on to the Semi-Finals (Round 3) not to exceed 48 entries.

**C. Semi-Finals (Round 3):** Between July 14, 2025 at 9:00 AM and August 11, 2025 at 11:59 PM ET, semi-finalists will submit a pre-recorded video of themselves pitching their idea using the Medallia Ideas platform. ALD will provide training resources to assist with the submissions as well as host a variety of courses available to all semi-finalists including Presentation Skills 101, Innovation 101, and Q&A with Subject Matter Experts.

**D.** Between July 14, 2025 at 9:00 AM and August 18, 2025 at 11:59 PM ET, Sponsor's chosen Semi-Final Panelists will review the pre-recorded videos and rate each submission using a rubric scorecard in the Medallia Ideas platform based on the following criteria:

- i. Semi-Final Panelists will score each statement below on a scale of 1 to 10
  - a. The idea supports all of our organizational goals and/or strategies
  - b. This idea is high impact to the organization and will affect change throughout the network
  - c. The idea is relatively simple to implement successfully
  - d. The idea is relatively low cost to implement
  - e. Originality of the idea
  - f. Quality of presentation
- ii. All submissions will receive an average score based on the scores for each statement in the rubric scorecard.

The submissions with the top average scores in each category group will be selected to move forward to the Finals (Round 4). ALD will review all submissions before formally communicating which participants will move on to the Finals (Round 4) not to exceed 8 entries.

- E. Finals (Round 4):** ALD will work personally work with each finalist to refine their presentation for the finals by providing assistance with content and visual presentations or other resources and coordinating conversations with relevant Subject Matter Experts to help further refine the idea. On or around November 1, 2025, finalists will present live in front of the Sponsor chosen Executive Panel (either in-person or virtually). This event will be recorded for future reference. The Executive Panel will make their final selections for 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place and the winner will be announced no later than December 31, 2025. In the event of a tie based on Executive Panel final scoring, the tied entries will be re-judged by a different Executive Panel of judges as determined by Sponsor.
- F. Team Member Voting:** On or around November 1, 2025 and for the subsequent two-week period, all active team members will be allowed to vote for their favorite submissions using the Medallia Ideas platform. To cast their votes, team members must login to the Medallia Ideas platform to view the final recordings and select up to 3 favorite ideas. ALD will provide training resources to assist with system requirements and voting. The Executive Panel of judges will take the “fan favorite” into consideration when making their final selections.

Decisions of the judging panel are final. The entrants who are selected are deemed to be potential winners, pending verification of the entrants’ eligibility and compliance with these Official Rules as determined by Sponsor, at its sole and absolute discretion.

**5. PRIZES, APPROXIMATE RETAIL VALUE (“ARV”) AND ODDS OF WINNING:**

**A. Prizes (3):**

**1<sup>st</sup> Place** – The first place winner will work with Sponsor’s executive leadership team to bring their idea to reality and attend the 2025 Holiday Inn Club Vacations Master’s Trip (ARV \$10,750) in Vail, Colorado.

**2<sup>nd</sup> Place** – The second place winner will receive 100,000 Club Go Points (ARV \$700) deposited into their Club Go account.

**3<sup>rd</sup> Place** – The third place winner will receive \$200 to spend in the Holiday Inn Club Vacations Swag Shop (ARV \$200).

- B. Odds of Winning:** The odds of winning the prize depend upon the number of eligible Contest entries received during the Contest Period.

- 6. HOW TO CLAIM THE PRIZE:** Each potential winner will be notified via an e-mail from the Sponsor to the potential winner's preferred email account. The potential winner must accept the prize and contact the Sponsor within 48 hours of winner notification. Before being declared the first place and second place winners, the potential winners will be required to execute an Affidavit of Eligibility/Liability & Publicity Release and tax acknowledgment ("Affidavit") sent via email or UPS/Fed Ex. The potential winners must return a fully executed and notarized Affidavit to the Sponsor or its authorized designee within ten (10) calendar days from the initial winner notification or the prize may (in Sponsor's sole discretion) be forfeited. If the potential winners are disqualified, found to be ineligible or not in compliance with these Official Rules, declines to accept the prize, the prize may be forfeited, and in the Sponsor's sole discretion, the forfeited prize may be awarded to an alternate winner, selected from among all remaining eligible entries, as determined by Sponsor in its sole discretion. If, after a good-faith attempt, Sponsor is unable to award or deliver the prize, the prize may not be re-awarded.

Room and airfare are included as part of this prize. The first place Prize winner will receive an email confirmation with details regarding their flight, room, and any included excursions. Prize winner will be required to have a valid Passport for travel. The Prize winner and their guest must be at least 18 years of age to participate.

Reservations and villa type are based upon availability. The Prize winner must present his or her valid driver's license and provide a credit card at the time of check-in. Upgrades and extra nights may be requested at an additional cost but are not guaranteed. All other charges and expenses, local transportation, food, on-property amenity costs, all related taxes and any incidentals are the winner's sole responsibility and are not included in this prize. The first place Prize winner agrees to be personally responsible for the safety and actions of themselves and any travel companions during the 2025 Master's Trip.

IF RETAIL VALUE EXCEEDS \$600, WINNER WILL BE ISSUED A FORM 1099 FOR TAX PURPOSES IN THE AMOUNT OF THE ACTUAL RETAIL VALUE OF THE PRIZE AND MUST SUBMIT HIS OR HER SOCIAL SECURITY NUMBER, AS REQUIRED BY LAW. ALL FEDERAL, STATE AND LOCAL TAXES IMPOSED ON THE ACCEPTANCE OF THE PRIZE ARE SOLELY THE RESPONSIBILITY OF THE WINNER.

Sponsor will attempt to notify the potential winner as set forth above, but Sponsor is not responsible for any undelivered e-mails, including without limitation e-mails that are not received because of a winner's privacy or spam filter settings which may divert any Contest e-mail, including any winner notification e-mail, to a spam or junk folder. The right to receive the prize is non-assignable, non-transferable and no cash equivalent or other prize substitution or exchange will be allowed, except by Sponsor, who reserves the right to substitute the prize of equal or greater value in case of unavailability of the prize or force majeure, at Sponsor's sole and absolute discretion. All other costs and expenses not expressly set forth herein shall be solely the winner's responsibility. Contest Entities shall not be held responsible for any delays in awarding the prize for any reason. Prizes will only be awarded to verified first, second and third place winners.

- 7. LIMITATION OF LIABILITY:** By participating in this Contest, entrants agree that employees or franchise owners of InterContinental Hotels Group, employees, officers, directors, representatives and agents of Sponsor and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers and each their respective officers, directors, stockholders, employees, representatives, designees and agents ("Released Parties") are not responsible for lost or late entries nor for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive entry information by Sponsor on account of technical problems or traffic congestion on the Internet or at any Web site or any combination thereof.

If for any reason the Internet portion of the Contest is not capable of functioning as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes that corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, the Sponsor reserves the right in its sole discretion, to disqualify any individual who tampers with the entry

process, and to cancel, terminate, modify or suspend the Contest and/or proceed with the Contest, including the selection of a winner in a manner it deems fair and reasonable, including the selection of a winner from among eligible entries received prior to such cancellation, termination, modification or suspension. **CAUTION: Any attempt by an entrant to deliberately damage any Web site or undermine the legitimate operation of the Contest is a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek damages from any such entrant to the fullest extent of the law.**

By entering the Contest, each entrant agrees: (i) to be bound by these Official Rules, including entry requirements; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Contest; and (iv) to forever and irrevocably agree to release and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable attorneys' fees) that may arise in connection with: (a) the Contest, including, but not limited to, entries, third-party privacy, personal, publicity or proprietary rights, any change in prizing, human error, wrongful, negligent or unauthorized act or omission on the part of the Released Parties or negligence or willful misconduct by entrant.

In no event will more than three (3) prizes be awarded. In the event that, due to technical, typographical, mechanical or other errors, there are more winners than are stated in these Official Rules, a random drawing among the claimants will be held to determine the winner. If for any reason, including but not limited to an administrative, printing, production, computer or other error or due to technical difficulties or incorrect announcements of any kind, more winning messages are distributed, or more prizes are claimed than the three (3) intended prizes to be awarded according to these Official Rules, the intended prize will be awarded in a random drawing from among all verified prize claims received.

Without limiting the foregoing, everything regarding this Contest, including the prize, is provided "as is" without warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement.

- 8. DISPUTES: THIS CONTEST IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF FLORIDA, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN ORANGE COUNTY, FLORIDA IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY THE AMERICAN ARBITRATION ASSOCIATION IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("AAA RULES"). THE AAA RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN FLORIDA. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEYS' FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ENTRANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY ENTRANT AND/OR CONTEST ENTITIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR FROM THE END OF THE CONTEST PERIOD, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.**
- 9. PRIVACY POLICY:** Any personally identifiable information collected during an entrant's participation in this Contest will be collected by Sponsor or its agent and used by Sponsor, its affiliates, agents, and marketers for purposes of the proper administration and fulfillment of the Contest as described in these Official Rules, in accordance with Sponsor's Privacy Policy as stated at <https://holidayinnclub.com/privacy-policy>.
- 10. PUBLICITY RIGHTS:** By participating in the Contest and/or accepting the prize, each entrant agrees to allow the Sponsor and/or the Sponsor's designee the perpetual right to use his/her name, address (city and state), biographical information, photos, picture, portrait, likeness, voice, and/or statements regarding the Contest

and/or Sponsor for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered, including, but not limited to, live television, Holiday Inn Club Vacations team member intranet portal, and worldwide, on the World Wide Web and Internet, without notice, review or approval and without additional compensation, except where prohibited by law. If you are selected as a winner, your information may also be included in a publicly available winner list.

- 11. GENERAL:** Any attempted form of participation in this Contest other than as described herein is void. Sponsor reserves the right to disqualify any entrant found or suspected, in its sole and absolute discretion, to be tampering with the operation of the Contest; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of this Contest. Any attempted form of participation in this Contest other than as in these Official Rules is void. Any use of robotic, automatic, macro, programmed, third party or like methods to participate in the Contest will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. Entrants and/or potential winners may be required to provide proof of identification and eligibility as required by Sponsor. In the event of any conflict with any Contest details contained in these Official Rules and Contest details contained in any promotional materials (including but not limited to point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Contest as set forth in these Official Rules shall prevail.
- 12. WINNER LIST:** For the winner list, which includes the name and city or town of residence of the prize winners, dates of receipt of the prizes and value of the prize, interested individuals should mail a self-addressed stamped business envelope to: Kemmons' Spirit of Innovation Challenge, 9271 South John Young Parkway, Orlando, Florida 32819. Winner List requests must be received no later than March 31, 2026.

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