

Tableau Data Analysis Contest- Official Rules

THE FOLLOWING CONTEST IS OPEN TO VALIDLY REGISTERED USERS OF TABLEAU PUBLIC WHO ARE LEGAL RESIDENTS OF THE UNITED STATES. DO NOT ENTER THIS CONTEST IF YOU ARE NOT A RESIDENT OF THE UNITED STATES OR IF YOU ARE OTHERWISE PROHIBITED BY LOCAL LAW TO PARTICIPATE IN THE SAME.

PARTICIPATION IN THIS CONTEST CONSTITUTES YOUR ACCEPTANCE OF THESE OFFICIAL RULES.

1. Contest Description: VOID WHERE PROHIBITED BY LAW. The Tableau Public Contest (“Contest”) is a skill contest in which a Tableau user can submit a workbook and dashboard based on a dataset provided by and made public by Tableau user and using Tableau Public software .

2. Term: The Contest begins on May 18, 2011 at 12:01 a.m. Eastern Time (“ET”) and ends on June 3, 2011 at 11:59 p.m. Pacific Time (“PT”) (the “Term”).

3. Eligibility: To be eligible to enter the Contest, at the time of entry, you must: (i) be a validly registered user of Tableau Public; (ii) have validly registered as a contestant in this Contest at www.tableausoftware.com/public/biz-viz-contest; (iii) be a legal resident of the fifty United States including the District of Columbia; and (iv) be above the age of majority in the jurisdiction where you reside (“Entrant”). Employees and representatives of Tableau Software, its respective parents, affiliates, related companies, agents, subsidiaries, advertising and promotional agencies, any prize provider, and any entity involved in the development, production, implementation, administration or fulfillment of the Contest, and their immediate family members (defined as parents, children, siblings, spouse, or life partner) and persons living in the same household, are not eligible to participate. Sponsor reserves the right to verify eligibility and to adjudicate on any dispute at any time.

Corporate Entrants – If you are entering the Contest on behalf of your employer, these rules are binding on you, individually, and/or your company. If you are acting within the scope of your employment, as an employee, contractor, or agent of another party, you warrant that such party has full knowledge of your actions and has consent thereto, including your potential receipt of a prize. You further warrant that your actions do not violate your employer’s or company’s policies and procedures and that the dataset you provide is available to be made public and is not restricted by any confidentiality or privacy restrictions, policies or procedures.

4. How to Enter: To enter the Contest, visit www.tableausoftware.com/public/biz-viz-contest the “Site” during the Term, register as a contestant, properly download the Tableau Public software, connect to any publicly available business/finance or real estate data set or dataset you knowingly are making publicly available without restriction and are authorizing its release as publicly available data without warrant, restriction or contingency, produce and publish a Tableau Public data visualization, and provide the URL of the visualization to Sponsor at www.tableausoftware.com/public/biz-viz-contest (“Submission”). Your Viz Submission must be based solely on the data set you knowingly provide and authorize to make public, and be publically accessible and available at all times during the Term. All Submissions must comply with all Tableau terms and conditions of use, available at <http://www.tableausoftware.com/tos>.

Submissions entered into the Contest will not be acknowledged. Proof of entry does not constitute proof of receipt by Sponsor. Submissions must be received by Sponsor no later than the end of the Term. Only eligible Submissions actually received by Sponsor during the Term will be eligible to win. Sponsor is not responsible for (i) inaccessible, lost, late, misdirected, mutilated, damaged, irregular, altered, counterfeit, fraudulent, incomplete, or illegible Submissions, which are void, or (ii) for any computer-related, online, telephonic, or technical malfunctions that may occur. Illegible, unintelligible, inaccessible, non-public, incomplete, garbled, or mutilated Submissions will be disqualified. Sponsor reserves the right, in its sole discretion, to disqualify any Submissions not in compliance with these Official Rules.

By making a Submission and participating in the Contest, you represent and warrant that: (i) you agree to the terms and conditions of use of the www.tableausoftware.com website available at <http://www.tableausoftware.com/tos>, and also hereby grant Tableau an irrevocable, royalty-free license to use your Submission for marketing, promotional and any other use; (ii) you are the owner of the Submission, the Submission is your original work, and you have secured any and all rights, releases, or permissions necessary for the use and distribution of your Submission by Tableau; (iii) your Submission does not violate or infringe upon the copyright, trademark, or other intellectual property rights, publicity rights, or any other rights of any third party; (iv) your Submission contains data that is publicly available or is now made publicly available and does not contain data that should remain confidential or private.

5. How to Win: One (1) winner will be selected for the main prize.

A panel of judges, comprised of Tableau employees and industry experts (“Panel”) will evaluate all submissions based on the following criteria:

25% - Overall Appeal

25% - Design Elements

50% - Data Analysis/Findings

The Panel will evaluate and attribute a score between 0-100 to each Submission made up of scores between 0-25 for each of the above listed criterion. The Submission that receives the highest overall score from the Panel will be selected as the winner. In the event of a tie, the Submission(s) that received the higher score from the Panel in the category of “Overall Appeal” will be selected as the Winner.

On June 7, 2010, the winner will be selected, notified by email and announced in publicly available forums, events and media as determined, selected and represented by the Sponsor. If the winner does not respond to the notification attempt within three (3) days from the first notification attempt, then such potential winner will be disqualified and an alternate winner will be selected from among the remaining contestants based on the judging criteria described herein.

In addition, a “Crowd Favorite” will be selected. Each contestant will receive a bit.ly link from Tableau with which to be judged the “Crowd Favorite” prize. This prize will be awarded to the contestant who demonstrates the skills necessary to create and promote his or her entry and appeal to the judgments of third parties. This prize will be evaluated by which bit.ly link that has the most “hits” by June 7th. This contestant will receive the “Crowd Favorite” prize and will be notified by email. If the winner does not respond to the notification attempt within three (3) days from the first notification attempt, then such potential winner will be disqualified and an alternate winner will be selected from among the remaining contestants based on the same criteria (number of hits on the bit.ly link).

The judges' decisions are final with respect to all aspects of the Contest. Sponsor and its parent, affiliates, subsidiaries, employees, agents, officers and directors, advertising and Contest agencies, and their respective officers, directors, employees and their respective agents will not be liable for unsuccessful efforts to notify a winner. If a potential winner declines a prize, fails to claim a prize, cannot be contacted within the time period stated herein, fails to abide by the Official Rules, is determined to be ineligible, or if a prize notification email is returned as undeliverable, such prize will be forfeited, and Sponsor may select an alternate potential winner from all remaining eligible entries as described herein.

6. Prize:

One (1) Prize will be awarded to the winner. The Prize includes: (a) one conference registration to the 2011 Tableau Customer Conference in Las Vegas (currently scheduled for October 3-6, 2010), (b) double occupancy hotel accommodations for three (3) nights and two (2) round trip plane tickets to Las Vegas, U.S.A. (“Prize”), (c) one perpetual license of Tableau Desktop Professional and (d) Tableau Public limits expanded to 200,000 rows and 100MB of space. The ARV of the Prize is approximately \$5,500.

Tickets are subject to availability. Blackout periods and other restrictions, conditions, and/or limitations may apply. Travel reservations must be made through Sponsor's agent, on a carrier of Sponsor's choice, at least 30 days prior to intended travel. The outward leg of the travel must take place no later than one year after the end of the Term. Substitution at Sponsor's sole discretion.

Winner and travel companion are responsible for all required travel documents, including Passports and/or Visa requirements. Travel companion must travel with winner on same itinerary, and sign a release of liability and publicity (unless prohibited by law) prior to issuance of travel documents. If guest of a travel prize winner is under 18 years old, and is not the child of the winner, the guests' parent or legal guardian will be required to co-sign a travel release. Winner and travel companion are responsible for obtaining all forms of insurance, including but not limited to travel insurance, at their option, and acknowledge that Sponsor has no obligation to obtain or provide travel insurance or any other form of insurance.

One (1) Prize will be awarded to the "Crowd Favorite" winner as judged above. The Prize includes: a \$500 pre-paid debit card on a debit card service of Sponsor's choosing. Sponsor provides no implied guarantees as to usability or availability of such debit card in any particular location, website or other means of use.

No prize substitution, cash substitution, or assignment or transfer of any of the prizes is permitted, except by Sponsor for reason of unavailability, in which case a prize of equal or greater value will be awarded. The prize consists of only those items specifically listed as part of the prize. All taxes, costs, and fees associated with the Prize are the sole responsibility of the winners. **LIMIT ONE PRIZE PER PERSON.** Odds of winning depend on the number of entries and the skill of the entrants.

7. Conduct: By participating in the Contest, Entrants agree to comply with and be bound by these Official Rules. Failure to comply with these Official Rules may result in disqualification from the Contest. Entrants further agree to comply with and be bound by decisions of Sponsor, which shall be final and binding in all respects. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be: (a) tampering or attempting to tamper with the operation of the Contest or Sponsor's web site(s); (b) violating these Official Rules; (c) violating the terms of service, conditions of use and/or general rules or guidelines of any Sponsor's property or services; or (d) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.

Except where prohibited by law, by accepting a prize, winners consent to Sponsor's use of their name, likeness, address (city and state only), statements, photograph, voice, Submission, and/or likeness for advertising and promotional purposes related to the Contest, and for any other business purposes, in any and all media now known or hereafter devised, worldwide and without further notice, compensation, consideration, review or consent and without regard to moral rights.

8. Limitations of Liability: By participating in the Contest, Entrants agree, to the fullest extent of the law, to release and hold harmless Sponsor, and its respective parent, related companies, subsidiaries, affiliates, directors, officers, employees, and agents from any and all liability for any claim, injury, loss, or damage of any kind arising from or in connection with the Contest (including but not limited to the receipt, use, or misuse of any prize or any component thereof) or the promotion thereof. Sponsor assumes no responsibility or liability for the following: (a) telephone or technical malfunctions that may occur; (b) any incorrect or inaccurate information, any of the equipment or programming associated with or utilized in the Contest, or any technical or human error which may occur in the processing of purchases and/or invoices in connection with the Contest; (c) any injury or damage to participants related to or resulting from participating in this Contest, including any use or receipt of a prize awarded herein; or (d) any use or inability to use any awarded prize.

9. Right to Terminate or Modify: If, for any reason, the Contest is not capable of running as planned, including because of tampering, unauthorized intervention, fraud, technical failures, force majeure, or any other cause beyond the control of Sponsor which may corrupt or affect the administration, security, fairness, integrity or

proper conduct of this Contest, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Contest. Sponsor reserves the right to modify these Official Rules at any time for clarification purposes without materially affecting the terms and conditions of the Contest. Any attempt to deliberately damage the content or operation of this Contest is unlawful and subject to legal action by Sponsor or its agents.

10. Privacy: By participating in the Contest, you acknowledge that you have read and agree to the conditions of Sponsor's privacy policy, located at <http://www.tableausoftware.com/privacy>, which governs the collection, use and disclosure of personal information for the purposes of this Contest. Furthermore, you consent to the collection, use and disclosure of your personal information by Sponsor and its authorized agents for the purposes of administering this Contest and prize fulfillment.

For questions regarding our privacy policy, please contact us at info@tableausoftware.com.

11. Governing Law: All federal, state, municipal, provincial, and local laws and regulations apply. This Contest and these Official Rules are governed and interpreted by the laws of the State of Washington without regard to its conflict of law provisions. VOID WHERE PROHIBITED.

12. Winner List / Official Rules: For a copy of the Official Rules for this Contest, please visit www.tableausoftware.com/public/biz-viz-contest

13. Sponsor: Tableau Software, Inc., located at 837 North 34th Street, Suite 400, Seattle, Washington 98103 is the sponsor of this Contest ("Tableau" or "Sponsor").

14. Disclaimer: The trademarks associated with the Prize awarded under this Contest are registered or unregistered trademarks of their owners, who are not affiliated nor have endorsed this Contest. Prizes awarded under this Contest may be subject to restrictions and licenses from their manufacturers and may require additional hardware, software, service, or maintenance to use. The prize recipient shall bear all responsibility for use of such prize in compliance with the conditions imposed by the manufacturer, and any additional costs associated with its use, service, or maintenance.

Questions email info-public@tableausoftware.com