Small Business AI Innovation Awards – Bangalore

Contest Official Rules

NO PURCHASE OR PAYMENT IS NECESSARY TO ENTER. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. CONTEST ENTRY IS VOID IF NOT ALLOWED BY LAW IN YOUR HOME JURISDICTION.

1. Sponsor

Endurance International Group (India) Private Limited, Unit No. 501, 5th Floor, & Unit IT Building No. 3, Nesco IT Park, Nesco Complex, Western Express Highway, Goregaon (East), Mumbai, Maharashtra 400063, India, operating the Bluehost brand in India ("Sponsor").

2. Eligibility

Small Business AI Innovation Awards (the "Contest") is open to legal residents of India who are at least eighteen (18) years old at the time of entry and are registered attendees of the Small Business AI Builder Tour event in Bangalore, India. THE CONTEST IS VOID WHERE PROHIBITED BY LAW OR OTHERWISE. By participating in this Contest, you represent and warrant that you meet the eligibility requirements, and the Contest is not prohibited or conditioned in your jurisdiction. Proof of residency and age may be required. Employees of Sponsor and each of its respective parent companies, subsidiaries, and affiliates and each of their Immediate Family Members (as defined below) and Household Members (as defined below) are not eligible to enter or win. "Immediate Family Members" shall mean parents, stepparents, children, stepchildren, siblings, step siblings, or spouses, regardless of where they live. "Household Members" shall mean people who share the same residence at least three (3) months a year, whether related or not. To enter the Contest or receive a prize, you must fully comply with these Official Rules and, by entering, you represent and warrant that you agree to be bound by these Official Rules and the decisions of Sponsor, which shall be binding and final in all respects to this Contest. Sponsor may disqualify in its sole discretion, any entrant who is under a third-party agreement which Sponsor deems as contradictory to the amateur nature of this Contest.

3. Timing

The Contest begins on November 5, 2026 at 9 AM IST and ends on November 16, 2026 at 5 PM IST ("Contest Entry Period"). Sponsor is the official timekeeper for this Contest. The Contest is governed by these Official Rules and is subject to all applicable laws of India.

4. How to Enter

You can apply online at bluehost.com after registering for your local Small Business AI Builder Tour event in Bangalore, India.

You also must complete the following:

A. Completing Small Business AI Innovation Award Application eight (8) days before your local event, that is, by November 16, 2026, at 5:00 PM IST.

B. If selected as a Finalist, attend the Event and award ceremony, where the Grand Prize winner, selected in advance by the Sponsor Panel, will be announced.

You can enter only one time in one city, in the same city where you live (Bangalore, India) and attend the Small Business AI Builder Tour. Any attempt by you to obtain more than the stated number of entries by using multiple/different identities, registrations and logins, or any other methods will be void and you and your entries will be disqualified. Use of any automated system to enter is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, or misdirected entries, all of which will be ineligible to win a prize. In the event of a dispute as to any entrant, the

authorized account holder of the email account used to enter will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential Winners of the prizes may be required to show proof of being the authorized account holder to be awarded the prize. All entries become the sole and exclusive property of the Sponsor and will not be returned or canceled.

5. Additional Entry Requirements

To participate, entrants must be registered attendees of the Small Business AI Builder Tour and represent a small business, website, or app with 1–50 staff. Entrants must complete the entry form and all required questions, meet the program's eligibility requirements, and agree to the official rules, content usage permissions, and event attendance requirements. Entrants should not include confidential information or third-party personal data in their entry or presentation. Entries are not treated as confidential. Entrants are responsible for their own travel and other costs of attending the Event. Finalists will be selected based on eligibility, completeness, and evaluation by a Bluehost judging panel. Selected finalists must participate in the required event activities and, if applicable, provide any documentation necessary to receive an award.

6. Grant of Rights

By entering the Contest, you grant to Sponsor the worldwide, perpetual, irrevocable and unrestricted right and license to adapt, publish, use, edit, and/or modify your entry in any way and to post your response on the internet.

7. Representations and Warranties

Each person who enters this Contest represents and warrants as follows: (i) the entry content is wholly original to entrant; (ii) the entry does not and will not violate or infringe upon the intellectual property rights or other rights of any other person or entity; (iii) the entry does not and will not violate any applicable laws and is not and will not be considered defamatory or libelous; and (iv) where the entry was created using AI tools, entrant has complied with the terms of those tools and has the right to submit the outputs.

8. Winners Determination

Entries must be received no later than eight (8) days prior to the Event date, that is, by November 16, 2026. Entries received after that time will not be considered. After entries close, a panel of judges selected by Sponsor (the "Sponsor Panel") will review all eligible entries and, based on predetermined judging criteria, select up to five (5) finalists (each, a "Finalist") and one (1) potential Grand Prize winner from among the Finalists. Selection will be based on the information submitted in the entry. The decisions of the Sponsor Panel are final and binding.

Finalists will be notified via the email address provided at entry no later than six (6) days prior to the Event date, that is, by November 18, 2026. To remain eligible, each Finalist must, no later than five (5) days prior to the Event date, that is, by November 19, 2026: (i) confirm their participation in and availability to attend the Event; and (ii) submit a video demonstration of their AI build (the "Demo Video"), in the format and by the method specified in the notification email. The Demo Video forms part of the Finalist's entry. Any Finalist who fails to timely confirm attendance or submit a Demo Video will be disqualified, and Sponsor may, in its sole discretion, select an alternate Finalist from the remaining eligible entries.

The identity of the potential Grand Prize winner will not be disclosed before the Small Business AI Builder Tour Bangalore event on November 24, 2026 (the "Event"). Each Finalist's Demo Video will be played at the Event, and the potential Grand Prize winner will be announced at the Event. The potential Grand Prize winner must be present at the Event to win. If the potential Grand Prize winner is disqualified, fails

to attend, or is otherwise ineligible, the Sponsor Panel may select an alternate potential Grand Prize winner from among the remaining Finalists.

The potential Grand Prize winner may be awarded the Prize described in Section 11, subject to verification of eligibility and compliance with these Official Rules. Failure by the potential Grand Prize winner to respond to the verification request within five (5) days of notification, or within the time period stated in the notification, will result in disqualification, and the Sponsor Panel may select an alternate potential Grand Prize winner from among the remaining Finalists. Selection as a Finalist or Grand Prize winner depends on the quality of eligible entries received, as evaluated under the judging criteria, and not on chance.

9. Sponsor Decisions

POTENTIAL CONTEST WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR. SPONSOR'S DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE ADMINISTRATION, OPERATION, SELECTION OF THE POTENTIAL CONTEST WINNERS AND OTHER MATTERS RELATED TO THE CONTEST.

10. Verification of Potential Contest Winners

Potential Contest winners must continue to comply with all terms and conditions of these Official Rules and will be required to complete and return (i) a Declaration of Eligibility, Release of Liability and Publicity Release (where permitted by law) (collectively, the "Declaration") and (ii) a copy of their Permanent Account Number (PAN) card and one (1) valid proof of identity and age (driving licence, voter ID or Indian passport) by the date specified by the Sponsor, or an alternate potential Contest winner may be selected. In the event: (a) potential Contest winner cannot be reached for whatever reason after a reasonable effort has been exerted or the potential Contest winner notification of Declaration is returned as undeliverable; (b) potential Contest winner declines or cannot accept, receive or use the prize for any reason; (c) of noncompliance with timing requirements to respond to the initial verification in the required time period, (d) potential Contest winner is found to be ineligible to enter the Contest or receive the prize, (e) potential Contest winner cannot or does not comply with the Official Rules, or (f) potential Contest winner fails to fulfill the Declaration-related obligations, the potential Contest winner shall be disqualified from the Contest and an alternate potential Contest winner may be selected, at Sponsor's sole discretion, from among the other eligible entries received. Sponsor reserves the right to modify the notification and Declaration procedures in connection with the selection of alternate potential Contest winner if any.

11. Prizes

One winner out of 5 finalists will win a 14-inch MacBook Pro: Apple M5 Pro chip with 15-core CPU and 16-core GPU, 24GB, 1TB SSD (approximate retail value is ₹2,50,000).

Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Winners agree to accept the Prize "as is", and entrants hereby acknowledge that Sponsor has neither made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to the Prize, including express warranties (if any) provided exclusively by a prize supplier that are sent along with the Prize. Sponsor reserves the right to substitute the listed prize for one of equal or greater value for any reason. Sponsor will pay the tax deductible at source (TDS) applicable to the Prize under Indian law on behalf of the Winner. The Winner must provide a valid PAN for this purpose. Any other taxes, fees or costs associated with Prize receipt and/or use not specified herein are the sole responsibility of the Winner. The Prize will be awarded only if the potential Prize winner fully complies with these Official Rules. Potential winners are responsible for providing Sponsor with a current address for the mailing of any applicable Prizes. Sponsor is not responsible for any lost or undeliverable mail that results from a third party or mail or parcel carrier and Prizes may not be reissued in such instance.

12. Entry Conditions and Release

By submitting an entry or otherwise participating in this Contest you understand and hereby agree to: (i) comply with and be bound by these Official Rules and the decisions of Sponsor which are binding and final in all matters relating to this Contest; (ii) defend, indemnify, release and hold harmless the Sponsor, and its respective parent, subsidiary, and affiliated companies, celebrities, and any other person and organization responsible for sponsoring, fulfilling, administering, advertising or promoting the Contest, and all of their respective past and present officers, directors, employees, agents and representatives (collectively, the "Released Parties") from and against any and all claims, expenses, and liability, including but not limited to negligence and damages of any kind to persons and/or property, including but not limited to invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage, or death or personal injury arising out of or relating to: (a) the Contest or any information provided by you in connection with the Contest, including but not limited to any Contest-related activity or element thereof, the receipt of marketing messages, participation or inability to participate in the Contest or in any parts thereof, (b) the violation of any third party privacy, personal, publicity or proprietary rights, (c) any change in the Prize (or any components thereof) due to unavailability, or due to reasons beyond the Sponsor's control (d) any interruptions in or postponement, cancellation, or modification of the Contest, (e) human error, (f) incorrect or inaccurate transcription, receipt or transmission of any part of the entry (including, without limitation, the entry information or any parts thereof), and/or (g) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties, or any of their agents or employees. Winners acknowledge that all Prizes are awarded as-is without warranty of any kind.

13. Publicity

Except where prohibited or restricted by law, winner's acceptance of a Prize constitutes the winner's agreement and consent for Sponsor and any of its designees to use and/or publish winner's full name, city state and country of residence, photographs or other likenesses, pictures, portraits, video, voice, testimonials, biographical information (in whole or in part), and/or statements made by winners regarding the Contest or Sponsor, worldwide and in-perpetuity for any and all purposes, including, but not limited to, advertising, trade and/or promotion on behalf of Sponsor, in any and all forms of media, now known or hereafter devised, including, but not limited to, print, TV, radio, electronic, cable, or the World Wide Web, without further limitation, restriction, compensation, notice, review, or approval.

14. General Conditions

Sponsor and its subsidiaries, affiliates, divisions, partners, representatives, agents, successors, assigns, employees, officers, and directors shall not have any obligation or responsibility, including any responsibility to award the Prize to entrants, with regard to (a) entries that contain inaccurate information or do not comply with or violate the Official Rules; (b) entries, prize claims or notifications that are lost, late, incomplete, illegible, unintelligible, damaged or otherwise not received by the intended recipient, in whole or in part, due to computer, human or technical error of any kind; (c) entrants who have committed fraud or deception in entering or participating in the Contest or claiming the prize, in Sponsor's sole discretion; (d) telephone, electronic, hardware, software, network, Internet or computer malfunctions, failures or difficulties; (e) any inability of the winners to accept the Prize for any reason; (f) if a Prize cannot be awarded due to delays or interruptions due to Acts of God, natural disasters, terrorism, pandemics, epidemics, disease, acts of government, weather or any other similar event beyond Sponsor's reasonable control; or (g) any damages, injuries or losses of any kind caused by any Prize or resulting from awarding, acceptance, possession, use, misuse, loss or misdirection of any prize or resulting from participating in this Contest or any promotion or prize related activities. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be (a) tampering with the entry process or the operation of the Contest, or with any website promoting the Contest; (b) acting in violation

of the Official Rules; or (c) entering or attempting to enter the Contest multiple times through the use of multiple email addresses or the use of any robotic or automated devices to submit entries. Entries must be submitted by an individual on behalf of a business. If Sponsor determines, in its sole discretion, that technical difficulties or unforeseen events compromise the integrity or viability of the Contest, Sponsor reserves the right to void the entries at issue, and/or terminate the relevant portion of the Contest, including the entire Contest, and/or modify the Contest and/or award the Prize from all eligible entries received as of the termination date.

15. Limitations of Liability

The Released Parties are not responsible for: (a) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Contest; (b) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (c) unauthorized human intervention in any part of the entry process or the Contest; (d) technical or human error in the administration of the Contest or the processing of registrations; or (e) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt or use or misuse of any Prize. If for any reason an entrant's registration is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Contest. No more than the stated number of each Prize will be awarded.

16. Governing Law and Disputes

These Official Rules and the Contest are governed by and construed in accordance with the laws of India.

All disputes, controversies and differences between Sponsor and any participant arising out of or relating to these Official Rules or the Contest, including any Prizes awarded, the determination of winners, or the validity or existence of these Official Rules ("Dispute"), shall be referred to and finally resolved by arbitration in Mumbai, India before a sole arbitrator under the Arbitration and Conciliation Act, 1996. The language of the arbitration shall be English, and the award shall be final and binding on the parties. Notwithstanding the foregoing, a party may seek urgent injunctive or other equitable relief from a court of competent jurisdiction.

Subject to the foregoing, the courts at Mumbai, India shall have exclusive jurisdiction. To the extent permitted by applicable law, participants waive any right to claim punitive, incidental or consequential damages, or attorney's fees or other costs of pursuing a claim, in connection with any Dispute.

17. Entrant's Personal Information

Information collected from entrants is subject to Sponsor's Privacy Notice located at https://newfold.com/privacy-center.

18. Contest Results

The winner will be announced at the Event and published at https://www.bluehost.com/smb-ai-builder-tour/bangalore. For Contest results, send a written request to apac-marketing@newfold.com or Unit No. 501, 5th Floor, & Unit IT Building No. 3, Nesco IT Park, Nesco Complex, Western Express Highway, Goregaon (East), Mumbai, Maharashtra 400063, India. Requests for the Winner's List must be received within sixty (60) days after the end of the Contest Entry Period.

The Contest is in no way sponsored, endorsed or administered by, or associated with, Meta, LinkedIn, Reddit, or TikTok.

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