



Your Entry Guide for the
LinkedIn Marketing Awards 2019



LinkedIn
Marketing
AWARDS
2019

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Introduction

As a B2B marketer, The LinkedIn Marketing Awards are your chance to be recognised as the hero that makes a difference to your business – and this year, we’ve made it easier than ever for you to show what you’re made of.

In this entry guide, you’ll find all of the information you need to put together a winning entry or entries. Read through our awards categories, choose those most relevant for your work, use our checklist to help put together a concise and compelling entry, and then follow our instructions to submit your entry in five simple steps.

For extra guidance, our awards category descriptions include breakdowns of how each award will be scored by our judges, so you know which points to emphasise in your entry. You’ll find additional inspiration in our summary of last

year’s winning campaigns, which include the points in their entries that judges were most impressed by.

We’re very proud of the great B2B marketing that takes place on LinkedIn – we can’t wait to hear about the work that has made the biggest difference to you and your business.

Show us what you’re made of and be a hero of B2B marketing!

LinkedIn Marketing Awards 2019 Categories

The LinkedIn Marketing Awards have nine categories, which are open to any business with an office based in EMEA or Brazil that uses LinkedIn to market to other businesses or LinkedIn's professional audience.

You can enter as many campaigns as you like, and you can enter any campaign into as many categories as you think are relevant. Some awards have categories for businesses of different sizes – others have one category that is open to all.

The majority of award categories require you to upload creative examples from your campaign. The examples you choose can involve any use of LinkedIn formats or features, from thought-leadership posts to examples of Sponsored Content, video assets, Sponsored InMail, Text Ads, even status updates and employee profiles. You'll be asked to upload creative examples when you fill in your entry details on our awards website (see page 13 for more details).

Here are the details of our nine awards categories:



Category 1

Best B2B Brand Campaign

Category 2

Best B2B Brand Campaign – SMB

(open to businesses with fewer than 200 employees)

Recognising the most creative and effective campaigns that drive brand awareness and change perceptions on LinkedIn. Judges will look for a creative approach to achieving brand marketing objectives with a clear strategy that flows through into measurable results.

Submission breakdown	What judges will be looking for?	% of vote
Strategy	Clear marketing and business objectives, including how you identified your target audience and their needs, the marketing challenges you overcame, and your use of research and strategic planning.	30%
Execution	The details of the campaign including examples of your creative and content, and the effectiveness of your targeting and tactical placements. Include the way you leveraged the features of LinkedIn's products and platform, and your approach to optimisation.	40%
Results	Compelling evidence of brand impact effectiveness. This can include CTR% and audience engagement rates. However, make sure to include brand metrics like NPS, brand awareness surveys, and data on improved customer perceptions if you have them available.	30%



3 4

Category 3

Best B2B Lead Generation

Category 4

Best B2B Lead Generation – SMB

(open to businesses with fewer than 200 employees)

Marketing that delivers the most effective and strategic lead generation on LinkedIn. Judges will be looking for campaigns that delivered the quality and quantity of leads to meet or exceed a business’s objectives, with measurable benefits to the bottom line.

Submission breakdown	What judges will be looking for?	% of vote
Strategy	Clear lead generation objectives that are linked to your business strategy. Include how you identified the lead generation needs of your business, how you defined your target audience and how you understood their needs.	30%
Execution	The details of the campaign including examples of your creative and/or content and the effectiveness of your targeting and tactical placements. Include the way you leveraged the features of LinkedIn’s products and platform, and your approach to optimisation.	30%
Results	Clear evidence of business benefits. This could include the quantity and quality of leads (be that inquiries, MQL, SQLs, closed deals), growth of your sales pipeline, increased pipeline velocity, ROI/ROAS calculations, the sales and revenue that you generated, and qualitative feedback from sales about the quality and value of the leads you delivered.	40%



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Category 5

Best B2B Video

Marketers that are driving measurable results through video content on the LinkedIn platform. Examples of video content can include creative advertising, long form or short form video content, live video, storytelling, thought-leadership content and animation. The judges will be looking for video content that achieves clearly defined marketing objectives that could include brand awareness, engagement and lead generation.

Submission breakdown	What judges will be looking for?	% of vote
Strategy	Clear marketing and business objectives that led the development of your video content.	30%
Execution	The details of the campaign including examples of your video content and the effectiveness of your targeting.	40%
Results	Evidence of effectiveness against marketing objectives for example view rates, completion rates, social engagement.	30%



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Category 6

Best B2B Thought Leadership Content

Recognising the businesses and brands that raise awareness, own the conversation and elevate reputation through the quality of B2B content that they share on LinkedIn. The content can take any format: white papers, ebooks, video, infographics, long and short-form posts. The category is open to both content programmes that demonstrate sustained effectiveness and single items of content that achieve impact and influence. Thought leadership content can be from individuals, brands and agencies.

Submission breakdown	What judges will be looking for?	% of vote
Strategy	How your content aligned to clear marketing and business objectives, and how you balanced this with an understanding of your audience's needs.	30%
Execution	Submit examples to show the creativity, quality and originality of your content, and how you reached your target audience.	40%
Results	Evidence of the impact and influence of your content and the business benefits it delivered. This could include view rates, engagement rates, organic reach and sharing, and evidence of success in changing customer perceptions.	30%



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NEW FOR 2019

Category 7

Best High Value Consumer Campaign

Recognising innovative and original B2C campaigns from brands targeting a professional audience on LinkedIn. The campaign will leverage the marketer's understanding and insights about LinkedIn's audience as high value consumers to effectively promote their premium and high consideration products, solutions or services. Judges will look for campaigns that take an original approach through smart use of LinkedIn audience targeting, original story-telling or clever leveraging of LinkedIn platform capabilities.

Submission breakdown	What judges will be looking for?	% of vote
Strategy	How your campaign aligned to clear marketing and business objectives, be it brand awareness, lead generation or audience engagement. Evidence of how you balanced your objectives with an understanding of your audience's needs as consumers.	30%
Execution	The details of the campaign including examples of your creative and content, and the effectiveness of your targeting and tactical placements. Include the way you leveraged the features of LinkedIn's products and platform, and your approach to optimisation.	40%
Results	Compelling evidence of marketing effectiveness and business impact. This can include metrics related to audience engagement rates, brand awareness metrics to lead generation.	30%



NEW FOR
2019

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Category 8

Best ‘In It Together’ B2B Marketing team

This award recognises that great B2B marketing takes great collaboration, teamwork and alignment between different teams and functions such as sales and marketing, agencies and clients or marketing partners to successfully achieve campaign and business goals on LinkedIn. The judges will be looking for B2B marketing campaigns that can clearly provide evidence that the impact on campaign goals were exceeded by leveraging different team members skills, insights or expertise and collaborating effectively.

Submission breakdown	What judges will be looking for?	% of vote
Strategy	Clear marketing and business objectives, including how you identified your target audience and their needs, the marketing challenges you overcame, and how insights and expertise from different teams were leveraged and planned together to develop the strategy .	30%
Execution	The details of the campaign including examples of your creative and/or content on LinkedIn and the effectiveness of your targeting and tactical placements. Describe how different teams collaborated to execute and optimise the campaign together.	40%
Results	Compelling evidence that the impact on marketing campaign goals were exceeded by leveraging different team members skills, insights and expertise.	30%



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Category 9

People’s Choice

This award is for the B2B marketing that most inspires B2B marketers – shortlisted by our internal judges, then decided by public vote.

The winning submission (selected from the shortlisted submissions) will be determined by the highest volume of votes from the public. Any member of the public can cast one vote on the Awards Site for any of the shortlisted finalists across all categories.

Your checklist for writing a winning entry

All of our awards share the same online entry form, with the same three sections to complete. If you want to enter your campaign for more than one award, you only need to complete the form once – and you can then copy the information to your entries for other categories (see page 13 for instructions on how to do this).

Each section of the entry form has a word limit and we have designed the form so that you can submit a winning entry using 1,100 words or less. Aim to keep the sections of your entry concise and focus on the most relevant information for the awards you are entering. You can find a description of all our awards categories, along with guidance on how each award will be judged, in Chapter 1.

Here's a quick checklist of what to include in each section of the entry form:



Summary

WORD LIMIT: 200

- Write a short summary overview of your campaign, describe the key marketing challenges, your strategy and headline results.

Section 1

Strategy

WORD LIMIT: 300

- Write a concise summary of your campaign's strategy.

Top tips:

- Aim to demonstrate a clear strategy with a concise description of why the campaign mattered to your business
- On the portal, it is suggested you answer this section by describing the business and marketing challenges you faced, your business and marketing objectives and how you identified your target audience and their needs? *Note: word limit per question is suggested only in this section.*
- Make your objectives as clear and specific as possible
- Include the KPIs that you used to monitor success

Section 2

Execution

WORD LIMIT: 300

- Describe your creative approach, including the creative assets that you used, the approach you took to targeting, and any innovative thinking that you applied. You will need to upload relevant examples of your creative here as well:

Top tips:

- You must upload creative assets in this section. These can include any visual representation of your campaign: screenshots, video, display or text ads, InMail, examples of Sponsored Content
- Use the description to explain the thinking behind your creative approach and how this related to your objectives
- Include any innovative approach that you took to using LinkedIn capabilities and formats
- Include your approach to targeting, and any personalisation of your campaign to different audiences

Section 3

Results

WORD LIMIT: 300

- Describe the results that the campaign delivered, including metrics and KPIs that are relevant to your business objectives:

Top tips:

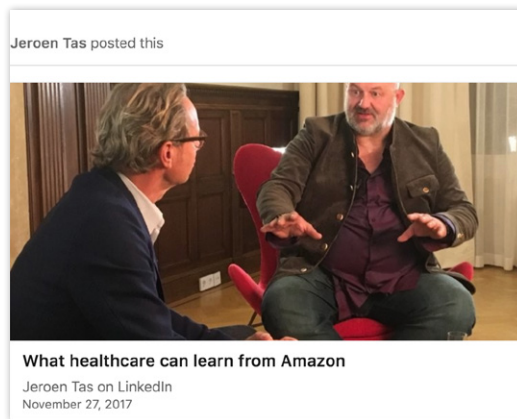
- Evidence of effectiveness is an important criteria in all awards – include specific metrics where you can
- Check the Awards Categories descriptions in Chapter 1 for the types of metrics that judges will be looking for
- You can be creative in the type of evidence you put forward – but some evidence will be needed
- Adding evidence of the benefit to the business bottom line will make your entry stronger
- In the lead generation categories, try to look beyond simple volume of leads to provide evidence of lead quality and business benefit

Inspiration from last year's winners

The campaigns that won LinkedIn Marketing Awards last time around are a great benchmark for what makes a winning entry. Here's a quick summary of some of last year's winners – and what impressed the judges in each case:

Best B2B Thought Leadership Content Winner 2018

ROYAL PHILIPS



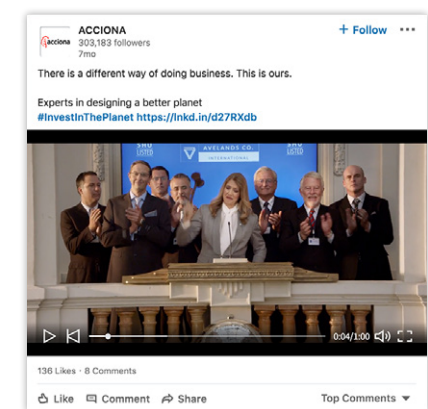
Credible, compelling LinkedIn posts on the issues setting the agenda in healthcare have established Philips' Chief Innovation and Strategy Officer, Jeroen Tas, as a leading authority on the industry. Jeroen's long-form LinkedIn posts have embodied the company's transformation into a focused health technology business, playing a multi-faceted role in repositioning the brand, raising relevant awareness, attracting talent and engaging employees during a crucial period of transition.

The first 18 months of the thought-leadership programme have established Jeroen as a LinkedIn Influencer, with follower numbers growing from 4,000 to 129,000. They've also secured a regular opinion column in the Dutch financial press, and grown his profile as a speaker at industry events.

Best B2B Video Winner 2018

ACCIONA

Agency: Universal McCann



Thought-provoking and emotive with striking imagery, a strong call to action and an ongoing, immersive experience, ACCIONA's phased video campaign challenged the investment community to pay greater consideration to sustainable energy and infrastructure.

The films generated almost 1.5 million views across the brand's five key target markets, with a view rate of 44.5%, a video completion rate of 16.5%, and organic sharing doubling reach and impact among the target audience.

Best B2B Brand Campaign
(over 200 employees)
 Winner 2018

IDA IRELAND

Agency: Zenith Media



IDA Ireland is Ireland’s inward investment promotion and development agency, promoting Foreign Direct Investment into the country. It used a range of LinkedIn touchpoints to address moments of truth in the investment journey, demonstrating clear thinking around objectives, KPIs, and driving meaningful conversations. Sponsored Content, video and personalised Dynamic Ads reached and nurtured over 800,000 relevant investment decision-makers and influencers, which represented 43% of IDA Ireland’s total target audience.

The campaign drove a 25% rise in engagement, contributing to 237 decisions to invest and helping to create more than 20,000 jobs.

Best B2B Brand Campaign
(under 200 employees)
 Winner 2018

EARTH-i

Agency: Octopus Group



The satellite data and analytics company leveraged the beauty of its high-resolution images, combined with precision targeting, to achieve powerful reach across its tiny, specialist audience.

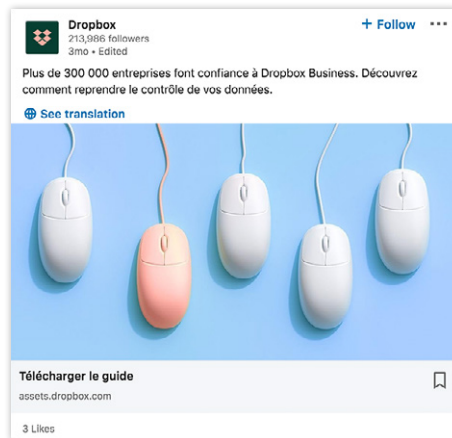
The campaign developed by Earthi’s agency, Octopus Group, successfully engaged over a third of its addressable global audience, generating over 118,000 impressions, doubling traffic to the Earth-i website, generating several hundred leads and significantly accelerating the buying cycle.

Best B2B Lead Generation (over 200 employees)

Winner 2018

DROPBOX FOR BUSINESS

Agency: Transmission



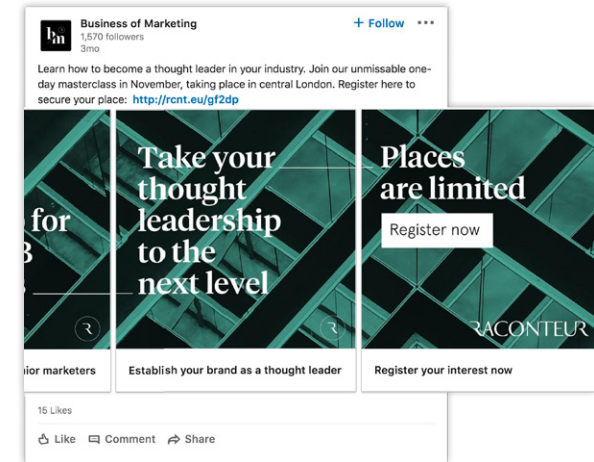
An impressive strategy that linked brand activity with lead generation and sales enablement made Dropbox the stand-out entry in this category. Working with its agency Transmission, the business moved from short bursts of lead generation activity to an always-on approach. Its beautiful, impactful creative and custom targeting segments delivered on quantity and quality of leads, achieving 235% of its MQL targets.

Sales and marketing workshops played a key role in ensuring that lead generation flowed effectively through to impact on the bottom line, delivering a 29:1 Return on Investment (ROI).

Best B2B Lead Generation (under 200 employees)

Winner 2018

RACONTEUR



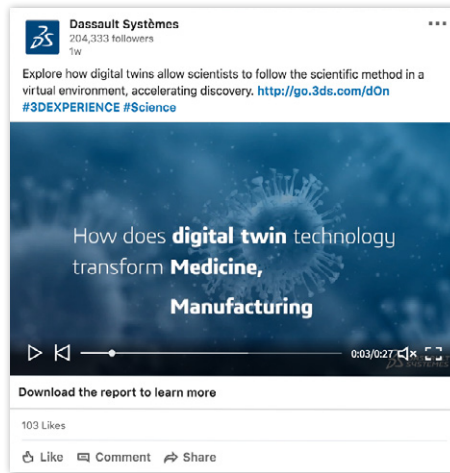
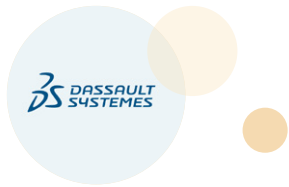
The premium publisher took an elegant and highly effective approach to generating registrations for its thought-leadership Masterclass, with a flagship role for video content that immersed marketers in the experience of interactive learning.

Testimonials from senior leaders across different businesses added up to a powerful call to action.

Most Innovative
Winner 2018

DASSAULT SYSTÈMES

Agency: Labelium



Integration and innovation went hand-in-hand as 3DEXPERIENCE company Dassault Systèmes, which provides businesses with virtual universes to imagine sustainable innovations, deftly aligned the full breadth of LinkedIn touchpoints to deliver a tailored audience experience. Most impressive of all was the innovative use of both sales and marketing tools to deliver a seamless customer journey.

Dassault Systèmes' content took its audience from discovery and awareness through to enhanced conversations with sales in the closing stages of deals. It successfully targeted key strategic accounts in the energy and utilities sector, transformed engagement levels and significantly grew the new business pipeline.

Go to lnkd.in/LMA19 to hear from last year's judges what made the 2018 winners' campaigns stand out



Submit your entry - 5 simple steps

STEP 1

Register on our awards website by visiting

<https://linkedinmarketing.awardsplatform.com>

to create your account.

STEP 2

You'll receive a confirmation email to activate your account. Click on the link to complete your registration and you'll be ready to start submitting your entry.

STEP 3

Click 'Start Entry', choose your category and entry name and then click 'Save and Next'. Your awards entry is now saved and you can return to it at any time and complete it at your own pace.

STEP 4

Fill in the submission form. Don't forget to submit your creative examples when prompted and agree to the terms and conditions. When you've completed the form, click 'Submit Entry.'



We're very proud of the great B2B marketing that takes place on LinkedIn – we can't wait to hear about the work that has made the biggest difference to you and your business.

Show us what you're made of and be a hero of B2B marketing!

STEP 5

If you'd like to submit the same campaign for other awards categories, you can do this with just a few clicks. Go to the 'My Entries' section of the Awards website homepage, tick the box beside your entry name and click 'Copy'. A copy of your entry will appear, and you can click into this to change the category to the next award you want to enter. You can also update your entry name, and any other details that you want to adapt for the new category.

Key Dates

CLOSING DATE

November 8th 2019

There will be lots of time to create and edit your award entries but make sure to submit before the closing date of 8th November 2019.

FINALISTS ANNOUNCED

December 12th 2019

All entries will be examined by LinkedIn's experts, with a shortlist announced around 12th December 2019.

WINNERS ANNOUNCED

February 20th 2020

Shortlisted entries are then judged by an independent, external panel made up of B2B marketers and agencies, with the winners announced on or around 20th February 2020.

LinkedIn Marketing Awards Terms and Conditions

1. No Purchase Necessary; Nomination Instructions. No purchase or payment of any money is necessary to enter. A purchase will not improve the chances of winning. Void where prohibited and where translation, localization and/or bonding required.

Between 9:00 am London Time on 16 September 2019 and 11:59 pm London Time on 8 November 2019 (the "Nomination Period"), you (the "entrant") may nominate any company that has a business-to-business (B2B) or business-to-consumer (B2C) brand ("Nominee") that ran marketing activity on LinkedIn between 16 September 2018 and 8 November 2019 ("Marketing Period") for a LinkedIn Marketing award in any of the six categories: (a) Best B2B Lead Generation; (b) Best B2B Brand Campaign; (c) Best Higher Value Consumer Campaign; (d) Best B2B Video; (e) Best B2B Thought Leadership Content; (f) 'In It Together'; using the website available at <https://lnkd.in/LinkedInLMAs> (the "Awards Site") by completing the Awards Site entry form (your "Submission"). The same Nominee may be nominated for multiple categories.

All Submissions must meet the following criteria: Your Submission must not contain confidential information of any entity or individual;

Your Submission must be original, exclusively created and owned by entrant or Nominee, and the entrant must have all rights necessary to post and submit the Submission. This includes getting all necessary permissions from any person or company that has rights in the Submission, including the company creating the campaign client for whom the campaign was created;

Your Submission must be submitted in English; Your Submission may only be submitted by uploading through the Awards Site.

LinkedIn Ireland Unlimited Company ("Sponsor") reserves the right to reject any nomination for any reason, including where a nomination has not been submitted via the Awards Site. The LinkedIn Marketing Awards Terms and Conditions are subject to change at any time LinkedIn reserves the right to make extensions to the deadline.

2. Nomination Period. All Submissions must be received during the dates and times specified in the Nomination Period. Sponsor will make awards based on skill – this is not a sweepstakes. Odds of a Nominee being named a Finalist or Winner (as defined below) depend on the number and quality of eligible Submissions received during the Nomination Period. Sponsor's computer is the official timekeeping device for the Nomination Period.

3. Eligibility. In order to be eligible, each entrant must be at least 18 years old and the age of majority in his or her jurisdiction of residence and have the right to nominate and bind a Nominee to these Terms and Conditions. Each Nominee must (i) have an office located in Austria, Bahrain, Belgium, Bhutan, Bosnia-Herzegovina, Brazil, Bulgaria, Czech Republic, Denmark, Egypt, Finland, France, Germany, Greece, Iraq, Ireland, Israel, Italy, Jordan, Kuwait, Lebanon, Montenegro, Morocco, the Netherlands, Norway, Oman, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, Slovakia, Spain, Saudi Arabia, Sweden, Switzerland, Turkey, South Africa, United Arab Emirates, or the United Kingdom; and (ii) must have run marketing activity (either paid media or organic posts) on LinkedIn during the Marketing Period.

4. Winner Selection. Sponsor will select approximately three (3) Nominees in each category that will be named finalists ("Finalists"). Eligible Finalists must provide written confirmation of their agreement to the Terms and Conditions and provide any additional requested information in order to be eligible to be a Winner (as defined below). Each Finalist will be announced on or around 12 December 2019 on the Awards Site or LinkedIn Company page. From the Finalists, the panel of independent judges ("Judges") will select one winner from each category ("Winners"), with the exception of the People's Choice Award, which will be decided by public votes cast on the Awards Site. Winner announcement will

take place at the LinkedIn Marketing Awards in London, UK on or about 20 February 2020. Sponsor will notify Finalists and Winners within approximately ten (10) days following selection. Sponsor is not responsible for any delay or failure to receive notification for any reason. Finalists or Winners must then respond to Sponsor within fourteen (14) days. Should a Finalist or Winner fail to respond to Sponsor, Sponsor reserves the right to disqualify that Finalist or Winner and select a new one.

Finalist and Winner(s) will be determined based on the following:

- Best B2B Lead Generation - SMB (up to 200 employees)
- Best B2B Lead Generation - (200 employees and over) Marketing that delivers the most effective and strategic lead generation on LinkedIn. Campaigns that delivered the quality and quantity of leads to meet or exceed a business' objectives, with measurable benefits to the bottom line.
- Best B2B Brand Campaign - SMB (up to 200 employees)
- Best B2B Brand Campaign (200 employees and over) Recognising the most creative and effective campaigns on LinkedIn that drive brand awareness and change perceptions. Judges will be looking for a creative approach to achieving brand marketing objectives with a clear strategy that flows through into measurable results.
- Best HVC (High Value Consumer) Campaign Recognising innovative and original B2C campaigns from brands targeting a professional audience on LinkedIn. The campaign will leverage the marketer's understanding and insights about LinkedIn's professional audience as high value consumers to effectively promote their premium and high consideration products, solutions or services. Judges will look for campaigns that take an original approach through smart use of LinkedIn audience targeting, original story-telling or clever leveraging of LinkedIn platform capabilities.
- Best 'In It Together' B2B Marketing team This award recognises that great B2B marketing takes great collaboration, teamwork and alignment between different parties such as sales and marketing teams, agencies and clients or even marketing partners to successfully achieve campaign and business goals. The judges will be looking for B2B marketing campaigns that can clearly provide evidence that the impact on campaign goals were exceeded by leveraging different team members skills, insights and expertise.
- Best B2B Thought Leadership Content Recognising the businesses and brands that raise awareness, own the conversation and elevate reputation through the quality of B2B content that they share on LinkedIn. The content can take any format: white papers, ebooks, video or live video, infographics, long and short-form posts. The category is open to both content programmes that demonstrate sustained effectiveness and single items of content that achieve impact and influence. Thought leadership content can be from individuals, brands and agencies.
- Best B2B Video Marketers that are driving measurable results through video content on the LinkedIn platform. Examples of video content can include creative advertising, long form or short form video content, storytelling, thought-leadership content and animation. The judges will be looking for video content that achieves clearly defined marketing objectives that could include brand awareness, engagement and lead generation.
- The People's Choice The winning submission (selected from the shortlisted submissions) will be determined by the highest volume of votes from the public. Any member of the public can cast one vote for any of the shortlisted finalists across all categories. Members of the public will be able to cast votes on the Awards Site after registering his or her email address.

LinkedIn Marketing Awards Terms and Conditions

The Winners will be announced on or about 20 February 2020. The Judges' decision is final and no correspondence or discussion will be entered into regarding the selection of Finalists or Winners.

5. Prize. Each Finalist will receive a trophy. Approximate retail value ("ARV") of trophy is \$250.

The prize is non-transferable and non-redeemable for cash or any other form of credit. Sponsor reserves the right to substitute the prize for something of equal or greater value, including if the transfer of money is not allowed in Finalist's jurisdiction of residence.

6. Conditions of Participation; Reservation of Rights. By submitting a nomination for awards, you and your Nominee agree to abide by these Terms and Conditions and any decision Sponsor makes regarding the awards, which Sponsor shall make in its sole discretion.

7. Privacy and License. Sponsor collects and uses the personal information you provide when you enter the awards for the purposes of administering the awards and prize fulfillment in accordance with its privacy policy, which may be found at http://www.linkedin.com/static?key=privacy_policy&trk=hb_ft_priv. By entering a Submission, you and Nominee give consent to receive messages from Sponsor relating to the Awards and grant Sponsor and its affiliates a nonexclusive, worldwide license to use, display, reprint, reproduce, modify, distribute, publish, and process the content of your Submission, the related ad campaign, and the public content of your LinkedIn profile for any LinkedIn business purpose in any medium, including announcing Finalists and Winners on the LinkedIn Marketing Awards website and for marketing

materials or research papers. Your Submission may be modified, such as for spelling and grammar, before being used by LinkedIn.

8. Intellectual Property. Ownership of the pre-existing underlying intellectual property of the entrant or Nominee remains the property of the entrant or Nominee subject to Sponsor's rights to reprint, display, reproduce, perform, publish, use, and process the nomination and materials and information submitted, for the purpose of administering and promoting the awards. Each entrant and Nominee hereby warrants that any nomination and other materials and information provided by him, her or it are original with entrant or Nominee and do not violate or infringe upon the copyrights, trademarks, rights of privacy, publicity, moral rights or other intellectual property or other rights of any person or entity, and do not violate any Terms and Conditions or regulations. If the nomination or information or materials provided by entrant or Nominee contain any material or elements that are not owned by entrant or Nominee and/or which are subject to the rights of third parties, entrant and Nominee each represents he, she or it has obtained, prior to submission of the nomination and information or materials, any and all releases and consents necessary to permit use of the nomination and information and materials by Sponsor in the manner set forth in the Terms and Conditions without additional compensation. Each entrant and Nominee warrants that the nomination and materials and information provided do not contain information considered by entrant, its employer, Nominee or any other third party to be confidential.

9. Disclaimer, Release and Limit of Liability. SPONSOR MAKES NO REPRESENTATIONS OR WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, REGARDING ANY

PRIZE OR YOUR OR ANY NOMINEE'S PARTICIPATION IN THE AWARDS. BY ENTERING THE AWARDS OR RECEIPT OF ANY PRIZE, TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, EACH ENTRANT AND NOMINEE AGREES TO RELEASE AND HOLD HARMLESS SPONSOR, AND ITS SUBSIDIARIES, AFFILIATES, SUPPLIERS, DISTRIBUTORS, ADVERTISING/PROMOTION AGENCIES, AND EACH OF THEIR RESPECTIVE PARENT COMPANIES AND EACH SUCH COMPANY'S OFFICERS, DIRECTORS, EMPLOYEES AND AGENTS (COLLECTIVELY, THE "RELEASED PARTIES") FROM AND AGAINST ANY CLAIM OR CAUSE OF ACTION, INCLUDING, BUT NOT LIMITED TO, PERSONAL INJURY, DEATH, OR DAMAGE TO OR LOSS OF PROPERTY, ARISING OUT OF PARTICIPATION IN THE AWARDS OR RECEIPT OR USE OR MISUSE OF ANY PRIZE. THE RELEASED PARTIES ARE NOT RESPONSIBLE FOR: (1) 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 AWARDS; (2) TECHNICAL FAILURES OF ANY KIND, INCLUDING, BUT NOT LIMITED TO MALFUNCTIONS, INTERRUPTIONS, OR DISCONNECTIONS IN PHONE LINES OR NETWORK HARDWARE OR SOFTWARE; (3) UNAUTHORIZED HUMAN INTERVENTION IN ANY PART OF THE NOMINATION PROCESS OR THE AWARDS; (4) TECHNICAL OR HUMAN ERROR WHICH MAY OCCUR IN THE ADMINISTRATION OF THE AWARDS OR THE PROCESSING OF ENTRIES; OR (5) ANY INJURY OR DAMAGE TO PERSONS OR PROPERTY WHICH MAY BE CAUSED, DIRECTLY OR INDIRECTLY, IN WHOLE OR IN PART, FROM ENTRANT'S OR NOMINEE'S PARTICIPATION IN THE AWARDS. The release against death and personal injury does not apply to the extent such

release is not allowed by the laws of entrants respective countries. If for any reason an entrant's nomination is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another nomination in the awards.

10. Governing Law; Disputes. THE AWARDS IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF IRELAND, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN THE COURTS OF DUBLIN, IRELAND. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN THE COURTS OF DUBLIN, IRELAND. 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, INCLUDING ATTORNEY'S FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF.

11. Winners' List. Individuals may view the names of the winners by visiting the Awards Site.

12. SPONSOR. Sponsor of the awards is LinkedIn Ireland U.C., Wilton Plaza, Wilton Place, Dublin 2.



LinkedIn
Marketing
AWARDS
2019



The LinkedIn Marketing Awards are waiting for you to show just how creative, innovative and important great B2B marketing is. We can't wait to celebrate the best of the work running on our platform.

**Show us what you're made of.
Be the hero of B2B marketing!**