Perhaps you sell it. Or buy it. Or install it ...

But when was the last time you just stood back and appreciated the beauty of a shiny new rack or guard rail?

*Here's your chance to do that – and win!*

**How do I enter?**

Simply send us your best photo (or photos) of a Steel King product in use – racking systems, guard rail, shipping racks, containers. Enter as often as you’d like. The entry form is at [www.steelking.com/photo-contest](http://www.steelking.com/photo-contest)

Of course, keep safety and customer confidentiality in mind!

Photo entries will be posted to our website. Each month from December through February, Steel King’s panel of judges will select a winner from among the entries submitted.

March 1st, we will select the Best in Show photograph, along with a runner up.

**It could be YOU!**

Images must be original photos taken by you, the entrant. You may enter more than once, but please, no more than three images of the same system. If images include customer logos or employees, please fill out the Image Release form provided. See back for complete details.

Steel King employees, its promotional agencies and their immediate family members are not eligible for prizes, but you are welcome to submit photos for publication and recognition anyway.

[www.steelking.com/forms/?form=photocontest](http://www.steelking.com/forms/?form=photocontest)
Official Contest Rules

Steel King Industries Photo Contest begins December 1, 2016, and ends February 28, 2017. All entries must be received by February 28, 2017. Information on how to enter and prizes form part of these official rules. By submitting an entry, each entrant agrees that his or her entry complies with all requirements in the Official Rules. This is a skill-based contest and chance plays no part in the determination of winners.

WHO MAY ENTER

Eligibility: Contest is open to legal residents of the United States. Officers, directors and employees of Steel King Industries, Inc., its promotion agencies, and their immediate family members are NOT eligible to win a prize. This Contest is void where prohibited.

HOW TO ENTER

Submit an original photograph, taken by you, that includes Steel King manufactured product. Include a title for the Photograph, a written description (50 words or less), the location where you took the Photograph, and the names of any persons in the Photograph (if known). Entries must be submitted in digital format. To enter, visit http://steelking.com/photo-contest and complete the entry form.

Your entry must also comply with the following requirements:

• All photograph submissions MUST contain Steel King product. The presence of other material handling products, such as fork trucks, conveyor equipment, etc. is acceptable, as long as the Steel King product is prominent.

• All photograph submissions must be at least 1,600 pixels wide (if a horizontal image) or 1,600 pixels tall (if a vertical image).

• Minor burning, dodging and/or color correction is acceptable.

• The Photograph must be a work of original material taken by the contest entrant and that no other party has any right to the Photograph.

• Though entrants retain copyright in each image submitted, the digital image file(s) submitted will not be returned or acknowledged.

The entries will be judged in accordance with the Judging Criteria, as defined below. All entries must be submitted and received by February 28, 2017. Proof of submission is not proof of receipt.

RELEASE

If the Photograph contains any material or elements that are not owned by the entrant and/or which are subject to the rights of third parties (including logos, company employees, uniforms or labeled products), the entrant is responsible for obtaining all consents necessary to permit the exhibition and use of the Photograph in the manner set forth in these Official Rules without additional compensation. Where feasible, entrants should obtain a personal release from all persons who appear in the Photograph submitted, authorizing use of the Photograph in Sponsor’s promotional materials to feature the winning entry, without compensation or permission, unless prohibited by law. Failure to provide such releases upon request may result in selection of an alternate winner. Form is available for download at www.SteelKing.com/images/contest/PhotoReleaseForm.pdf

LICENSE

Each entrant retains the copyright to his/her Photograph(s) and Description(s), but explicitly grants Steel King an irrevocable, nonexclusive, license to use each Photograph and Description for advertising and promotional purposes, including but not limited to publication in brochures, blogs, and websites, without additional consideration or permission.

CONTEST PRIZE

THE WINNER IS REQUIRED TO SIGN AN AFFIDAVIT OF ELIGIBILITY AND LIABILITY RELEASE; WARRANTY OF OWNERSHIP AND LICENSE; AND PUBLICITY RELEASE WITHIN 15 DAYS FROM THE DATE OF NOTICE IN ORDER FOR STEEL KING TO AWARD THE PRIZE. NONCOMPLIANCE MAY RESULT IN SELECTION OF AN ALTERNATE WINNER.

• One (1) Best in Show Winner, one (1) Runner Up Winner, and three monthly Winners (one at the end of each month of the Contest) will be selected.

• The Approximate Retail Value of the Grand Prize is US$500 ($750?). Retail value of Grand Prize is approximate and may vary depending on winner’s choice of prize and price fluctuations.

• A second place overall prize will also be awarded with an Approximate Retail Value of approximately $100.

• Monthly prizes will be awarded for best submissions by the end of each month. The ARV of the Monthly Prizes is $50-$70.

• Odds of winning depend on the number of eligible entries received.

JUDGING CRITERIA AND CONDITIONS

The contest consists of monthly winners, with each monthly winner also eligible for the Grand Prize selection.

1. Photographic Quality (up to 40 points)

2. Extent to which the Photograph presents Steel King product (up to 50 points)

3. BONUS POINTS: Each monthly contest will include bonus points for particular products. The extent to which the Photograph represents the Steel King designated category of the month (+10 points)

Steel King Sales & Marketing staff will evaluate the all entries from monthly contests and select a Best in Show winner based Photographic Quality and Favorable Presentation of Steel King product.

Once the Best in Show winner is confirmed, the Judges will select a Runner Up based on the Judging Criteria. Decisions of the Judges are final.

GENERAL LIABILITY RELEASE

Entrants agree that Steel King shall not be responsible or liable for, and are hereby released from, any and all costs, injuries, losses or damages of any kind, including, without limitation, death and bodily injury, due in whole or in part, directly or indirectly, to participation in the Contest or any Contest-related activity, or from entrants’ acceptance, receipt, possession and/or use or misuse of any prize, and (B) have not made any warranty, representation or guarantee express or implied, in fact or in law, with respect to any prize, including, without limitation, to such prize’s quality or fitness for a particular purpose. In the event an insufficient number of eligible entries are received, Sponsor shall have the right to modify, suspend, extend or terminate the Contest. These Official Rules cannot be modified or amended in any way except in a written document issued in accordance with law by a duly authorized representative of Sponsor.

GOVERNING LAW AND JURISDICTION

All issues and questions concerning the construction, validity, interpretation and enforceability of these official rules or the rights and obligations of entrants or sponsor in connection with the contest shall be governed by and construed in accordance with the internal laws of the state of Wisconsin without giving effect to any choice of law of conflict of law rules or provisions that would cause the application of any other state’s laws. This contest is void where prohibited.

CONDITIONS

Entries are void if the Steel King determines the photograph is not the work of the entrant or does not meet the eligibility criteria outlined above.

Participants also agree (a) to be bound by these Official Rules; and (b) that the decisions of the Judges are final on all matters relating to the Contest. All federal, state and local taxes, fees and surcharges on prizes are the sole responsibility of the prize winner. In the event that the selected winner(s) of any prize are/is ineligible or refuses the prize, the prize will be forfeited and Sponsor, in its sole discretion, may choose whether to award the prize to another winner.