

Google Marketing Live 2026 Digital Swag Sweepstakes Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED.

VALID IN THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA ONLY.

ENTRY IN THIS SWEEPSTAKES CONSTITUTES YOUR ACCEPTANCE OF THESE OFFICIAL RULES.

The **Google Marketing Live 2026 Digital Swag Sweepstakes** (the “Sweepstakes”) is a Sweepstake where participants must ask a question in the “Enter your question” section during the [Google Marketing Live 2026 Digital Event](#) on May 20 2026 to get an opportunity to enter the sweepstakes for a chance to win a Google Marketing Live Swag prize. See below for the complete details.

1. BINDING AGREEMENT: In order to enter the Sweepstakes, you must agree to these Official Rules (“Rules”). Therefore, please read these Rules prior to entry to ensure you understand and agree. You agree that submission of an entry in the Sweepstakes constitutes agreement to these Rules. You may not submit an entry to the Sweepstakes and are not eligible to receive the prizes described in these Rules unless you agree to these Rules. These Rules form a binding legal agreement between you and Google with respect to the Sweepstakes.

2. ELIGIBILITY: To be eligible to enter the Sweepstakes, you must be: (1) a legal resident of and physically located in the 50 United States or the District of Columbia; (2) not a resident of US embargoed countries/regions; (3) not ordinarily resident in US embargoed countries/regions; (4) not otherwise prohibited by applicable export controls and sanctions programs may not participate in this contest; (5) not a person or entity under U.S. export controls or sanctions; and (6) have access to the Internet as of May 20, 2026 (“You” or “Entrant”). Participants may not enter the contest if such entry would be prohibited by applicable US trade sanctions programs. Sweepstakes is void in Puerto Rico, U.S. territories and possessions, outside of the U.S., and where prohibited by law. Sponsor reserves the right to verify eligibility and to adjudicate on any dispute at any time.

3. SPONSOR: The Sweepstakes is sponsored by Google Inc. (“Google” or “Sponsor”), a Delaware corporation with principal place of business at 1600 Amphitheatre Parkway, Mountain View, CA, 94043, USA.

4. SWEEPSTAKES PERIOD: The Sweepstakes begins at 8:30:00 A.M. Pacific Time (PT) Zone in the United States on May 20, 2026, and ends at 11:30:00 A.M. PT on May 20, 2026 (“Sweepstakes Period”).

5. HOW TO ENTER: NO PURCHASE NECESSARY TO ENTER OR WIN. To get a chance to enter the Sweepstakes, you must ask a question during the Google Marketing Live 2026 event only on the [official event website](#) any time during the digital event.

If you ask a question, you will receive a form to formally enter the sweepstakes after the conclusion of Google Marketing Live 2026. 100 people who filled out the form will be randomly selected as a winner of the sweepstakes. These 100 viewers will receive an email alerting them that they have won and that the prize will be shipping to their reported address.

Note: Only winners that meet the criteria shared above will have their prize fulfilled.

LIMIT ONE (1) ENTRY PER PERSON. Subsequent entries will be disqualified. Entries are void if the questions submitted are in whole or part illegible, incomplete, damaged, altered, counterfeit, obtained through fraud, or late. All entries will be deemed made by the authorized account holder of the email address submitted at the time of entry, and the potential winner may be required to show proof of being the authorized account holder for that email address. The "authorized account holder" is the natural person assigned to an email address by an Internet service provider, online service provider, or other organization responsible for assigning email address or accounts for the domain.

6. WINNER SELECTION: The Sweepstakes form will be sent to digital viewers that asked a question, and the recipient has (5) days from notification to fill out the form to enter the Sweepstakes. If a potential entrant does not respond to the notification attempt within five (5) days from the first notification attempt, then such potential entrant will be disqualified. The winners for the Sweepstakes will be notified via their email address.

Except where prohibited by law, each potential winner may be required to sign and return a Declaration of Eligibility and Liability and Publicity Release and provide any additional information that may be required by Sponsor. If required, potential winners must return all such required documents within five (5) days following attempted notification or such potential winner will be deemed to have forfeited the prize and another potential winner will be selected based on the judging criteria described herein. All notification requirements, as well as other requirements within these Rules, will be strictly enforced.

In the event that no Entries are received, no prize will be awarded.

7. PRIZES: Entrants are eligible to win a prize pack containing one each of the 3 below items

PRIZE #	PRIZE
1	#GML26 Cap
2	#GML26 Tote Cooler Bag
3	#GML26 Socks

No transfer, substitution or cash equivalent for prizes is allowed, except at Sponsor's sole discretion. Sponsor reserves the right to substitute a prize, in part, of equal or greater monetary value if a prize cannot be awarded, in whole or in part, as described for any reason. Value is subject to market conditions, which can fluctuate and any difference between actual market value and ARV will not be awarded. The winner shall bear all responsibility for use of the prize(s) in compliance with any conditions imposed by such manufacturer(s), and any additional costs associated with its use, service, or maintenance. Sweepstakes Entities have not made and Sweepstakes Entities are not responsible in any manner for any warranties, representations, or guarantees, express or implied, in fact or law, relating to the prize(s), regarding the use, value or enjoyment of the prize(s), including, without limitation, its quality, mechanical condition, merchantability, or fitness for a particular purpose, with the exception of any standard manufacturer's warranty that may apply to the prize or any components thereto.

8. TAXES: PAYMENTS TO POTENTIAL WINNERS ARE SUBJECT TO THE EXPRESS REQUIREMENT THAT THEY SUBMIT TO GOOGLE ALL DOCUMENTATION REQUESTED BY GOOGLE TO PERMIT IT TO COMPLY WITH ALL APPLICABLE STATE, FEDERAL AND LOCAL TAX REPORTING AND WITHHOLDING REQUIREMENTS. ALL PRIZES WILL BE NET OF ANY TAXES GOOGLE IS REQUIRED BY LAW TO WITHHOLD. ALL TAXES IMPOSED ON PRIZES ARE THE SOLE RESPONSIBILITY OF THE WINNERS. In order to receive a prize, potential winners must submit the tax documentation requested by Google or otherwise required by applicable law, to Google or the relevant tax authority, all as determined by applicable law, including, where relevant, the law of the potential winner's country of residence. The potential winner is responsible for ensuring that (s)he complies with all the applicable tax laws and filing requirements. If a potential winner fails to provide such documentation or comply with such laws, the prize may

be forfeited and Google may, in its sole discretion, select an alternative potential winner.

9. GENERAL CONDITIONS: All federal, state and local laws and regulations apply. Google reserves the right to disqualify any entrant from the Sweepstakes if, in Google's sole discretion, it reasonably believes that the entrant has attempted to undermine the legitimate operation of the Sweepstakes by cheating, deception, or other unfair playing practices or annoys, abuses, threatens or harasses any other entrants, Google, or the Judges.

10. PRIVACY: You agree that personal data including, but not limited to, name, mailing address, phone number, and email address may be collected, processed, stored and otherwise used for the purposes of conducting and administering the Sweepstakes. This data may also be used by Google to verify an entrant's identity, postal address and telephone number in the event an entrant qualifies for any applicable prize as well as to deliver the applicable prize(s). You have the right to access, review, rectify or cancel any personal data held by Google in connection with the Sweepstakes by writing to Google at the address listed below. Otherwise, all personal information that is collected from the entrant is subject to Google's Privacy Policy, located at <http://www.google.com/intl/en/privacy/>.

11. PUBLICITY. By accepting a prize, you agree to Sponsor and its agencies use of your name and/or likeness and Entry for advertising and promotional purposes without additional compensation, unless prohibited by law.

12. WARRANTY AND INDEMNITY: To the maximum extent permitted by law, you indemnify and agree to keep indemnified Sweepstakes Entities at all times from and against any liability, claims, demands, losses, damages, costs and expenses resulting from any act, default or omission by you and/or a breach of any warranty set forth herein. To the maximum extent permitted by law, you agree to defend, indemnify and hold harmless the Sweepstakes Entities from and against any and all claims, actions, suits or proceedings, as well as any and all losses, liabilities, damages, costs and expenses (including reasonable attorneys fees) arising out of or accruing from (a) any Entry or other material uploaded or otherwise provided by the entrant that infringes any copyright, trademark, trade secret, trade dress, patent or other intellectual property right of any person or defames any person or violates their rights of publicity or privacy, (b) any misrepresentation made by the entrant in connection with the Sweepstakes; (c) any non-compliance by the entrant with these Rules; (d) claims brought by persons or entities other than the parties to these Rules arising from or

related to the entrant's involvement with the Sweepstakes; (e) acceptance, possession, misuse or use of any prize or participation in any Sweepstakes-related activity or participation in this Sweepstakes; (f) any malfunction or other problem with the Sweepstakes Site; (g) any error in the collection, processing, or retention of entry information; or (h) any typographical or other error in the printing, offering or announcement of any prize or winners.

13. ELIMINATION: Any false information provided within the context of the Sweepstakes by you concerning identity, mailing address, telephone number, email address, ownership of right or non-compliance with these Rules or the like may result in your immediate elimination from the Sweepstakes.

14. INTERNET: Sweepstakes Entities are not responsible for any malfunction of the entire Sweepstakes Web Site or any late, lost, damaged, misdirected, incomplete, illegible, undeliverable, or destroyed Entries due to system errors, failed, incomplete or garbled computer or other telecommunication transmission malfunctions, hardware or software failures of any kind, lost or unavailable network connections, typographical or system/human errors and failures, technical malfunction(s) of any telephone network or lines, cable connections, satellite transmissions, servers or providers, or computer equipment, traffic congestion on the Internet or at the Sweepstakes Site, or any combination thereof, including other telecommunication, cable, digital or satellite malfunctions which may limit an entrant's ability to participate.

15. RIGHT TO CANCEL, MODIFY OR DISQUALIFY. If for any reason the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Sweepstakes, Google reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes. Google further reserves the right to disqualify any entrant who tampers with the submission process or any other part of the Sweepstakes or Sweepstakes Site. Any attempt by an entrant to deliberately damage any web site, including the Sweepstakes Site, or undermine the legitimate operation of the Sweepstakes is a violation of criminal and civil laws and should such an attempt be made, Google reserves the right to seek damages from any such entrant to the fullest extent of the applicable law.