



Crossroads Regional Conference 2010 #crc10 Twitter Contest Instructions

The Contest

CIASTD will hold two (2) Twitter Contests for the 2010 Crossroads Regional Conference for the purpose of engaging with conference attendees and creating awareness of the power of Twitter for learning. The winners of the contests will receive one (1) Amazon Kindle or a signed copy of *The New Social Learning*, written by Tony Bingham and Marcia Connor.

Contest #1: Pre-Conference

The first (1st) contest will take place **PRIOR** to the 2010 Crossroads Regional Conference.

CIASTD will pose a daily question on Twitter beginning Wednesday, November 3, 2010.

You will be entered to win an Amazon Kindle each time you:

- tweet about the Crossroads Regional Conference with #crc10,
- ReTweet conference-related messages and questions from @CIASTD with #crc10, or
- answer @CIASTD's conference-related messages with #crc10.

*You **must** include #crc10 in your tweet

Contest #2: During the Conference

The second (2nd) contest will take place **DURING** to the 2010 Crossroads Regional Conference (Sunday, November 14 thru Monday, November 15).

You will be entered to win a signed copy of *The New Social Learning* each time you:

- tweet about speakers, sessions, vendors or share other conference-related information with #crc10
- ReTweet conference-related messages and questions from @CIASTD with #crc10, or
- respond to @CIASTD's conference-related messages with #crc10.

*You **must** include #crc10 in your tweet

How to Participate

1. Login to Twitter. If you don't have a Twitter account, you can establish one at <http://www.Twitter.com>. You may also use Text Messaging. Send text messages to **87884** with **@wif41606 + your message** in the body of your text
2. Follow @CIASTD on Twitter by going to <http://www.Twitter.com/CIASTD>
3. Engage with @CIASTD:
 - a. tweet about the Crossroads Regional Conference using #crc10
 - b. ReTweet conference-related messages and questions from @CIASTD
 - c. answer @CIASTD's conference-related messages
4. You **must** include the Crossroads Regional Conference hashtag (#crc10) in each tweet you send.
5. To claim the Pre-Conference prize, winners **must** be present at the Awards Luncheon.
6. To claim the During the Conference prize, winners **must** be present at the closing session.

Eligibility

CENTRAL INDIANA CHAPTER OF ASTD. (referred to herein as "SPONSOR") IS THE SPONSOR OF THIS CONTEST. THIS CONTEST IS OPEN ONLY TO ATTENDEES OF THE 2010 CROSSROADS REGIONAL CONFERENCE. There is no cost to enter or win. In the event of any dispute, entries will be deemed to have been submitted by the owner of the Twitter handle, LinkedIn name, Mobile or Text Message Alias associated with the entry.

Contest Period

The Contest shall begin on 8:00 AM EST on November 3, 2010 (the "Start Date"), and shall continue in duration until 3:59 PM EST, November 15, 2010 (the "Deadline"). All entries must be received by the Deadline and in accordance with these official rules to be eligible to win a prize.

Entry in the Contest, Rules and Prizes

- a) Anyone with a registered Twitter account or text messaging-enabled cell phone may enter the Contest.
- b) You may enter the contest beginning on the Start Date by (i)tweeting about the Crossroads Regional Conference, (ii)ReTweeting conference-related messages and questions from @CIASTD, (iii)answering @CIASTD's conference-related messages, (iv) all of which must contain "#crc10" in the entry tweet.
- c) Each message meeting the above requirements will count as one entry into the Contest.
- d) Sponsor shall choose two (2) winners from all entrants who have submitted a complete entry prior to the end of the Deadline to receive one (1) Amazon Kindle electronic book reader with approximate retail value of \$139.00 USD. Winners shall be chosen by Sponsor at its sole discretion based upon the quantity of tweets. The decision of Sponsor is final. Prizewinner of the Pre-Conference contest will be notified at the Crossroads Regional Conference Awards Luncheon. Prize winner of the During Conference contest will be notified at the Crossroads Regional Conference closing session.
- e) Winners must be present to claim their prize.
- f) Each entrant can only win one (1) prize during the Contest Period