

## SOA's 2019 Workable Innovations for Living Longer (WILL) Contest Official Rules

These are the Official Rules that govern how the Society of Actuaries' (SOA) 2019 Workable Innovations for Living Longer (WILL) ("Contest") will operate. In these rules, "you" and "your" refers to an eligible Contest entrant ("Entrant"). By entering, Entrants acknowledge compliance with these Official Rules, including all eligibility requirements.

### 1. ELIGIBILITY

The Contest is open to legal residents of the United States of America, the United Kingdom and Canada who are at least eighteen (18) years of age as of **April 19, 2019**. Entrants must be able to travel to and attend the 2019 SOA Annual Meeting on October 28, 2019 in Toronto, Ontario, Canada in order to participate in the final judging of the Contest. Entrants entering the Contest as part of a team are only required to send one (1) individual from the team to the 2019 SOA Annual Meeting. All members of a team must meet the eligibility requirements of Section 1. Employees of the Society of Actuaries, its representatives and agents, members of the judging panel, members of the Contest planning committee, and members of the SOA's Mortality & Longevity Research Program Steering Committee, and those with whom the foregoing are domiciled, are not eligible to enter the Contest. This Contest is void in Puerto Rico, U.S. overseas military installations and all other U.S. territories and possessions and where prohibited. Contest is subject to all applicable federal, state, provincial and local laws and regulations. The SOA reserves the right to verify eligibility qualifications of the potential Finalists and Prize Winner(s). Entries received prior to or after the Contest Entry Period are void.

### 2. CONTEST ENTRY PERIOD

The Contest Entry Period begins **April 19, 2019** at 12:00:01 AM Central Standard Time (CST) and ends **June 28, 2019** at 11:59:59 PM Central Daylight Time (CDT) ("Contest Entry Period"). To enter the Contest, you must submit a video and written explanation in accordance with Section 3, Entry Guidelines, prior to the close of the Contest Entry Period. Alternatively, you can mail your Entry to Society of Actuaries, ATTN: Jan Schuh, 475 N. Martingale Rd., Suite 600, Schaumburg, Illinois 60173 USA. Entries sent by mail must be received by the SOA prior to the close of the Contest Entry Period in order to be declared eligible.

### 3. ENTRY GUIDELINES

Entrants may enter the Contest individually or as a team; there is no limit on the number of individuals on a team. Each individual or team must submit both a video "pitch" and a written explanation of a novel idea ("Idea") that will help people extend their healthy life expectancy by social, physical, and/or psychological methods (an "Entry"). The Idea: i) must be something that can be practically used or performed to help people achieve a longer life expectancy; and ii) must be new (e.g. it cannot be in commercial production, pending or received patent approval, submitted to other organizations for the purpose of commercialization, be part of an existing crowd funding campaign, etc.). The judges reserve the right, in their sole discretion, to disqualify any Entry that does not meet Idea requirements i and/or ii. The video must be provided in MP4 or AVI format and/or may be uploaded to YouTube.com in accordance with YouTube's [Terms of Service](#), and should be no longer than two (2) minutes. The written explanation should be no more than 1000 words. Both the video (or a hyperlink to the video if uploaded to YouTube) and written components must be submitted in English. Entries must be sent to [jschuh@soa.org](mailto:jschuh@soa.org). Each Entry must include the name(s), home address(es), email address(es) of the individual Entrant or team members. Team submissions should designate one team member as the primary contact for the team.

Entrants cannot be involved in more than one Entry, whether as an individual or team. Multiple submissions by an individual Entrant and/or team are not permitted. 2018 WILL Contest entrants, but not the five finalists, are eligible to participate. No purchase necessary to enter or win. Odds of winning depend on the number of participants. By entering the Contest, Entrant is certifying compliance with the Official Rules. Entries cannot infringe upon any third-party personal or proprietary rights.

### 4. DETERMINATION OF PRIZE WINNER(S)

The Entries will be judged based on the following criteria:

- **Originality:** Extent to which the Idea is different than what is currently available or known;
- **Practicality:** Extent to which the Idea can be practically applied;
- **Clarity of Pitch:** Clarity of the presentation of the Idea; and
- **Impact of the Idea:** Magnitude of the effect and the number of individuals benefitting from the improvement generated by the Idea.

The criteria are equally weighted; each criterion will represent twenty-five percent (25%) of the total assessment. Judges will assess all Entries based on the criteria in order to determine which Entrants to interview. The judges will interview the selected Entrants on or before July 31, 2019. The judges will select up to five (5) individuals and/or teams as finalists (the "Finalists"); the Finalists will be notified no later than August 16, 2019 that they have been selected to present their Idea at the 2019 SOA Annual Meeting. Should an individual or team be unable to attend the final round of judging on October 28, 2019 they will be disqualified, and may be replaced with the next highest ranked Entry at the judges' sole discretion. Finalists will be assigned a coach to provide guidance and assistance in finalizing presentations.

The Finalists will present their Ideas during a session at the 2019 SOA Annual Meeting on October 28, 2019. Only one individual per team is required to attend the 2019 SOA Annual Meeting and present on behalf of the team. Finalists will be given five (5) minutes to present and answer questions from the judges and/or the audience. The judges and the audience will vote to determine the winners based on the selection criteria described above. The top three Entries, as selected by the audience and judges, will win a prize; there will be one (1) Grand Prize Winner, one (1) the Second Place Winner, and one (1) Third Place Winner. In the event of a tie for any of the prizes, Dale Hall, SOA Managing Director of Research or his designee, will cast the decisive vote to determine the winning Entry from those Entries, which are otherwise tied. The judges' decision is final and binding. The judges reserve the right not to award any prizes if they determine that no Entry is qualified. The judges reserve the right to modify the judging process, but if the process is modified, Entrants will be notified.

Odds of winning will depend on the number of participants in the Contest. The Contest will be conducted by the SOA, whose decisions on all matters relating to the Contest shall be final and binding. At the sole discretion of the SOA, disqualification or forfeiture may result from any of the following: (1) a potential Prize Winner's failure to provide the SOA with satisfactory proof of age, identity and residency and a Winner Affidavit and Release; (2) inability to travel to the 2019 SOA Annual Meeting and present on October 28, 2019; and (3) any other non-compliance with these Official Rules.

## 5. PRIZES

- a. **Trip to the 2019 SOA Annual Meeting:** All Finalists (up to five (5) individuals total; only one individual per team) will receive round trip, economy air transportation up to \$1000.00 USD. Airline and flight will be selected and booked by the SOA; Finalists will not receive the difference between the actual cost of the flight and the \$1000.00 USD allowance. Should the round trip airfare exceed \$1,000.00 USD, the Finalist will be responsible for reimbursing the SOA for the amount over the \$1,000.00 USD. Finalists will also receive one (1) night of hotel accommodations at the Fairmont Royal York valued at approximately one-hundred and seventy-five dollars (\$175.00 USD) and complimentary one-day registration to the 2019 SOA Annual Meeting valued at eight hundred dollars (\$800.00 USD) (together, the flight, hotel and registration are the "Trip"). No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel and accommodations are subject to availability. Travel is subject to the terms and conditions set forth by the SOA's airline carrier(s) of choice as detailed in the passenger ticket contract. Given the 2019 SOA Annual Meeting will be in Toronto, Ontario, Canada, all Finalists are responsible for having valid travel documents. The SOA will not reimburse Finalists for expenses associated with securing valid travel documents. Meals, incidentals, tips, baggage fees, any charges to the hotel room, telephone calls, or any other personal expenses incurred during the Trip are the sole responsibility of the Finalist. All taxes and other expenses not specifically identified as included are the sole responsibility of each Finalist. Each Finalist is responsible for obtaining travel insurance (and all other forms of insurance) at their option and hereby acknowledge that the SOA has not and will not obtain or provide travel insurance or any other form of insurance. The Finalists will be required to complete Affidavit of Eligibility/Liability (where legal) and W9 (or W8) Taxpayer Identification Form. These documents must be signed, notarized and returned within seven (7) days of issuance of notification. Failure to comply will result in disqualification and the Trip will be forfeited. All taxes on the Trip and other expenses related to accepting and/or using the Trip not listed in these Official Rules are the sole responsibility of the Finalists, who will receive an IRS Form 1099 reflecting the final actual value of the Trip. Trip is not transferable.
- b. **Grand, Second and Third Place Prize Winners:** There will be three (3) prize winners in this Contest ("Prize Winners"): one (1) Grand Prize Winner(s); one (1) Second Place Winner(s); and one (1) Third Place Winner(s). The Grand Prize Winner(s) will receive \$10,000 USD. The Second Place Winner(s) will receive \$5,000 USD. The Third Place Winner(s) will receive \$1,000 USD. For teams, the prize will be split equally among the team members.

Prize Winner(s) will be determined and notified on or about **October 28, 2019** at the 2019 SOA Annual Meeting in Toronto, Ontario, Canada. The SOA will mail a check to the Prize Winners at its own expense. The Prize Winners will be required to complete Affidavit of Eligibility/Liability/Publicity Release (where legal) and W9 (or W8) Taxpayer Identification Form. These documents must be signed, notarized and returned within seven (7) days of issuance of notification. Failure to comply will result in disqualification and the Prize will be forfeited. All taxes on the Prize and other expenses related to accepting and/or using the Prize not listed in these Official Rules are the sole responsibility of the Prize Winners, who will receive an IRS Form 1099 reflecting the final actual value of the Prize. Prizes are not transferable. No substitution allowed except, at the SOA's sole discretion, a prize of equal or greater value may be substituted.

## 6. PARTICIPANT OBLIGATIONS

- a. By entering, Entrants consent to the use of their name, an email address, biographical information, photographs and/or likenesses for advertising and publicity purposes without additional compensation (except where prohibited) by the SOA for purposes concerning this Contest or succeeding contests and for publicity, special events and advertising purposes in connection with promoting the Society of Actuaries and/or its website. Entrants also consent to being interviewed by the SOA for the purposes of publishing an article(s) on the Idea and/or the Contest in SOA publications, including *The Actuary*, without additional compensation (except where prohibited).
- b. By entering, each Entrant agrees to defend, indemnify, release and hold harmless the SOA, its officers, directors, employees, agents, and representatives from and against any and all losses, demands, damages, rights, claims, injuries, actions and liabilities of any kind arising out of or related to Entrant's participation in the Contest and/or the acceptance of any prize (up to and including death); or arising out of any violation of rights of publicity or privacy, or claims of defamation or portrayal in a false light; or based on any claim of infringement of intellectual property; or from any typographical, human or other error in the printing, offering, selection, operation or announcement of any Contest activity and/or prize. Any disputes that may arise hereunder shall be governed in all respects by the laws of the State of Illinois without regard to the conflicts of laws principles of any jurisdiction. Venue with respect to any such disputes shall be had in the state and federal courts of the State of Illinois. The SOA's failure to enforce any term of these rules shall not constitute a waiver of that provision. In any cause of action, the SOA's liability will be limited to one thousand dollars (\$1,000.00 USD), and in no event shall the SOA be liable for attorneys' fees and/or experts' fees and costs. By participating in the Contest, each Entrant waives the right to claim any additional damages whatsoever, including, but not limited to, punitive, consequential, incidental, special or indirect damages.
- c. By entering, Entrants hereby irrevocably grant the SOA a perpetual, royalty-free, non-exclusive, non-transferable license to publish, display, and reproduce their Entry and to record, edit, transcribe, duplicate, replay, distribute and sell their in-person presentation at the 2019 SOA Annual Meeting, in any and all media, in whole or in part, throughout the world for any purpose, including commercial purposes. You warrant that you are the owner of the Idea and that it is your original work, does not infringe on the intellectual property rights of any other person or entity, and no parts of the Idea and/or Entry have been plagiarized. Entrants agree to indemnify and defend the Society of Actuaries for a breach of the foregoing warranty.

## 7. PERSONAL INFORMATION

Personal information submitted to enter the Contest will only be used in the event an Entrant wins the Contest, if there is a question or issue regarding your Entry, and if there is an issue or news to communicate to you pertaining to the Contest. We will not disclose, give, sell, or transfer any personal information about you, unless required for law enforcement or by statute. Notwithstanding the foregoing, Prize Winners' personal information will be used in accordance with Section 6(a).

## 8. ADDITIONAL TERMS

Neither the SOA, their respective officers, directors, employees, and members (collectively "Releasees") are responsible for incorrect or inaccurate transcription of entry information, or for any human or other error, technical malfunctions, lost/delayed data transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software, inability to access any online service or website, or any other error or malfunction, or any injury or damage to Entrant's or any other person's computer related to or resulting from participation in this Contest, or for any injury to person or property. Releasees are not responsible for lost, late, illegible or misdirected entries. If, for any reason, the Contest is not capable of being

executed as planned, and/or the Contest is adversely affected by actions/technical failures/events beyond the control of the SOA that may corrupt, affect the administration, security, fairness, integrity, or proper conduct of the Contest, the SOA reserves the right in its sole discretion to disqualify any suspect entry, and/or to cancel, terminate, modify or suspend the Contest, as the SOA determines in its sole discretion. Entries not complying with all rules are subject to disqualification. Any Entry and/or Idea determined by the Society of Actuaries to have violated the intellectual property rights of a third party will be subject to disqualification, and the Entrant will be required to return any Prize awarded to the Society of Actuaries; the foregoing does not limit nor preclude the Society of Actuaries' from seeking additional legal and equitable relief.

#### 9. WINNERS LIST

To obtain a copy of these Official Rules or for notification of the Prize Winner), send a self-addressed stamped envelope to: 2019 Workable Innovations for Living Longer (WILL) Contest Official Rules/Winner List Request, ATTN: Jan Schuh, 475 N. Martingale Rd., Suite 600, Schaumburg, Illinois 60173 USA. Requests for winner list must be received no later than three months after the end of the Contest. Vermont residents may omit return postage.

#### 10. SPONSOR

The sponsor of this Contest is Society of Actuaries' Mortality & Longevity Research Program Steering Committee, 475 N. Martingale Road, Suite 600, Schaumburg, Illinois 60173, USA.