

INBOUND24 Caption Contest

Official Rules

ELIGIBILITY: Open only to persons who are 18 years of age or older and U.S. residents. Employees of HubSpot, Inc. are not eligible to enter or win a prize. All applicable federal, state and local laws and regulations apply. Void where prohibited or restricted by law. NO PURCHASE NECESSARY. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

CONTEST PERIOD: The Contest entry period begins at 2:00 p.m. EST on April 1, 2024 and ends at 2:00 p.m. EST on April 5, 2024 (the "Contest Period"). Winners will be selected from entries properly submitted and timely received during the Contest Period.

HOW TO ENTER: During the Contest Period, contestants must complete the Contest Entry Form found on the INBOUND blog and on the @INBOUND Instagram page, linked in the Instagram bio. Follow the @INBOUND Instagram page, like the photo from the Caption Contest, and post a comment with your caption for the photo, including the hashtag #InboundCaptionContest. Your caption must be 250 characters or less and original. Limit one (1) entry per person, per e-mail address, and per household during the Contest Period via online entry, regardless of whether a person has more than one address or more than one person uses the same address.

WINNER SELECTION: The winner will be determined based on the number of "likes" from the general public, the creativity of the caption, the adherence to HubSpot and INBOUND brand values, grammar and clarity. Entries will be judged by personnel from HubSpot. The winner will be selected from the top 5 on April 8, 2024. The potential winners will be notified via Instagram direct message within one (1) day after the selection. The selection will be conducted by HubSpot, the judge of the Contest, whose decisions on all matters relating to the Contest shall be final. HubSpot reserves the right to disqualify entries at their sole discretion. In the event that a potential winner is disqualified for any reason, HubSpot may, in its sole discretion, award the applicable prize to an alternate winner selected by the panel of judges.

PRIZES/ODDS OF WINNING PRIZE: The winner will receive one free ticket to INBOUND. Approximate Retail Value (ARV) of each prize: \$1,199 USD. Overall odds of winning depend on the number of entries received during the Contest Period. No prize substitution or cash equivalent of prize. No prize transfer.

CONDITIONS: HubSpot reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Contest (or portion thereof). HubSpot also reserves the right at its sole discretion to disqualify the entry of any individual. All federal, state and local taxes on prize and any expenses not specified herein are the sole responsibility of the winner. Should a dispute arise regarding the identity of the claimant, HubSpot reserves the sole right to determine the eligible party. BY ENTERING, ENTRANT WAIVES ALL RIGHTS TO BRING (AND COVENANTS NOT TO BRING) ANY CLAIM AGAINST HUBSPOT OR ANY OTHERS ASSOCIATED WITH THIS CONTEST. ENTRANTS FURTHER AGREE TO RELEASE AND HOLD HARMLESS HUBSPOT FROM ANY AND ALL LIABILITY ARISING FROM THEIR PARTICIPATION IN THE CONTEST, OR HUBSPOT'S USE OF ANY ENTRY INFORMATION. Any disputes that may arise hereunder shall be governed in all respects by the laws of the Commonwealth of Massachusetts 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 Commonwealth of Massachusetts.

THIRD PARTY WEBSITES: This Contest is in no way sponsored, endorsed or administered by, or associated with, Instagram or any of their affiliates. YOU RELEASE INSTAGRAM, OF ALL LIABILITY RELATED TO THIS CONTEST TO THE FULL EXTENT PERMITTED BY LAW. Any entrant who creates multiple accounts with Instagram for the purposes of increasing the odds of winning this Contest will be

disqualified. If you have any questions or comments about the Contest, please direct them directly to us, the Sponsor.

PUBLICITY AND RELEASE: As a condition of entry into the Contest, except where prohibited by law, each entrant and each winner by accepting a prize grants to HubSpot all right, title and interest in, to publicize, broadcast, display and/or otherwise use, the Contest entrant's name, city, state, and biographical material (collectively, "Licensed Rights") in any media for advertising and publicity purposes, without additional review, compensation, or approval of the winner. As a further condition of entry into the Contest, each entrant, and each winner by accepting a prize, grants to HubSpot a worldwide, royalty-free, non-exclusive, perpetual license to display, reproduce, distribute, prepare derivative works of, and otherwise use any of the answer text submitted with an entrant's entry, in any media and for any purpose, without additional review, compensation, or approval by the entrant. Entries must not infringe upon the legal rights, including copyrights, trademarks, contract rights, or any other intellectual property rights of any other person or entity. If Winner does not respond to notification, or is not present when prize delivery is attempted, such prize will be forfeited. By participating, entrants agree to be bound by the Official Rules and the decisions of the judges, which are final and binding in all respects.

OFFICIAL RULES/WINNERS LIST: For notification of the winners, send a self-addressed stamped envelope to: HubSpot INBOUND24 Caption Contest Entries, c/o HubSpot, Inc., 2 Canal Park, Cambridge, MA 02141. Requests for winners' lists must be received within one month after the end of the Contest Period.

PRIVACY POLICY: By participating in these Sweepstakes and/or Contest, you consent to your data being processed in accordance with HubSpot's Privacy Policy at <https://legal.hubspot.com/privacy-policy>. This Privacy Policy describes how we collect, receive, use, store, share, transfer, and process your personal information. It also describes your choices regarding use, as well as your rights of access and correction of your personal information. HubSpot reserves the right to use or disclose your personal information if required by law or if we reasonably believe that use or disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or comply with a law, court order, or legal process.

SPONSOR: HubSpot, Inc., 2 Canal Park, Cambridge, MA 02141