



#msdnyc Photo Contest Official Rules

Mount Sinai Doctors is looking for original, striking photography from you.

Entries must encompass at least one of these elements:

- The exterior of a Mount Sinai Doctors practice
- The Mount Sinai Doctors logo
- Beautiful photography of a neighborhood that has a Mount Sinai Doctors practice (see full list)

Each entry must be accompanied by two (2) hashtags – #msdnyc plus another hashtag identifying the neighborhood represented by the photo – and posted on Instagram, Facebook, or Twitter.

There will be ten (10) winning photos, and each will receive an American Express gift card valued at \$200.

The #msdnyc Photo Contest begins November 1, 2016, at 12 pm (noon) EST and ends March 1, 2017, at 12 pm (noon) EST. Upon submission, each contestant agrees to the official rules outlined below.

WHO MAY ENTER

Contest is open to anyone, ages 18+, residing in the tristate area of New York, New Jersey, and Connecticut

HOW TO ENTER

- Entries are submitted via social media – Instagram, Facebook, or Twitter
- Entries must be two accompanied by two (2) hashtags: 1) #msdnyc; and 2) a hashtag identifying the neighborhood represented by the photo (e.g. - #brooklynheights, #ues, #upperwestside, #inwood, etc.)
- Entrants cannot identify as patients or employees
- There is no limit on the number of entries per person
- Photos must be in digital format (no print or film submissions)
- Photos must have been taken within one (1) year of the date of entry
- Entries containing watermarks indicating copyright or ownership will be disqualified
- Entries containing obscene, provocative, defamatory, sexually explicit, or content otherwise deemed objectionable or inappropriate by the judges will be disqualified
- Entries must be made by the authorized account holder of the social media handle used to submit the photography
- Entrants must be prepared to provide a release form for full rights of the winning photograph to Mount Sinai as described in the RELEASES AND LICENSE section
- Mount Sinai Health System reserves the right to examine the original photograph and source material to confirm compliance with these rules

• Photos should be taken within a 10-block radius of any of the following neighborhoods of Mount Sinai Doctors (MSD) locations:

MANHATTAN – EAST SIDE

Upper East Side

- MSD Faculty Practice – 10 East 102nd Street
- MSD Faculty Practice — 5 East 98th Street
- Mount Sinai Manhattan Heart — 177 East 87th Street, Suite 507
- MSD East 85th Street – 234 East 85th Street

Lenox Hill

- MSD Faculty Practice–625 Madison Avenue

Midtown East

- Mount Sinai Heart–485 Madison Avenue

Murray Hill

- MSD East 34th Street–55 East 34th Street

MANHATTAN – WEST SIDE

Inwood

- MSD Urgent Care Inwood–5030 Broadway

Upper Manhattan

- MSD Faculty Practice–1090 Amsterdam Avenue
- MSD West 147th Street–2771 Frederick Douglas Boulevard

Harlem

- Mount Sinai St. Luke's Cardiology Faculty Practice at 125th Street — 374 West 125th Street

Upper West Side

- MSD Urgent Care Upper West Side–638 Columbus Avenue
- MSD Multispecialty Physicians Upper West Side–638 Columbus Avenue
- MSD Faculty Practice–305 West End Avenue
- MSD Faculty Practice–50 West 77th Street
- MSD Faculty Practice–2 West 86th Street

Hell's Kitchen

- MSD Faculty Practice–36 West 60th Street
- MSD Faculty Practice–425 West 59th Street

Central Park South

- MSD Faculty Practice–200 West 57th Street

MANHATTAN – DOWNTOWN

Chelsea

- MSD Faculty Practice - Comprehensive Health Program Downtown — 275 Seventh Avenue
- MSD West 23rd Street–309 West 23rd Street
- MSD Senior Health–275 Eighth Avenue
- Mount Sinai Beth Israel Comprehensive Cancer Center- West Campus — 325 West 15th Street

Continued

Union Square

- Mount Sinai Beth Israel Phillips Ambulatory Care Center — 10 Union Square East

West Village

- MSD West 14th Street–222 West 14th Street

Greenwich Village

- MSD West 8th Street–52 West 8th Street

East Village

- MSD East 1st Street–94 East 1st Street

Chinatown

- Mount Sinai Specialty Physicians–168 Centre Street

BROOKLYN

Williamsburg

- MSD North 7th Street–135 North 7th Street

Brooklyn Heights

- MSD Urgent Care Brooklyn Heights — 300 Cadman Plaza West, 18th Floor.
- MSD Brooklyn Heights — 300 Cadman Plaza West, 17th and 18th Floor

CONTEST PRIZES

The ten (10) winning photos will each receive an American Express gift card valued at \$200 as compensation for photograph rights. The winning photographs may be displayed as artwork on the sites of the listed Mount Sinai Doctors locations.

JUDGING

All submissions must be posted on social media by March 1, 2017 at 12 pm (noon) EST. Judging consists of two rounds of evaluation. During round one, Mount Sinai Health System leadership will identify and select 20 entries from among the eligible entries based on the following judging criteria:

(1) Exhibition of at least one of these elements– a) the exterior of a Mount Sinai Doctors practice; b) the Mount Sinai Doctors logo; and/or c) beautiful photography of a neighborhood that has a Mount Sinai Doctors practice (68%); and (2) photographic quality (32%). The entries selected in round one will proceed to round two.

In round two, the advanced 20 entries, as chosen by Mount Sinai Health System leadership, will be announced, and public judging goes on from March 24 to April 7, 2017 via a Facebook poll.

FACEBOOK POLL @mountsinainyc

On March 24, 2017, at 12 pm (noon) EST the short list potential winners will be posted on the Facebook page of the Mount Sinai Health System (@mountsinainyc), kicking off a public poll to select the 10 winning photos. The public Facebook poll will end on April 7, 2017 at 12 pm (noon) EST. In the event that the Facebook poll results in a tie, Mount Sinai Health System leadership will declare the final winner(s).

Winners will be chosen on April 7, 2017, at 12 pm EST, and they will be notified via the social media channel and handle they used to submit the winning entry. Winners will then have until April 14, 2017, at 12 pm

EST to respond back to Mount Sinai Health System and accept the \$200 American Express gift card as a prize. (Also see RELEASES AND LICENSE below). If the Mount Sinai Health System social media team does not receive a response by April 14, 2017, at 12 pm EST, another contestant may be chosen by Mount Sinai Health System leadership.

WINNERS LIST

Entrants are responsible for complying with these official rules. Winners' names and neighborhoods will be available online on April 7, 2017.

RELEASES AND LICENSE

Each entered photograph, in its entirety, must be a single work of original material taken by the entrant. Upon submission, entrants represent, acknowledge, and warrant that submitted photographs are original work created solely by the entrant, that the photographs do not infringe on the copyrights, trademarks, moral rights, rights of privacy/publicity or intellectual property rights of any person or entity, and that no other party has any right, title, claim, or interest in the photograph.

The entrant is responsible for obtaining, prior to submission of the photograph, any and all releases and consents necessary to permit the exhibition if any material or elements in the photograph are not owned by the entrant and/or which are subject to the rights of third parties, and/or if any persons appear in the photograph.

Each entrant must be prepared to provide a signed release by May 8, 2017, from all persons who appear in the photograph submitted, authorizing Mount Sinai Health System to reproduce, distribute, display, and create derivative works, in any media now or hereafter known. Failure to provide such releases upon request may result in disqualification and selection of an alternate winner.

Mount Sinai Health System has the right to collect and necessary personal information of all winning contestants, such as name, postal address, and telephone number, in order for the winner to receive the \$200 American Express gift card as a prize and payment for full rights of the winning photograph.

All winning entrants grant an irrevocable, perpetual, worldwide non-exclusive license to Mount Sinai Health System, to reproduce, distribute, display and create derivative works of the entries (along with a name credit), in any media now or hereafter known, for no additional compensation.

RIGHT TO CANCEL OR SUSPEND CONTEST AND LIMITATION OF LIABILITY

Mount Sinai Health System reserves the right, at its sole discretion, to disqualify any individual(s) who tamper with the entry process, and/or to cancel, terminate, modify, or suspend the contest. All entrants agree to release, discharge, and hold harmless Mount Sinai Health System and its partners, affiliates, subsidiaries, advertising agencies, agents, employees, officers, directors, and representatives from any claims, losses, and damages arising out of their participation in this contest or any contest-related activities and the acceptance and use, misuse, or possession of any prize awarded hereunder.