



2010 K'NEXpert Classroom Challenge Details

Build, Learn and have Fun! The K'NEXpert Classroom Challenge is the perfect hands-on activity to enhance your 1st through 6th grade curricula. Because of our excellent application in the classroom, K'NEX is excited to offer teachers and students the opportunity to participate in the K'NEXpert Classroom Challenge. This is your opportunity to build teamwork, school spirit and enthusiasm for learning!

Educational and Fun Prizes!

The six winning classrooms will receive:

- A \$325 K'NEX Education gift certificate good toward a 2010 purchase at www.knexeducation.com!
- **Free** K'NEX building set for each child in the winning classroom! (\$20.00 value)
- K'NEXpert Classroom Challenge Sign that students can autograph and display with their winning model!
- Classroom Photo Gallery page at www.knexeducation.com, where we will display photos of the winning classroom with their model!

5 Easy Steps to Enter!

Plus, the first 100 teachers who send in a completed entry (see Step 5, below) will be automatically entered into a prize drawing: 10 winners will be randomly drawn by the contest judges at K'NEX from those first 100 completed entries, and will receive a **FREE K'NEX Education Elementary Construction Set (\$100.00 Value)**! Winners of these sets will be notified when the random drawing is completed.

NO PURCHASE NECESSARY! Read the Official Rules and Entry Form for full details. All entries and submitted materials become the property of K'NEX.

Step 1: Teachers register your classrooms in the Challenge online at www.knexeducation.com/challenge between 11/6/09 and 12/18/09. You must register by 12/18/09 to be eligible to enter the Challenge. When you register, you will receive:

- **Announcement Letters** – For students to take home to let their parents/guardians know about the program.
- **Colorful K'NEXpert Classroom Challenge Poster** – To promote the educational elements of the project, announce your classroom's participation and build excitement throughout the school!
- **Certificates of Participation** - For you to give to all participating students.
- **Tips for Teachers** – A helpful online guide to help make the project successful in the classroom

Step 2: Students build an original K'NEX model that qualifies in the appropriate Building Challenge Category listed below and write the corresponding 1-page description:

Building Challenges:

Grades 1-2: Transportation Nation – Students build a model replicating a mode of transportation, be it by land, air, sea or space and write a description of the model and how it works

Grades 3-4: Bridge Building 101 – Build a bridge that spans a distance of at least 36" (such that the imagined roadway it carries is at least 36" from end to end), and that will support a weight of 2.5 lbs or heavier (ideally, a collegiate style dictionary or similarly sized standard book). A span between two desks would be a good location for the challenge. Have your students provide a description of the type of bridge that the students employed, and an explanation of why their choice was the best bridge type to support the dictionary. (The pictures you submit should include the dictionary/book resting safely on your bridge.)

Grades 5-6: Amusement Park Thrill Rides – Students build a model of an amusement park thrill ride and write a description of the model including details on any of the following effects that apply to the real life ride – potential & kinetic energy, speed, acceleration, gravity and/or rotational motion.

Step 3: Take pictures of your K'NEX model. Make sure that your photos are no smaller than 4" x 6" and no larger than 8" x 10" in size and that your model is displayed against a solid light blue or white background. Please send only 1-3 photos per entry.

Step 4: Print out and complete the entry form and have it signed by an authorized school official.

Step 5: Send pictures of the model, the required 1-page written description and the completed, signed entry form to: 2010 K'NEXpert Classroom Challenge, K'NEX Industries, P.O. Box 700, Hatfield, PA 19440.

The deadline for entries is February 12, 2010 (entries must be postmarked by this date). Voting will take place by March 17, 2010, with the winning schools being notified via email and/or US mail on or about March 26, 2010. Name of the school, grade and class photo with winning model will be posted on the website, www.knexeducation.com.

2009 K'NEXpert Classroom Challenge OFFICIAL RULES

1. **CONTEST DATES:** November 6, 2009 through February 12, 2010. **NO PURCHASE NECESSARY.**

2. HOW TO ENTER:

- Teachers, register your classroom from November 6, 2009 through December 18, 2009 at www.knexeducation.com/challenge. Registration deadline is December 18, 2009. The online registration form includes the name of the teacher, name of the school, grade, teacher's school email address and number of students in the class. Schools that have not completed the online registration will not be eligible to submit their entries.
- Take pictures of your K'NEX model(s). Make sure your pictures are no smaller than 4" by 6" and no larger than 8" x 10" in size and that your model(s) is/are displayed against a solid background (white or light blue background). Please send only one to three pictures per entry.
- Print out and complete the official entry form, available at www.knexeducation.com/challenge. **Entry forms must be signed by the school principal, superintendent or other authorized school official.**
- Submit the entry form by mail along with the picture(s) of your K'NEX model(s) and the one-page description about each model written by your students.
- Entries must be postmarked by midnight, February 12, 2010 and mailed to:

2010 K'NEXpert Classroom Challenge Contest
K'NEX Industries, Inc.
P.O. Box 700
Hatfield, PA 19440

- Teachers may send as many entries as they like in the designated category for your grade, but each entry must be accompanied by the signed, official entry form and written description about each model.
- Voting will take place by March 17, 2010, with the winning classrooms notified via e-mail and/or US mail on or about March 26, 2010. The name of the school, grade level, photos of the model and class photo will be posted on the K'NEX website, www.knexeducation.com.

To participate, you must register your classroom by completing the online registration form at www.knexeducation.com/challenge by December 18, 2009. Entry forms, including pictures and written descriptions of the models, will be accepted between November 6, 2009 through February 12, 2010, as long as you have registered your classroom first, by the required deadline.

All entries and submitted materials become the property of K'NEX and will not be returned.

3. CONTEST ENTRY REQUIREMENTS:

Students build an original K'NEX model that qualifies in the appropriate Building Challenge Category listed below and write the 1-page required description described below:

Grades 1-2: Transportation Nation – Students build a model replicating a mode of transportation, be it by land, air, sea or space and write a description of the model and how it works

Grades 3-4: Bridge Building 101 – Build a bridge that spans a distance of at least 36” and that will support a 2.5 lbs or heavier dictionary – no paperbacks please! Have your students provide a description of the style of bridge that the students employed and an explanation of why their choice was the best bridge to support the dictionary. (The pictures you submit should include the dictionary resting safely on your bridge.)

Grades 5-6: Amusement Park Thrill Rides – Students build a model of an amusement park thrill ride and write a description of the model including details on any of the following effects that apply to the real life ride – potential & kinetic energy, speed, acceleration, gravity and/or rotational motion.

One winning classroom per grade, for a total of six winning classes, will be chosen by a panel of K’NEX judges, comprised of a select group of K’NEX Education Division experts and the inventor of K’NEX, Joel Glickman, who will base their decision on the creativity (25%), uniqueness (25%) and detail (25%) demonstrated in the model, and the accuracy in the research done on the mode of transportation, contraption or amusement park ride (25%). Voting will take place by 5:00 p.m. Eastern Time on March 17, 2010. K’NEX will notify the teachers of the winning classrooms by email or mail on or about March 26, 2010, and the winning schools will be posted on the K’NEX website on April 2, 2010. All decisions made by the panel of judges and by Joel Glickman, inventor of K’NEX, are final and non-appealable.

4. PRIZES:

The six classrooms chosen as 2010 K’NEXpert Classroom Challenge Award Winners will receive:

- \$325 gift certificate good towards the purchase in 2010 of a K’NEX Education Building Set at www.knexeducation.com
- FREE age-appropriate K’NEX building set for each child in the winning classroom (\$20.00 value)
- 2010 K’NEXpert Classroom Challenge Sign that students can display with the winning model at the school. Sign will include the name of the school, grade and a place for signatures of all participating students.
- Classroom photo gallery page on knexeducation.com, where we will display pictures of the winning classroom students with their model.

Plus, the first 100 teachers who send in a completed entry (see Step 5, above) will be automatically entered into a prize drawing: 10 winners will be randomly drawn by the contest judges at K’NEX from those first 100 completed entries, and will receive a FREE K’NEX Education Elementary Construction Set (\$100.00 Value)! Winners of these sets will be notified when the random drawing is completed.

5. ELIGIBILITY:

Contest is open to all elementary schools in the United States and Canada (except those of Puerto Rico, U.S. territories or possessions, and the Province of Quebec). Schools attended by children of employees of K’NEX Industries, Inc., and/or its parent, subsidiary, or affiliated entities are not eligible to participate.

6. NOTIFICATION OF CONTEST WINNERS:

Teachers who submitted entries on behalf of the winning classrooms will be contacted by email or mail on or about March 26, 2010. After the notification is complete, an authorized representative of the winning school will be required to sign an affidavit of eligibility and liability release, and, where permitted, a publicity release. If winning school is found to be in violation of these Official Rules, if prize notification letter or e-mail is returned as undeliverable, or if the signed affidavit of eligibility and liability release is not returned to K’NEX within 7 days, prize will be awarded to the next highest scoring entrant. Winners agree to use of name, address, likeness and/or prize information for promotional purposes in any medium without additional compensation to the extent permitted by law.

7. MISCELLANEOUS:

Void in Puerto Rico, U.S. territories and possessions, the Province of Quebec, and where prohibited. All federal, state, Canadian federal and provincial, and local laws and regulations apply. By participating in this Contest, each entrant accepts the conditions stated in these Official Rules, agrees to be bound by the decisions of the judges in selecting winners, and warrants that he/she/it is eligible to participate in this Contest. **By entering this Contest, winners agree to release K’NEX, and any parent, subsidiary, affiliated or successor entities, and its or their respective directors, officers, employees, and agents, including, without limitation, its or their advertising and promotion agencies, from any and all liability, loss, actions, demands, claims, or damages arising from or in connection with participation in this Contest or the awarding, receipt, and/or use or misuse of any prize, or participation in any prize-related activities. Neither K’NEX, nor any parent, subsidiary, affiliated or successor entities or its or their respective directors, officers, employees or agents will have any liability or responsibility for any injury, loss, action, demand, or claim or other liability of any**

kind arising in connection with participation in the Contest or any prize awarded. This contest will be governed by the internal laws of the State of Delaware. Any and all legal actions or claims arising in connection with this Contest must be brought in a court of competent jurisdiction within the United States of America.

8. GENERAL TERMS AND CONDITIONS:

Sponsor and judges are not responsible for lost, late, mutilated, illegible, incomplete, garbled, postage due, or misdirected entries, mail or communications, for errors, omissions, interruptions, deletions, defects, or delays in operations or transmission of information, in each case whether arising by way of technical or other failures or malfunctions of computer hardware, software, communications devices, or transmission lines, or data corruption, theft, destruction, unauthorized access to or alteration of entry materials. Sponsor and judges not responsible for electronic communications which are undeliverable as a result of any form of active or passive filtering of any kind, or insufficient space in entrant's e-mail account to receive email messages. Sponsor disclaims any liability for damage to any computer system resulting from participation in, or accessing or downloading information in connection with this Contest, and reserves the right, in its sole discretion, to cancel, terminate or suspend this Contest should any virus, bug, bots, unauthorized human intervention, or other causes beyond Sponsor's control corrupt or otherwise affect the administration, security, fairness or proper conduct of the Contest.

CAUTION: Any attempt by an entrant to deliberately damage any web site or undermine the legitimate operation of this Contest is a violation of criminal and civil laws. Should such an attempt be made, Sponsor reserves the right to disqualify and/or seek damages from any such entrant to the fullest extent permitted by law. Sponsor also reserves the right, at its sole discretion, to disqualify any entrant from any other promotion conducted by Sponsor, now or in the future, if entrant's fraud or misconduct affects the integrity of this Contest.

9. WINNERS LIST:

To obtain the list of winners, visit www.knexeducation.com on April 2, 2010.

NO PURCHASE NECESSARY.

2010 K'NEXpert Classroom Challenge Entry Form

Name of School: _____

Name of Teacher: _____

Grade: _____ Number of students in class: _____

School Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Email Address: _____

[Attach One-Page Description of Model and Pictures of Model]

Privacy Note: K'NEX is committed to protecting the privacy of children. Entry information will only be used to administer this Contest or otherwise in accordance with our Privacy Policy. Information on the winning classroom, including school name, state, grade level, photos of the model, and class photo, will be posted online at www.knexeducation.com. No personal information on students will be used except as needed to administer this Contest or in accordance with our Privacy Policy. Please review our Privacy Policy at www.knex.com.

IDEAS BUILT WITH EXISTING K'NEX PIECES AND COMPONENTS

Entries, including entries related to a new construction, toy or other item (the "Device"), must be constructed solely using existing K'NEX parts and sets. **All entries and submitted material become the exclusive property of K'NEX and will not be returned.** Entrant acknowledges and agrees that by submitting this entry, it hereby transfers and assigns all rights in the Device under any copyright, patent or other intellectual property laws to K'NEX. K'NEX may illustrate the Device in its catalogs, instruction books, on the K'NEX website, www.knex.com, or in any other media now known or later invented, and may otherwise inform its customers and potential customers of the Device, whether or not entry is selected as a winner. K'NEX, and any parent, subsidiary, affiliated or successor entities, and any of its or their present or future customers, may construct and use the Device without any further authorization and without any payment or royalties of any kind to the School.

By signing below, I certify that I am an authorized official of _____ [insert school name and address], that our school is eligible to participate in the 2010 K'NEXpert Classroom Challenge Contest, that I have read and understand the Official Rules and this waiver, and agrees that our school will be bound by them. I agree to distribute letters of authorization, available online upon registration of the class, to parents of students in participating classes to notify them of this Contest. I further agree that if _____ [insert school name] is selected as a winner I will promptly execute and deliver all additional waivers and releases in accordance with the Official Rules required to receive the prize, and understand that failure to do so will result in forfeiture of the prize.

Signature

Typed Name

Title

Date

Phone Number

Email Address