

# Exertis “Road to the Ryder Cup” Campaign

## Terms & Conditions

### 1. Introduction

These Terms and Conditions (“Official Rules”) govern the **Exertis “Road to the Ryder Cup” Partner Incentive** (“Campaign”), organised and administered by Exertis Ireland Ltd in partnership with Dell Technologies.

By participating in the Campaign or accepting any prize, participants agree to be bound by these Official Rules and any applicable Exertis partner programme terms.

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### 2. Campaign Period

The Campaign will run across two phases:

**Phase 1:** 1<sup>st</sup> April 2026 – 31<sup>st</sup> November 2026

**Phase 2:** 1<sup>st</sup> December 2026 – 31<sup>st</sup> July 2027

Partner performance will be measured during each campaign phase. Winners will be confirmed and announced at the conclusion of each phase.

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### 3. Eligibility

The Campaign is open to **approved Exertis reseller partners** based in Ireland and Northern Ireland who purchase Dell products through Exertis during the Campaign Period.

Participation applies to **reseller organisations**, not individual employees.

The following individuals are not eligible to participate:

- Employees, directors, or officers of Exertis
- Employees of Dell Technologies
- Employees of any agency involved in the administration or promotion of the Campaign
- Immediate family members or household members of the above

Participants are responsible for ensuring their participation complies with their organisation’s **internal compliance policies and approval procedures**.

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### 4. Campaign Mechanics

Partners will compete based on overall performance across **Dell business transacted through Exertis** during the Campaign Period.

Performance may be assessed using a combination of factors including, but not limited to:

- Total Dell revenue generated through Exertis
- Growth compared with previous comparable periods
- Net-new customer acquisitions
- Performance across strategic Dell product categories

Performance will be assessed using Exertis internal reporting systems.

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## 5. Winner Selection

At the end of each Campaign Phase:

- The **Top 8 performing partner organisations** will be selected as winners.
- Each winning partner organisation may nominate **one attendee** to participate in the prize experience.

A maximum of **8 partner organisations may qualify per campaign phase**.

All calculations, eligibility determinations, and winner selections are made solely by Exertis and are **final and binding**.

In the event of any dispute relating to the Campaign, Exertis shall have the final decision.

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## 6. The Prize

Winning partners will be invited to attend an **exclusive Exertis and Dell hospitality experience** during the **Ryder Cup 2027**, which will take place at **Adare Manor**, Ireland.

Prize elements may include:

- Corporate hospitality for one designated day at the Ryder Cup 2027
- Overnight accommodation at the Heritage Hotel, Killenard, Portlaoise, for double occupancy
- Private return transport between the Heritage Hotel and Adare Manor for the designated day.

Full prize details will be communicated to winners prior to the event.

Prizes are:

- Non-transferable
- Non-exchangeable
- Not redeemable for cash

If any element of the prize becomes unavailable, Exertis reserves the right to substitute the prize with an alternative of **equal or greater value**.

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## 7. Winner Notification

Winning partners will be notified by Exertis **within 10 business days** of the end of each Campaign Phase.

Winning partners must confirm attendee details within the timeframe specified by Exertis.

Failure to confirm participation within the required timeframe may result in the prize being **forfeited and awarded to the next eligible partner**.

By accepting the prize, the winning partner and their nominated attendees provide consent for Exertis to publicly announce the winner, including the company name and attendee names, on Exertis' LinkedIn page. Personal data will be processed solely for this purpose and in accordance with Exertis' Privacy Policy.

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## 8. Corporate Approval

Participants are responsible for ensuring that acceptance of any prize complies with their employer's internal policies.

The responsibility lies with the participant to obtain approval from their **manager, director, or authorised representative** prior to accepting the prize.

Attendees may be required to provide personal identification information (passport) required for event access and ticketing.

All attendees must comply with official event rules, venue regulations, and ticket conditions.

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## 9. Travel and Additional Costs

Unless otherwise stated, the following costs are the responsibility of the winner or attendee:

- Travel to and from the Heritage Hotel, outside of the provided private transfers
  - Additional accommodation outside the prize package
  - Personal expenses
  - Meals or entertainment outside provided hospitality
  - Travel costs to Adare Manor, should you wish to make your own way, is at your own expense.
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## 10. Tax Liability

Prizes are awarded on the understanding that the recipient and their employer acknowledge that the prize may be considered a **taxable benefit in kind**.

The responsibility for declaring and paying any applicable taxes, including **Benefit-in-Kind (BIK), PAYE, PRSI, or other applicable taxes**, rests solely with the participant and/or their employer and not with Exertis Ireland Ltd.

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## 11. Compliance and Conduct

Participants agree to comply with all applicable laws, corporate compliance requirements, and these Terms and Conditions.

Exertis reserves the right to disqualify any participant or partner organisation where:

- Fraudulent activity is suspected
  - Campaign manipulation occurs
  - These Terms and Conditions are breached
  - Behaviour is deemed inappropriate or damaging to the Campaign, Exertis, or Dell Technologies
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## 12. Liability

To the maximum extent permitted by law, Exertis and Dell Technologies shall not be responsible for:

- Event cancellations, postponements, or scheduling changes
- Travel disruptions or delays
- Circumstances outside their reasonable control

If the event or prize experience cannot take place as planned, Exertis reserves the right to amend or substitute the prize.

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### **13. Data Protection**

Any personal information collected in connection with the Campaign will be processed in accordance with **applicable European data protection laws (GDPR)**.

Personal data will be processed in accordance with the Exertis Ireland Privacy Policy available at:

<https://www.exertis.ie/exertis-ireland-data-protection-and-privacy>

Such data will only be used for the administration and fulfilment of the Campaign.

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### **14. Right to Modify or Cancel**

Exertis reserves the right to amend, suspend, or cancel the Campaign at any time if circumstances arise outside its reasonable control or if required for operational, legal, or regulatory reasons.

Any updates will be communicated to participating partners.

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### **15. Event Disclaimer**

This promotion is **not sponsored, endorsed, administered by, or associated with Ryder Cup Europe LLP, the PGA of America, or any official Ryder Cup partners**.

All trademarks and event names remain the property of their respective owners and are used for descriptive purposes only.

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### **16. Governing Law**

These Terms and Conditions are governed by the **laws of Ireland**.

Any disputes arising in connection with the Campaign will be subject to the **exclusive jurisdiction of the Irish courts**.