



KITCHEN
DESIGN
CHALLENGE

OFFICIAL RULES

2019 – 2021 Thermador Kitchen Design Challenge (“Contest”)

Eligibility

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. For all Professional categories, entrants must be professional designers, architects, builders, remodelers or kitchen dealers (i.e., persons who are paid for residential kitchen design services). The design and construction of all entries must have been completed in 2017, 2018, 2019, 2020 or 2021. The Student category is open to students who completed the kitchen design project while enrolled at an accredited college or university and/or an NKBA program in 2017, 2018, 2019, 2020 or 2021. There is no limit to the number of entries. All entrants must be legal residents of the 50 United States and the District of Columbia and must meet the eligibility criteria set forth below. Sponsor reserves the sole right to determine eligibility.

Open to individual legal residents of the 50 United States and the District of Columbia, who are 18 years of age or older at the time of entry. Not open to the general public. Employees, contractors, directors and officers of BSH Home Appliances Corporation (“Sponsor”), its parent, subsidiary and affiliated companies, distributors, web design, advertising, fulfillment, judging and contest agencies involved in the administration, development, fulfillment and execution of this Contest (collectively, “Contest Parties”), and the immediate family members (spouse, parent, child, sibling, grandparent, and spouse or “step” of each) and those living in the same households of each such individuals (those persons whether related or not who live in the same residence for at least three months during the twelve-month period preceding the start date of the Contest) are not eligible to participate. Sponsor reserves the sole right to determine eligibility. Void where prohibited.

Key Dates

CONTEST PERIOD AND ENTRY PERIOD: Design and construction of the Kitchen, or completion of the student kitchen design project, must be fully completed between January 1, 2017 and May 15, 2021 (“Contest Period”). You may enter the Contest between 12:00:01 am Pacific Time (“PT”) on May 15, 2019 and 11:59:59 pm PT on May 15, 2021 (“Entry Period”).

Entry Requirements—Professional Categories

ALL PROFESSIONAL CATEGORIES: Design and build a fully functional kitchen or “Original Innovator/Out of the Box Space (“Space”)” featuring Thermador brand appliances or products (“Kitchen Design”). The Kitchen/Space must be designed, and the construction fully completed within the Contest Period. Individuals, Companies and Teams may enter the Contest online during the Entry Period.

- A Kitchen Design may be entered into multiple professional categories (Exceptional Kitchen, Compact Kitchen, and

Original Innovator/Out of the Box Space), providing it meets the criteria for each category.

- A minimum of three (3) digital photographs must be submitted and a maximum of ten (10) digital photographs will be accepted. Do not submit CGI images or renderings. Only digital photographs are allowed.
- Professional photography is encouraged, but not required. Entrants can meet the photo requirements using a DSLR camera, a point and shoot digital camera or a mobile device, such as iPhone.
- If you choose to shoot your own photography or ask your client to shoot the photography, keep these tips in mind to showcase your completed design:
 - Photos should be taken at the highest resolution possible on your device
 - Shoot when the kitchen has lots of natural light
 - Make sure the photos are clear and focused
 - Watch out for harsh shadows, reflections and light flares
 - Make sure no people are included in the shots
 - Remove clutter from the countertops
 - Arrange props and accessories in a pleasing way
 - If appliances have custom panels, shoot at least one image with the appliance door(s) open
 - Primary images should be overall shots of the kitchen or "original innovator" space (rather than close-ups of the appliances)
 - Shoot a lot of photos at various perspectives, then choose the best images for your entry
- Elevations or CAD drawings will not be accepted without photographs of the kitchen. However, elevations and CAD drawings may be included in addition to photographs of the completed design.
- Photographs and supporting CAD drawings must be submitted as high-res .jpg files and can be no larger than 20 MB.
- Write a narrative (max 3,000 characters) which provides background information on the project. Narratives must be written in English.

EXCEPTIONAL KITCHEN

To be eligible for an Exceptional Kitchen prize, the kitchen design must include at least three (3) primary Thermador appliances within the Cooking, Refrigeration & Dishwasher categories:

Cooking (1 of the following)

- Any Thermador Range
- A Thermador Cooking Package including either a Cooktop or Rangetop and a Built-in Wall Oven

Refrigeration (1 of the following as main food preservation unit) *

- Any Thermador Built-in Bottom-mount Refrigerator/Freezer
- 2 or more Thermador Freedom® Columns*

*Thermador Wine Storage units do not meet the primary food preservation unit requirement.

Dishwasher

- 1 or more Thermador Dishwashers

The following exceptions may be made:

- A kitchen may utilize non-Thermador brand appliances if the kitchen design includes at least six (6) Thermador appliances within the Cooking, Refrigeration & Dishwasher categories.

- A kitchen may utilize non-Thermador brand appliances if Thermador does not offer a similar appliance or product (e.g., 36" dishwasher, dishwasher drawers, etc.).

COMPACT KITCHEN SUITE

Kitchen space must be smaller than 200 square feet and must include at least 3 primary Thermador products within the Cooking, Refrigeration & Dishwasher categories. Additional Thermador appliances beyond these requirements may be added:

Cooking (1 of the following)

- Any 30" or 36" Thermador Range
- A Thermador Cooking Package including either a Cooktop or Rangetop and a Built-in Wall Oven

Refrigeration (1 of the following as main food preservation unit) *

- Any Thermador Built-in Bottom-mount Refrigerator/Freezer
- 2 or more Thermador Freedom® Columns*
- 2 or more Thermador Under-counter Units, and no full-size competitive refrigeration units

*Thermador Wine Storage units do not meet the primary food preservation unit requirement.

Dishwasher

- Any Thermador Dishwasher

ORIGINAL INNOVATOR/OUT OF THE BOX SPACE

Design a space that is outside of the kitchen using Thermador appliances. The space cannot be designated as a primary kitchen. Examples of qualifying spaces include, but are not limited to, vanity, 'CLOffice' (Closet-Office), Wet Bar, Gym, Media Room, Master Suite, Bathroom, Guest House, Butler's Pantry, Wine Cellar, Game Room, 'Man-Cave', 'She-Den', Pool House, etc. Entries must include the following in one room or designated space:

At least 2 Thermador products within the following categories:

- Refrigeration, Wine Preservation, Under-Counter Refrigeration, Coffee, Warming Drawer, MicroDrawer, Speed Oven, Dishwasher

Entry Requirements—Student Category

STUDENT CATEGORY: Design an exceptional kitchen space, that is both functional and beautiful, for a hypothetical client. Kitchen should be a minimum of 200 square feet with a maximum budget of \$250,000. Only individual students (no teams) may enter the Contest online during the Entry Period.

- The kitchen design must include at least three (3) primary Thermador appliances within the Cooking, Refrigeration & Dishwasher categories. Additional Thermador appliances are encouraged.
- Renderings should be submitted as high-res .jpg files and can be no larger than 20 MB.
- Write a narrative (max 3,000 characters) to provide background information about your hypothetical client, objectives, design challenges, etc.

Enter Online

TO SUBMIT AN ENTRY ONLINE: Visit www.thermador.com/designcontest ("Web Site") during the Entry Period and register for the Contest. (Entrant must provide a profile photo of the individual or team), complete the online Contest entry form ("Entry Form") for each entry you are submitting. For registration and contest entry to be valid, the Entrant must also indicate acceptance of these Official Rules. All online entrants must have valid e-mail addresses. No mail-in entries will be accepted. Entries may be un-submitted, updated and improved up until the last day of the entry period, May 15, 2021.

By submitting an Entry, entrants agree to the terms set forth in these Official Rules. There is no limit to the number of entries that can be submitted by an eligible Entrant if each Entry features a unique Kitchen Design. The person submitting an Entry must be the person who created the Kitchen Design. Individual, Team and Company submissions are permitted in all professional categories. Only individual submissions are permitted in the student category. Cash prizes will be split equally among team entries but only one trip for two will be awarded. Teams must decide who will attend the Contest Gala Celebration.

By submitting an Entry, you agree that the Kitchen Design is yours, your team's or your company's sole, exclusive and original creative work and there exists no claim in and to the design by any other individual. Kitchen Designs may not have won previous awards from Thermador; must not infringe any third-party's rights or any other person's intellectual property rights; may not in any other way violate applicable laws and regulations; and may not contain any reference to any third-party trademarks, names or third-party logos. Entries containing prohibited content as determined by the Sponsor, in its sole discretion, to be inappropriate, will be disqualified. Sponsor makes the final determination as to what Entries are eligible to take part in this Contest. Sponsor reserves the right to waive the Contest entry requirements set forth herein in its reasonable discretion. Sponsor reserves the right, in its reasonable discretion, during or upon completion of the Entry Period, to request that any entrant resubmit his or her Entry which fails to comply with the Contest entry requirements prior to any judging or voting period. Submission of an Entry grants Sponsor and its agents the unconditional, irrevocable, worldwide right to publish, use, adapt, edit and/or modify such Entry, including photographs, in any way, in any and all media, without limitation, and without consideration to the entrant, whether or not such submission is selected as a winning Entry. BY SUBMITTING THE ORIGINAL ENTRY, THE ENTRANT REPRESENTS AND WARRANTS THAT HE/SHE HAS ALL RIGHT, TITLE AND INTEREST NECESSARY TO GRANT THE SPONSOR THE WORLDWIDE, IRREVOCABLE AND UNRESTRICTED RIGHT AND LICENSE TO ADAPT, PUBLISH, USE, EDIT, AND/OR MODIFY SUCH ENTRY IN ANY WAY AND POST THE ORIGINAL ENTRY ON THE INTERNET OR USE THE ORIGINAL ENTRY IN ANY OTHER WAY AND AGREES TO INDEMNIFY AND HOLD SPONSOR HARMLESS FROM ANY CLAIMS TO THE CONTRARY.

Selection of Winners

The Judges will select six (6) Exceptional Kitchen Regional Prize Winners from each of the six regions (as defined by the Sponsor), and eight (8) Exceptional Kitchen Regional Honorable Mention Prize Winners. National Exceptional Kitchen winners will be chosen from the 44 regional winners. National winners will include one (1) Grand Prize Winner, one (1) Second Place Winner, and one (1) Third Prize Winner for Exceptional Kitchen. One (1) Designer's Choice Winner, selected by Gala Celebration attendees. The judges will also select one (1) winner from all entries (any region) for each of the following: Compact Kitchen Suite, Original Innovator/Out of the Box Space, and Student Concept Kitchen. Additional prizes will be awarded for Fan Favorites.

All Entries will be reviewed for compliance with the program parameters prior to being judged. Each eligible Entry will be

judged based on the judging criteria set forth below ("Judging Criteria"). Winners will be required to certify, on information or belief, that their work is their original creation and it has not won any other awards. Decisions of the Judges and Sponsor are final for all matters relating to this Contest. Regional winners will be announced in the Summer of 2021 and National winners will be announced at the Gala Celebration in the Fall of 2021 (dates to be determined by Sponsor).

JUDGING CRITERIA: Eligible entries will be judged based on adherence to assignment, best use of Thermador appliances which includes overall visual appeal, creativity and strong elements and principles of design.

Prizes

THIRTY-SIX (36) EXCEPTIONAL KITCHEN REGIONAL PRIZES:

- A check payable to the winners in the amount of \$1,000
- A trip for two to the Gala Celebration in 2021 to compete for National Prizes

EIGHT (8) EXCEPTIONAL KITCHEN HONORABLE MENTION REGIONAL PRIZES:

- A check payable to the winners in the amount of \$500
- A trip for two to the Gala Celebration in 2021 to compete for National Prizes

ONE (1) COMPACT KITCHEN SUITE PRIZE:

- A check payable to the winner in the amount of \$5,000
- A trip for two to the Gala Celebration in 2021

ONE (1) ORIGINAL INNOVATOR/OUT OF THE BOX SPACE PRIZE:

- A check payable to the winner in the amount of \$5,000
- A trip for two to the Gala Celebration in 2021

ONE (1) STUDENT CONCEPT KITCHEN PRIZE– NATIONAL:

- A check payable to the winner in the amount of \$5,000
- A trip for two to the Gala Celebration in 2021

ONE (1) EXCEPTIONAL KITCHEN GRAND PRIZE– NATIONAL:

- A check payable to the winner in the amount of \$25,000

ONE (1) EXCEPTIONAL KITCHEN 2ND PLACE PRIZE– NATIONAL:

- A check payable to the winner in the amount of \$15,000

ONE (1) EXCEPTIONAL KITCHEN 3RD PLACE PRIZE– NATIONAL:

- A check payable to the winner in the amount of \$10,000

ONE (1) DESIGNER'S CHOICE PRIZE– NATIONAL:

- A check payable to the winners in the amount of \$5,000

NOTIFICATION OF NATIONAL WINNERS: Each Prize Winner will be required to attend a Gala Celebration in Newport Beach, CA in the fall of 2021 (dates to be determined by Sponsor) where the National Winners will be announced. The

Sponsor will pay for airfare, ground transportation, and lodging in connection with attending the Gala Celebration for the Winner and for one (1) eligible guest. Trip includes: round-trip coach air transportation from a major commercial gateway airport near winner's residence within the United States to Orange County, CA; two nights hotel accommodations which include one (1) hotel room with double occupancy; and ground transportation to/from the airport/hotel and the Gala Event.

Airport, airline, hotel accommodations, ground transportation and/or tickets for the trip are to be selected by Sponsor. All meals, gratuities, luggage fees, incidental hotel charges and other expenses associated with trip not specifically mentioned in these Official Rules are the winner's responsibility. Winner and winner's Guest must travel on same itinerary and no changes can be made to the itinerary once trip is scheduled. Winner and winner's Guest are responsible for obtaining all documents required for travel (e.g., valid government issued ID).

General Conditions

Winners are solely responsible for any taxes on their respective prizes, and all winners will receive an IRS Form 1099 for the value of the prize. No cash equivalent or substitution of any prize is offered, except at the sole discretion of the Sponsor. Prizes are non-transferable, non-refundable and have no cash value except where designated by the Sponsor. By participating, entrants agree to these Official Rules and Sponsor's Privacy Policy (available at www.thermador.com) which are final and binding in all respects. Unclaimed prizes will not be awarded. Winners will be notified by email and/or mail, and all winners will be required to complete, sign and return an Affidavit/Declaration of Eligibility/Liability Release, and, where lawful, a Publicity Release within ten (10) days of attempted notification or prize may be forfeited. Prizes will only be delivered to an address within the United States. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. If for any reason the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, Sponsor reserves the right, at its sole discretion, to disqualify any individual who is responsible or who tampers with the entry process, and to cancel, modify or terminate the Contest. This Contest is offered only in the United States and is governed by the laws of the state of California, with venue in Orange County, California, and all claims must be resolved in the federal or state courts located in Orange County, California.

LIMITATIONS OF LIABILITY AND RELEASE: No liability or responsibility is assumed by Sponsor or Contest Parties resulting from user's participation in or attempt to participate in the Contest or download any information in connection with participating in the Contest. No responsibility or liability is assumed by the Sponsor or Contest Parties for technical problems or technical malfunction which may affect the operation of the Contest, including but not limited to any of the following occurrences: hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless or internet connectivity or other online communication problems; errors or limitations of any internet service providers, servers, hosts or providers; garbled, jumbled or faulty data transmissions; failure of any e-mail transmissions to be sent to or received; lost, late, delayed or intercepted e-mail transmissions; inaccessibility of any web site used in connection with the Contest, in whole or in part for any reason; traffic congestions on the Internet; unauthorized human or non-human intervention in the operation of the Contest, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, worms; or destruction of any aspect of the Contest, or loss, miscount, misdirection, inaccessibility or unavailability of an account used in connection with the Contest. Sponsor is not responsible for any typographical errors in the announcement of prizes or these Official Rules, or any inaccurate or incorrect data contained on the Web Site. Use of Web Site is at user's own risk. Sponsor and the Contest Parties are not responsible for any personal injury or property damage or losses of any kind which may be sustained to user's or any other person's

computer equipment resulting from participation in the Contest, use of the information or the download of any information from the Web Site. By participating in the Contest, the entrant thereby releases Sponsor and Contest Parties from any and all claims, damages or liabilities arising from or relating to such entrant's participation in the Contest, and agrees (a) to resolve any dispute individually, without resort to any class action, (b) under no circumstances will Entrant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses; and (c) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, excluding attorneys' fees and court costs. By accepting a prize in the Contest, Winners agree that the Sponsor and Contest Parties shall not be liable for any loss or injury resulting from participation in the Contest, acceptance or use of any prize, or any travel related thereto. Except where prohibited by law, by accepting a prize, Winner grants permission for Sponsor and those acting under its authority to use his/her name, photographs, voice and/or likeness, for advertising, promotion and/or publicity purposes, in any and all media now known or hereinafter invented without territorial or time limitations and without additional compensation.

WINNERS LIST REQUEST: Winners will be posted on Thermador.com. For Winner names, send a self-addressed, stamped envelope no later than December 31, 2021, to: Thermador Kitchen Design Challenge Winners List Request, Moore Creative Group, 18-4 E. Dundee Rd., Suite 200, Barrington, IL 60010.

Sponsor

The 2019–2021 Thermador Kitchen Design Challenge ("Contest") is sponsored by BSH Home Appliances Corporation, 1901 Main Street, Suite 600, Irvine, CA 92614.