

Alif Content Creators Competition Terms and Conditions

These terms and conditions pertain to the Alif Content Creators Competition, (the ‘**Competition**’) run by Expo City Dubai FZCO (“**ECD**”) (trade license number 00002) for the residents of U.A.E (“**Residents**”) and other international entrants, that are eligible to partake in the Competition in accordance with the terms herein (“**Participants**”). The Participants are responsible for ensuring their participation does not contravene the laws of their country of residence.

Alif is an attraction in Expo City Dubai (“**Alif**”), designed to spark wonder and curiosity about the innovation-driven concept of mobility, Alif transports visitors through time and space to discover how mobility has propelled human progress. By participating in the Competition, Participants provide their express consent and acceptance of these terms and conditions, any amendments to them, and the decisions of ECD, which are final and binding in all respects.

Start Date	1-September 2025
Closing Date	12-October-2025
Award Details	The winner will be awarded a three-month engagement with ECD on behalf of Alif valued at AED 100,000 (AED 33,000 per month), to produce a pre-agreed quantity of social content for Alif. This engagement will be governed by a separate services agreement (the “ Award ”) and the award winner shall be an independent service provider. Nothing in this arrangement shall be construed as creating an employment relationship between the Award winner and ECD.
Participation Process	<ul style="list-style-type: none"> Registration: Participants must register to apply to partake in the competition on the Alif website. If accepted, Resident Participants will be sent a complimentary ticket to visit Alif and shoot their content. Submission: Participants must post their content on their social media platform(s) and tag @visitalif.ae and @expocitydubai and use the hashtag #AlifChallenge. The post must remain live on the channel until at least 31 October 2025. A link to the content should then be submitted via the form.
Entry Eligibility Criteria, Conditions and Restrictions	<ul style="list-style-type: none"> The Competition is open to only individuals aged 18 years and older. Proof of age may be required prior to the issuance/announcement of the Award. Employees of ECD, Dubai Tourism Staff, Authorized Ticket Re-sellers registered with ECD and contracted staff of ECD are not eligible to participate. Companies/Entities are not allowed to participate. The winner must provide valid government-issued identification and any other documentation reasonably requested by ECD to verify their identity, eligibility, and compliance with these Terms & Conditions. For UAE residents, a copy of the valid Emirates ID may be required. International winners may be required to provide a valid passport copy or any other document as requested by ECD. ECD reserves the right at any time to request information from the winner to verify compliance with the terms set out herein.

	<ul style="list-style-type: none"> Participants who reside outside the UAE and intend to travel to the UAE for the purposes of participating in the Competition in any manner whatsoever shall be solely responsible for all costs and expenses associated with such travel, including without limitation, airfare, accommodation, visa fees, insurance, and subsistence. ECD shall have no obligation to bear, reimburse, or contribute towards any such costs or expenses, and shall not be liable in any way for any delays, disruptions, denial of entry, visa rejections, cancellations, or any other issues arising in connection with a Participant's travel to, entry into, participation in the Competition or stay within the UAE.
Winner Selection Process	<ul style="list-style-type: none"> Judging: Based on creativity, engagement, storytelling and synergy. The judging panel includes internal and external representatives. If a winner cannot be contacted or does not claim the Award within 7 days of notification, ECD reserves the right to select an alternate winner.
Award Details	<ul style="list-style-type: none"> Upon announcing the winner, the selected Participant will be notified via email or phone. The winner will be contacted via the contact details provided at the time of entry. It is the Participant's sole responsibility to ensure that their contact information is accurate and up to date. The winner will then sign a service agreement with ECD to produce a total of 12 social media video content pieces for the Alif brand, that meets ECD's expectations and approval for quality of work. ECD maintains full usage rights for the content delivered under the service agreement and reserves the right to use the content in any promotional campaigns. By participating in the competition, the winner agrees to the use of their name and likeness for promotional purposes related to the Award and ECD. ECD reserves the right to make changes to the Competition and the Award processes if necessary, and any such changes will be communicated to the winner in a timely manner. Acceptance of the Award constitutes the winner's agreement to release ECD from any liability or loss relating to the Award or Competition. Any Award which cannot be collected in accordance with the terms and process set out above remains the property of ECD and may in ECD's sole discretion be awarded to a substitute winner(s) from other valid entries or be used for another competition. ECD has no responsibility to anyone who has not responded promptly or in accordance with any time period specified by ECD.
Contact Details	If you have any questions, please contact: alif@expocitydubai.ae quoting the name of the Competition.

1. Rights of ECD

1.1. ECD reserves the right to:

- i. disregard or disqualify: a) late, misdirected, incomplete, corrupted, lost, illegible or invalid entries/Participants; or b) Participants whose conduct may bring ECD (or its affiliates) into disrepute (as ECD may decide in its sole discretion); and
- ii. modify (including by adding additional rounds), suspend, cancel or terminate the Competition results or resume the entry period or disqualify any Participant at any time without giving advance notice and will do so if it cannot be guaranteed that the Competition can be carried out fairly or correctly for technical, legal or other reasons (including any printing or

communication error) or if ECD suspects that any person has been manipulating entries or the results, or has provided false information or has acted unethically in any other way.

2. Winner(s) selection

- 2.1. The winner may be required to sign and return any documents requested by ECD, including but not limited to, an affidavit or declaration of eligibility, a liability release, and/or a publicity release form within a period of 5 days before the Award can be awarded.
- 2.2. ECD's decision to select any winner is final and further reserves the right not to respond on any related matters.
- 2.3. If at any time (i) ECD requires a response from the winner before announcing/issuing any Award and no response is received after ECD have made reasonable efforts to make contact and within a reasonable period of time (or by the dates set out above), or (ii) the winner declines to accept the Award; or (iii) the required documentation for issuance of the Award is not received by ECD in time; or (iv) the winner becomes unavailable; or (v) it is not possible for the winner to collect the Award, ECD reserves the right to withdraw the Award entitlement or to select an alternate winner.

3. Personal information and promotion

- 3.1. Participant personal information may be used in accordance with ECD's current published Privacy Policy ([click here to view](#)) and may be passed to ECD agents to administer the Competition or award the Prize.
- 3.2. Participants agree that ECD may also use their name and/or image for promotional purposes (i.e. to promote the Competition and ECD products and services (including the products and services of any partner sponsoring or otherwise participating in the Competition) in any media including, without limitation, TV, online and publishing channels and social media platforms) or administer the Competition, in each case without any further compensation.
- 3.3. The winner may be required to participate in related publicity without further payment or permission. If filming is required, the winner(s) may be asked to consent to being photographed or filmed (the "**Contribution**"). If consent is given the winner shall assign to ECD all rights of whatsoever nature, including all copyright in respect of the Contribution and grant all further consents or licences necessary to enable the fullest use of the Contribution throughout the universe and without any time limit by any and all means in any and all media, whether now known or hereafter developed, without liability or acknowledgement. The Participants agree that they will execute any document or do any other things reasonably necessary (at ECD's expense) to grant all rights detailed in this section.

4. Limitations

- 4.1. ECD has arranged this Competition in good faith but, to the fullest extent allowed by law, accepts no responsibility for loss or damages as a result of anyone participating in the Competition or any aspect of any Award being issued.
- 4.2. The winner bears sole responsibility for all additional costs and expenses associated with claiming the Award, including any taxes, registration fees, insurance, maintenance, charges and other expenses related to the Award (as applicable).
- 4.3. The Award is non-transferable and cannot be exchanged for any other item, except that in the event of circumstances outside of its control ECD (and/or any sponsor partner providing any Award) reserves the right to substitute a similar Award of equal or greater value.
- 4.4. The Award will only be handed over to the winner upon completion of all necessary paperwork and applicable legal requirements, as applicable.

- 4.5. The winner agrees to release ECD (and its affiliates) from any liability for any damages, losses, or injuries related to the Award and to indemnify and hold ECD harmless from any claims, actions or liabilities arising out of the winner's acceptance, possession or use of the Award or breach of these terms and conditions.

5. Other terms

- 5.1. To the maximum extent permitted by applicable law, ECD reserves the right to change these rules or cancel the Competition at any time, in its sole discretion.
- 5.2. These terms and conditions solely relate to the Competition and are without prejudice to any other agreements which Participants may be party to with ECD (or its affiliates) which are not directly the subject of the Competition.
- 5.3. In the event any disputes arise, disputes will be subject to the jurisdiction of the Dubai Courts, with the laws of Dubai as the governing rules.