By registering and participating in the 2010 Consulting and Marketing Case Competition, you are agreeing to abide by the following rules and judging criteria. Strict adherence to the rules is required to ensure the fairness of the competition. If you need clarification on an issue, please consult the case competition officials.

PRE-COMPETITION RULES

• Participants must be enrolled in a United States Business School and at least 21 years of age to participate.

• Employees of the William E. Simon Graduate School of Business Administration, University of Rochester (“Sponsor”), Xerox, Constellation Brands, and their immediate family members of each are not eligible to participate.

• The competition is open to 1st year and 2nd year MBAs only.

• Teams of five (5) will be randomly assigned from the pool of participants.

• Each school is limited to 5 MBA participants.

• Once your participation is confirmed by us, you will be required to pay the registration fee.

• An accommodation for one night (Friday, April 23) is included in your registration fee. You are responsible for any extra accommodations after Friday, April 23.

DAY OF COMPETITION RULES

• Each team will have five (5) hours to work on the case.

• A copy of the case will be given to each participant at their team’s allotted start time on Saturday, April 24, once ALL members of the team are present. Time starts promptly as scheduled regardless of any team members’ absence.
• There will be one laptop computer in each room for teams to use. Teams are allowed to use the internet in preparation of their recommendation and presentation. If there are any problems, notify the organizer immediately. A flash drive will be provided and collected. No previously completed PowerPoint templates can be used.

• No outside textbooks, computers, cameras, or preparation materials will be allowed in the rooms.

• Presentations should be in PowerPoint format.

• Each team will have 12 minutes to present recommendations to the panel of judges. The judges will then have 8 minutes to ask questions.

• There are no rules or regulations as to how many team members must present. It is recommended that each team member be prepared to answer questions.

• A time-keeper will automatically cut off the presentation and Q&A at 20 minutes.

• Attire for the competition is business formal.

CODE OF CONDUCT

External spectators are not allowed in first round presentation rooms. Teams that have not advanced to the final round, or that are in the final round and have presented, may observe the final round.

Unprofessional conduct will not be tolerated in any form. Unprofessional conduct, includes, but is not limited to harassment or degrading remarks to other teams or judges, undue questioning of judges’ or competition officials’ decisions, etc. Unprofessional conduct is subject to disqualification by judges’ or competition officials’ discretion.

The judges are unable to consider any other submissions besides the case recommendation in Microsoft PowerPoint format.

FINAL THOUGHTS

Prizes will be awarded in the following manner:

* 1st place: $5,000 to be split among the team members as the team sees fit

* 2nd place: $3,000 to be split among the team members as the team sees fit

* 3rd place: $2,000 to be split among the team members as the team sees fit