

RED HAT ECOSYSTEM INNOVATION AWARDS 2026

NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED.

1. Contest Description & Term

Red Hat, Inc. is sponsoring the 2026 Red Hat Ecosystem Innovation Awards ("Contest"), a skill contest in which partners provide a description of how Red Hat products or services were used to solve a business problem or project for a joint customer that required an exceptionally innovative solution to a complex problem. The innovative solution must have been executed to address the problem described by the participant or must at least be in progress. To enter, visit the Contest website located at <https://connect.redhat.com/en/ecosystem-innovation-awards> ("Website") during the Term. The Contest begins on October 15, 2025 at 9:00 a.m. Eastern Time ("ET") and ends on December 12, 2025 at 11:59 p.m. Eastern Time ("Term"). Sponsor reserves the right to extend the Term by seven (7) days. VOID WHERE PROHIBITED.

IMPORTANT NOTICE TO ENTRANTS: ENTRANTS ARE RESPONSIBLE FOR DETERMINING THE CORRESPONDING TIME ZONE IN THEIR RESPECTIVE JURISDICTIONS.

2. Eligibility

To be eligible to enter the Contest, the entrant ("Entrant") must be: (1) a legal commercial entity; and (2) an affiliated partner of Red Hat, Inc. The individual entering the contest on behalf of the Entrant ("You") must have access to the Internet and a valid email address to enter the Contest. Sponsor, its subsidiaries and affiliated companies are not eligible to enter.

You warrant that in entering the Contest, Entrant has authorized You to act as its agent, that You are acting within the scope of Your employment as an employee, contractor, or agent of Entrant, that Entrant has full knowledge of Your actions and has consented thereto, and that Entrant agrees to satisfy all conditions required to win the Award. You further warrant that Entrant owns any work product You create as part of the Contest and that Your actions do not violate Entrant's company's policies and procedures. Furthermore, Sponsor strongly encourages You to receive consent from the joint customer to reference them in the Entry and in a subsequent success story that will be shared publicly. While not required to win an award, preference will be for stories that can be shared publicly. We can also work with You and the customer to gain agreement to create public assets.

3. How to Enter

To enter the Contest, You must visit the Website and complete all required fields on the entry form ("Entry"). Your Entry must include the following information:

- Entrant's name and address;
- Your name, title, business address, phone number, and email address; and
- Project Leader's* name, title, business address, phone number, and email address. (*Note that the "Project Leader" is the person within the Entrant organization who commissioned the project and/or is accountable for the success of the project.)
- A detailed explanation on how Entrant implemented an innovative solution utilizing the Red Hat family of products and services

You must also select one of the categories below:

Category	Description
Hybrid Cloud Everywhere Partner of the Year	Winners will demonstrate excellence in simplifying customer operations anywhere and everywhere through a consistent infrastructure for workloads across any hybrid cloud environment.

Virtualization Transformation Partner of the Year	Winners will stand out in their successful delivery of a virtualization platform for customers looking to migrate or modernize their traditional virtual machines.
Container Champion Partner of the Year	Winners will excel in delivering enterprise-grade infrastructure with a comprehensive container management strategy across the data center, cloud, and edge.
Platform Modernization Partner of the Year	Winners will drive forward customer innovation and developer productivity through cloud-native platform development and deployment.
Automation Accelerator Partner of the Year	Winners will propel customer efficiency and productivity, support mission-critical workloads and drive innovation through automation.
AI Visionary Partner of the Year	Winners will showcase excellence in developing or implementing AI-driven solutions that deliver measurable value, transform business processes, and fuel digital innovation.

Hereinafter, these six (6) categories will be collectively referred to as "Categories" or individually referred to as "Category." **LIMIT: One Entry per Entrant per Category.** Entrants may submit Entries in multiple Categories only if each entry pertains to a distinct and substantively different innovative customer solution. Submissions of the same innovative customer solution to multiple Categories are prohibited and may result in disqualification of duplicate Entries at the sole discretion of the Sponsor. Each qualifying solution will be evaluated independently based on the criteria for its respective Category.

For Entry to be considered eligible, You must submit the Entry during the Term. **All Entries must be in English. Entries that are in any other language will not be considered.** Subsequent Entries per category will be disqualified. All Entries become the property of Sponsor. They will not be returned or acknowledged. Entries are void if they are in whole or part illegible, incomplete, deemed as not "innovative" by the Red Hat Partner Marketing team, damaged, altered, counterfeit, manipulated, obtained through fraud, lost, late, misdirected, mutilated, submitted in a format other than in the entry form, or for any computer related, online, telephonic, or technical malfunctions that may occur whether or not within Sponsor's control. Entries will also be disqualified if they infringe upon third parties' rights or if they are objectionable, offensive, unlawful, illegal, or contradictory to the spirit of the Contest.

4. Privacy

You agree that Your personal data that is provided to Red Hat during the Contest, including Your name, mailing address, phone number, and email address, may be processed, stored, and otherwise used for the purposes and within the context of the Contest. The collection, use, and processing of Your personal information will at all times be governed by our privacy policy, available at:

www.redhat.com/en/about/privacy-policy. This data will also be transferred into the United States.

For residents of the European Union and Albania:

Pursuant to EU law pertaining to data collection and processing, You are informed that:

- a) The data controller is Red Hat, Inc. and the data recipients are Red Hat, Inc. and its agents;
- b) Your data is collected for purposes of administration of the 2026 Red Hat Ecosystem Innovation Awards;
- c) You have a right of access to and withdrawal of Your personal data. You also have a right of opposition to the data collection, under certain circumstances. To exercise such right, please contact Sponsor at privacy@redhat.com.
- d) Your personal data will be transferred to the U.S.

Red Hat may leverage the services of Credly, a 3rd party data processor authorized by Red Hat and located in the United States, to assist in the administration of the Red Hat Digital Credentialing program. In order to issue you a Red Hat Digital Badge, your personal information (such as name, email address, location and digital badge earned) will be shared with Credly. You will receive an email notification from Credly with

instructions for claiming the digital badge. Your personal information is used to issue your digital badge and for program reporting and operational purposes. It will be handled in a manner consistent with Red Hat privacy practices. The Red Hat Privacy Statement can be viewed [here](#). Red Hat employees can view the Red Hat Employee Privacy Statement on Red Hat's internal website under the Legal Policies page.

Please note that to use Credly's services, you will need to sign up and create an account with Credly, and in doing so, you will be asked to agree to Credly's privacy policy and terms of use which will apply to your use of Credly's website. Visit credly.com/privacy to view Credly's privacy policy or email privacy@credly.com. The privacy policy describes how Credly treats the information you and Red Hat share with them. Credly's privacy policy also describes how to exercise data subject rights.

5. Sponsor

Red Hat, Inc., located at 100 East Davie Street, Raleigh, North Carolina, 27601, USA, is the Sponsor of the Contest ("Sponsor" or "Red Hat").

6. Winner Selection & Judging

Judging and Winner selection will consist of two (2) rounds, during which the Entries will be judged by experts in the field of business and open source technology ("Judges").

Round One

Round One will take place beginning on or about January 5, 2026 and ending on or about January 23, 2026. During Round One, Each Judge will receive a selection of the total pool of Entries in each Category to review and assess. Each Entry will be reviewed by at least two (2) Judges.

Using a scoring range from 1-5, with 1 being the lowest (least impactful, transformative, innovative, etc.) and 5 being the highest (most impactful, transformative, innovative, etc.), each judge will review each nomination across each of the following criteria:

- a) **Business impact:** Measurable impact to the customer's organization and their various lines of business, showing the return on investment benefits and metrics of improvements in cost, time, productivity, agility, automation, scalability, and performance. (25%)
- b) **Partnership:** Insight into how partnership with Red Hat helped drive forward the project, including details on if multiple partners were involved and how being a part of Red Hat's ecosystem was core to the project's success for the customer. (25%)
- c) **Innovation factor:** The uniqueness, innovative originality, and distinct vision for the project. (25%)
- d) **Category relevance:** Clear category relevance meaning the project includes the relevant products, solutions or services associated with the technology decision point represented by each category. (25%)

The Entries receiving the five (5) highest scores in each Category will be declared "Finalists" and will move on to Round Two.

Round Two

Round Two will take place beginning on or about February 2, 2026 and ending on or about February 13, 2026. During Round Two, all Finalists in each Category will be judged by all of the Judges. Each Finalist will be scored based on the same criteria as Round One.

For each Category, the Finalist with the highest Round Two score will be deemed the Winner for that Category. In the event of a tie, the Finalist that received the highest total score from the Judges in their rating of criteria (a) will be selected as the Winner. In the case of a further tie, the Finalist that received the highest total score from the Judges in their rating of criteria (b) will be selected as the Winner, and so on through criteria (d). In the case of a tie in the scores of all criteria, the tied Entrants will all be Winners.

We will notify You that the Entrant is a Winner by email on or about Friday, February 27, 2026.

By agreeing to accept the Award, each Winner agrees to collaborate with Sponsor to create a joint customer success story based on the Potential Winner's Entry. The completed customer success stories will then be posted online at <https://connect.redhat.com/en/ecosystem-innovation-awards>. Customer must agree to be

named in the success story, and must sign off on the success story before it can be posted. If customer does not grant approval, a success story will be created without specific references to the customer.

Winners may also need to make themselves available for videos and photographs, which may be used in event promotional/marketing materials such as – but not limited to – Event banners, videos, and Award ceremony materials, no later than Friday, March 13, 2026. A Red Hat Marketing Communications Associate will work with You and Entrant to schedule a time for a photographer to take Your picture and interview You on video so Sponsor may showcase Your and Entrant's accomplishments during the Event as well as showcase them on www.redhat.com and www.youtube.com/redhat.

Odds of winning depend on the number of eligible Entries received and the skill of the Entrants.

7. Condition of Participation

By entering the Contest, Entrant agrees to be bound by the terms of these Official Rules and Entrant confirms that it meets all eligibility requirements listed herein. Entrant agrees that all federal, state, provincial and local laws and regulations apply. By registering for the Contest, Entrant agrees that these Official Rules and the decisions of Sponsor are final and binding on all matters pertaining to this Contest.

Acceptance of the Award constitutes permission for, and You and the Potential Winner's consent to, Sponsor and its agencies to use the winning Entries, the Entrant's name, and Your name and/or likeness for advertising and promoting the 2026 Red Hat Ecosystem Innovation Awards in any media now known or hereafter devised, without further notice, compensation, consideration, review, or consent, and without regard to moral rights, unless prohibited by law. To the extent permitted by law, You and Entrant agree to hold Sponsor, its respective directors, officers, employees and assigns harmless for any injury or damage caused or claimed to be caused by participation in the Contest and/or acceptance of the Award. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the Contest, or in the announcement of the Award. If, in Sponsors' opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Contest, or if technical difficulties compromise the integrity of the Contest, or if Sponsor learns that any portion of the Contest is illegal or if Sponsor is ordered to terminate the Contest as a result of a court order or the operation of any law, the Sponsor reserves the right in its sole discretion, to cancel, terminate, modify or suspend the Contest. Any attempt to deliberately damage the content or operation of this Contest is unlawful and subject to legal action by Sponsor or its agents. You or Entrant may be prohibited from participating in this Contest if Sponsor, in its sole discretion, reasonably believes that You or Entrant have attempted to undermine the legitimate operation of the Contest by cheating, deception, or other unfair playing practices, or annoys, abuses, threatens, or harasses any other participants, Sponsor, or associated agencies.

8. Intellectual Property Rights Warranty, Indemnity and License

By registering for the Contest, You and Entrant warrant and represent that, except for content created by Sponsor in transcribing the answers to the questions during an interview, You and/or Entrant are the sole author and creator of the Entry, the Entry does not violate any applicable law, and that You or Entrant have no reason to believe that the Entry infringes or violates any intellectual property right held by any third party. Entrant further agrees to indemnify and hold harmless Red Hat, its agents, representatives and promotional partners, in the event of a breach of this warranty. In the event that the Entrant is a resident of South Africa, such indemnity will be with the approval of the South African Reserve Bank.

As a condition of entry, You and/or Entrant, as applicable, grants Sponsor and its licensees an irrevocable, royalty-free, and non-exclusive license, for the duration of protection of the rights, to use, reproduce, distribute, translate, publicly perform, publicly display and create a derivative work from the Entry. You and Entrant also waive all moral rights in the Entry to the extent such rights are waivable. You and Entrant also agree to allow Red Hat to publish Your and Entrant's name in correlation with the Entry. In addition, before being declared a Winner, each French Potential Winner must sign an assignment of copyright. All Entrants agree to execute any further documents as necessary to effect the preceding license.

9. Release of Liability

By participating, You and Entrant release Sponsor, its affiliates, parent, and subsidiary companies, its employees, agents and officers, advertising and promotion agencies, licensees, as well as all others associated with the development and execution of this Contest, from and against any and all liability with

respect to or in any way arising from the Contest and the awarding of the Award, or in connection with the use, modification, or publication of the Entry. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, or delay in operation or transmission; communications line failure; theft or destruction of or unauthorized access to Contest entries or entry forms; or alteration of entries or entry forms.

10. Governing Law

This Contest is subject to all United States federal, state and local laws. This Contest and Official Rules are governed and interpreted by the laws of the State of North Carolina, without regard to its conflict of law provisions.

11. Official Rules/Winners List

The Official Rules, the names of the Winners and the success stories created by the Sponsor will be posted on the Website on or about May 15, 2026.