

SNAP IT. SHOW IT. WIN IT.

OFFICIAL CONTEST RULES

Full eligibility, entry, judging, and prize terms for the “Snap It & Show It” community photo challenge.

CONTEST OPENS

July 6, 2026

CONTEST CLOSES

August 26, 2026

WINNERS ANNOUNCED

September 2, 2026

TOTAL PRIZE POOL

\$3,250 IN GIFT CARDS

01 SPONSOR & ELIGIBILITY

- **Sponsor:** This contest (“Contest”) is sponsored and administered solely by VidaBay (“VidaBay,” “we,” “us,” “our”), operator of vidabay.net and maker of the VidaBay Snap. VidaBay retains sole and exclusive authority over the administration, interpretation, judging, and outcome of this Contest.
- **Eligibility:** Open to legal residents of any country where permitted by law who are 18 years of age or older at the time of entry. Employees, contractors, agents, and immediate family members (or members of the same household) of VidaBay and its partners are not eligible to win.
- **Device requirement:** Entrants must own or have access to a VidaBay Snap device, an iPhone capable of taking and transferring photos, and an active Reddit account.
- **No purchase necessary to view:** the Contest, however a VidaBay Snap device is required to create a valid, eligible entry, as the entry itself must depict the VidaBay Snap in use.
- **Sole discretion:** VidaBay reserves the right, at its sole and absolute discretion, to determine entrant eligibility, and its decisions on all matters relating to this Contest are final and binding.

02 CONTEST THEME

Entrants are challenged to capture a beautiful, original photo, transfer it to their VidaBay Snap, and showcase the Snap displaying that image in the most creative, visually striking environment possible — on a desk, fridge, shelf, bag, or anywhere that reflects the entrant’s personal style.

Judging rewards both the beauty of the original photo and the creativity of the environment in which the Snap is displayed.

Entries are collected through the official VidaBay Snap Reddit community, r/EinkInstantFilm, and confirmed through the official entry form at vidabay.net. Entrants are welcome to additionally share their entry across other social media platforms for extra exposure — however, only posts made to the official Reddit community and confirmed via the vidabay.net entry form count toward Contest standing, reach scoring, and prize eligibility.

03 HOW TO ENTER

STEP 1 Capture Your Memory Take a special photo that represents your favorite moment, creativity, lifestyle, travel, family, pets, or anything meaningful to you.	STEP 2 Upload to Your VidaBay Snap Transfer your selected photo to your VidaBay Snap E-Ink display via NFC and create your personalized display.
STEP 3 Place It Creatively Display your VidaBay Snap on your desk, fridge, workspace, bag, room décor, or anywhere that reflects your style.	STEP 4 Take a Lifestyle Photo Capture a beautiful, high-quality photo showing your VidaBay Snap naturally in its creative environment.
STEP 5 Share on Reddit Post your photo to the official VidaBay Snap Reddit community, r/EinkInstantFilm, with the hashtag #VidaBaySnapChallenge and a short caption telling the story behind your display.	STEP 6 Submit Your Entry Take a screenshot of your published Reddit post and submit it through the official entry form at vidabay.net, along with your name, email, and Reddit username.

- **Entry limit:** Entrants may submit a maximum of three (3) entries during the Contest period.
- **Official channels only:** Only entries posted to r/EinkInstantFilm and confirmed via the vidabay.net entry form (with a matching screenshot) are counted. Sharing your entry on Instagram, X, TikTok, Facebook, or other platforms is encouraged for visibility, but such shares do not count toward judging, reach scoring, or eligibility.
- **Entries not confirmed** through the official entry form, or submitted without a matching screenshot of the Reddit post, will not be counted and may be disqualified at VidaBay's sole discretion.

By submitting an entry, you confirm the photo is your own original work, that you have the right to share it, and that it does not infringe on any third party's rights.

04 JUDGING CRITERIA

All eligible entries are evaluated using a combination of curated judgment and community response. VidaBay's Managing Director serves as final judge and has sole discretion over the interpretation and application of the criteria below.

- **Managing Director's Score — 40%:** VidaBay's Managing Director personally reviews all eligible entries and scores each for the beauty of the original photo and the creativity of the environment in which the Snap is displayed. This score contributes 40% of an entry's total ranking and determines the First Place winner.
- **Reddit Community Reach — 60%:** The remaining 60% of each entry's ranking is based on its organic engagement on r/EinkInstantFilm during the Contest period (upvotes, comments, and shares). Second and Third Place winners are selected from the highest-reach entries, as determined by VidaBay.
- **Final ranking:** First Place is awarded to the entry with the highest combined score as determined by the Managing Director. Second and Third Place are awarded to the next-highest ranked entries by Reddit community reach. All scoring, weighting, and final placement decisions rest solely with VidaBay and are not subject to appeal.
- **Anti-manipulation:** Any entry found to use fake accounts, bots, paid engagement, vote brigading, or any other artificial method to inflate Reddit reach will be disqualified immediately and permanently barred from future VidaBay contests.

05 PRIZES

PLACE	GIFT CARD VALUE	WINNERS
 1st Place	\$500	1 Winner
 2nd Place	\$150 each	5 Winners
 3rd Place	\$100 each	20 Winners

Total prize pool: \$3,250 in gift cards across 26 winners.

- **Prize format:** All prizes are issued as a gift card equal to the stated value (VidaBay's sole discretion) within 14 business days of winner confirmation.
- **Non-transferable:** Prizes are non-transferable, cannot be exchanged for cash or any other prize, and no substitution is permitted except at VidaBay's sole discretion.

06 WINNER SELECTION & NOTIFICATION

- Winners are selected by VidaBay's Managing Director in accordance with Section 4 and announced on the official VidaBay Reddit community, Instagram, and Facebook pages within 7 days of the Contest closing date.
- Winners will be contacted via the email address and Reddit username submitted on the official entry form. Prompt, accurate submission of the entry form helps VidaBay verify and process winners quickly.
- Winners must respond within 5 business days of notification to claim their prize, or the prize will be forfeited and awarded to an alternate eligible entrant at VidaBay's sole discretion.

- VidaBay reserves the right to verify the authenticity of any entry — including requesting proof of original photo capture, proof of device ownership, or additional identification — before confirming any winner.
- All winner selection, verification, and forfeiture decisions made by VidaBay are final and binding and not subject to dispute or appeal.

07 USAGE RIGHTS & LICENSE

By entering, each participant grants VidaBay a perpetual, irrevocable, non-exclusive, royalty-free, worldwide, sublicensable license to use, reproduce, adapt, publish, and share submitted photos and related content (with credit to the entrant where practicable) across VidaBay's marketing channels, including its website, social media, advertising, packaging, and press materials, for promotional purposes, without further compensation to the entrant.

Entrants retain underlying ownership of their original photos, subject to the license granted above. Entrants represent and warrant that they own all rights necessary to grant this license and that their entry does not infringe on any third party's rights.

08 CONDUCT & DISQUALIFICATION

- Entries containing offensive, hateful, sexually explicit, unlawful, or otherwise inappropriate content will be disqualified.
- Entries must not depict copyrighted material, third-party branding, or identifiable minors without documented parental or guardian consent.
- Any attempt to manipulate voting, engagement, or judging — including fake accounts, bots, paid engagement, or vote brigading — will result in immediate disqualification and forfeiture of any prize.
- VidaBay reserves the right, at its sole and absolute discretion, to disqualify any entry or participant, at any time, for any violation of these Official Rules or for any conduct VidaBay deems detrimental to the Contest.

09 GENERAL CONDITIONS

- VidaBay reserves the right to cancel, suspend, extend, or modify this Contest, or these Official Rules, at any time and for any reason, including if fraud, technical failure, or any factor beyond VidaBay's reasonable control impairs the integrity of the Contest.
- VidaBay is not responsible for lost, late, incomplete, misdirected, or technically corrupted entries, submissions, or notifications.
- To the fullest extent permitted by law, participants release and hold harmless VidaBay, its officers, employees, and affiliates from any and all liability arising from participation in this Contest or the acceptance, use, or misuse of any prize.
- This Contest is in no way sponsored, endorsed, administered by, or associated with Reddit, Meta, Google, or X Corp.
- These Official Rules are governed by, and construed in accordance with, the applicable laws of the sponsor's jurisdiction of operation, without regard to conflict-of-law principles.

- VidaBay's decisions on all matters relating to this Contest — including eligibility, judging, scoring, winner selection, and disqualification — are final and binding on all entrants.

vidabay.net | [r/EinkInstantFilm](https://www.reddit.com/r/EinkInstantFilm) | [#VidaBaySnapChallenge](https://twitter.com/VidaBaySnapChallenge)