

**PARTICIPATION AGREEMENT,
VIDEO & PHOTO PERMISSION & RELEASE**

Sony Event:	Sony Alpha – May NYC Digital Imaging Event
Date:	May 14 – 15, 2026
Location:	New York, NY

In consideration of being permitted by Sony Electronics Inc. (“Sony”) to participate in the above Sony Event, I, undersigned, hereby waive, release and discharge Sony, its parent, affiliates, subsidiaries and their respective licensees, agents, successors and assigns, and all other persons or entities associated with the Sony Event, (“Sony & Others”), for any claims or damages for personal injury, death or property damage which I may have, or which may hereafter accrue to me, as a result of participation in the Sony Event.

Also, I hereby grant to Sony & Others the right to audio, video and take my photograph at the Sony Event without review by me or compensation to me to use, re-use, make derivative works of, publish and re-publish my image, likeness, voice, statements, quotes, and name (first name and last name initial) (collectively, “Likeness”), individually or in conjunction with other images, in any manner of media (including Internet) throughout the world in perpetuity, now or hereinafter created, including without limitation for illustration (including in hard copy), promotion, advertising and trade. Sony shall have no obligation to use my Likeness. I agree that the Likeness of me that is used and taken by Sony are owned by Sony and that they may copyright material containing same. Collection and use of the Likeness is subject to the Sony Electronics Privacy Policy/California Privacy Notice: [Privacy Policy](#) and [CA Privacy Notice](#).

With regard to participants who reside in California, I agree that all rights granted under Section 1542 of the California Civil Code, ARE HEREBY EXPRESSLY WAIVED. Section 1542 of the California Civil Code reads as follows: A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS THAT THE CREDITOR OR RELEASING PARTY DOES NOT KNOW OR SUSPECT TO EXIST IN THEIR FAVOR AT THE TIME OF EXECUTING THE RELEASE AND THAT, IF KNOWN BY THEM, WOULD HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR OR RELEASED PARTY.

I agree to indemnify, defend, and hold harmless Sony & Others from any claims, actions, suits, demands, costs, expenses or damages and liabilities (including but not limited to attorney’s fees) in any way arising from or relating to (i) my participation in the Sony Event, except to the extent arising out of the willful misconduct or gross negligence of Sony, or (ii) the rights granted herein including, without limitation, invasion of privacy, right of publicity, defamation, personal property right or any claim of alteration or faulty mechanical reproduction.

It is further agreed that this waiver and release is to be binding on my heirs and assigns.

I agree to abide by the Sony Events Code of Conduct located at <https://electronics.sony.com/EventsCodeofConduct>.

I hereby warrant that I am free to enter into this agreement and that I do not have and will not have any agreements or commitments that would prevent or interfere in any way with the rights granted to Sony herein.

The parties agree that this agreement may be executed and delivered by electronic signature(s) and that the signature(s) appearing on this agreement are the same as handwritten signatures for the purposes of validity, enforceability and admissibility.

I am at least 18 years of age (at least 19 years of age in Alabama, Nebraska) and have read the foregoing and fully understand and agree to this agreement.

Print Name:	
Signature:	
Address:	
Email:	
Date:	