The rules presented here are subject to modification. Participants will be notified prior to the case competition of any changes to the competition's format.

To uphold the integrity of the competition and the results, all competitors must abide by the strictest standards of honesty and professional conduct. Any violation of competition rules will result in automatic disqualification.

**Case Content**
The content of the case will not be disclosed until the case is distributed to the competitors after the Welcome Dinner on Thursday, November 2nd, 2017. Any team that acquires this information or has knowledge prior to the distribution of the case will be disqualified.

**Teams**
One team consisting of four students each will represent each participating university. Participating students must be in an undergraduate program; i.e., no graduate students. No alternates will be permitted after the check-in on Thursday. In the event a team member is unable to participate in the competition, the team may continue to compete with the remaining team members. Each participant will receive a nametag at check-in on the day of the competition Saturday, Nov 4th, 2017. Students and advisors/coaches are asked to wear their name tags always. Each participating team will be identified by its chosen team name. No chosen team name or articles of clothing worn during the competition should reference anything that would identify your school.

**Communications**
New announcements or essential information will be distributed via email to team advisors. It is, therefore, imperative that students and advisors provide an accurate email address and that they check their email regularly throughout the competition for announcements.

**Presentation Format**
For the preliminary round, teams will be randomly assigned to a position in one of four brackets. Each bracket will be comprised of a total four teams and a panel of judges. In the event a team is no longer able to participate in the competition, the bracket may continue to compete with a minimum of three teams.

All presentations should be saved in a recent version of Microsoft PowerPoint – no presentation formatted in Prezi, Keynote, etc., will be accepted. Each team has to label their PowerPoint presentations after their team name. Example: If your team name is “The Team” then your power point presentation file has to be labeled: “The Team”

Students must email their presentations to: Professor Nicholas Athanassiou n.athanassiou@northeastern.edu AND CC: Magda L. Drici @ m.drici@northeastern.edu by 9:00 PM on Friday, November 3, 2017. You will receive a confirmation email once your PowerPoint presentation has been received. Teams may not alter in any way their presentation after it has been received. Any presentations received after the deadline will not be accepted and the team will be disqualified. Only one person from each team has to send
the presentation. In other words: one presentation per team.

Student teams have to report to the door of their assigned rooms ten minutes prior to the time they are scheduled to present. **Teams not present by door of their assigned room ten minutes early will be disqualified.** The submitted PowerPoint presentation will be ready to be opened in the presentation room.

**Important:** Students shall never identify themselves by their university affiliation but rather always by their chosen team name.

**Timing**

A CUIBE ambassador will be timing the presentations. Teams shall respect the time limits afforded to each event. The structure of the morning round of presentations will be as follow:

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Setup</td>
<td>2 minutes</td>
</tr>
<tr>
<td>Presentation</td>
<td>15 minutes</td>
</tr>
<tr>
<td>Questions and answers</td>
<td>5 minutes</td>
</tr>
<tr>
<td>Feedback and debriefing</td>
<td>3 minutes</td>
</tr>
<tr>
<td><strong>Total running time for each item</strong></td>
<td><strong>25 minutes</strong></td>
</tr>
</tbody>
</table>

NOTE: Any participating team not in place with all member present by the time they are scheduled to present may be disqualified. Following the preliminary morning presentations, one team from each bracket will be selected to advance to the final round. Finalists will be announced during the lunch break. The structure of the final round will mirror the first round except for a debriefing session. It is each team's responsibility to keep track of their own time.

**Research and Outside Experts**

Teams are expected to conduct all necessary research through publicly available resources. Use of all library resources, including pay-for-subscription services such as LexisNexis, is welcomed. You will need to present your identification card (with photo) to gain access to Northeastern's Snell Library. Make sure to inform them you are a CUIBE participant. Teams may not discuss the case with any other competing team. Students may not gain assistance in any form from any outside individual including but not limited to team advisors, professors, parents, friends, or personal contacts of any kind whose ideas are not publicly available (i.e. published online). Additionally, students may not contact the case organization, which includes any representative or staff.

**Team Advisors**

Advisors may view their team's preliminary presentation and the final round. Advisors must remain silent for the entirety of these events. Participants may not consult with their team advisors regarding the case at any point during the competition. Advisors should not be in contact with their team from the time the case is distributed to the point where they are no longer competing. Teams may not present to or seek feedback from their advisors on any component of their presentation. Teams that consult in any way with their advisors will be automatically disqualified.

**Appeals Committee**

Disputes or reported violations of the Competition Rules should be brought to the attention of the Appeals Committee immediately. This committee is charged with resolving any action deemed to be academically dishonest or that violates the Competition Rules. The committee will be comprised of three visiting Advisors and one alternate Advisor. Names will be randomly
drawn from the sixteen participating schools at the opening dinner on Thursday, November 3. A member of the Planning Committee will also serve on the Appeals Committee. If a situation arises involving one of the schools for which an advisor has been selected to serve on the Appeals Committee, that member will excuse him/herself from the Committee and the alternate Advisor will serve in his or her place.