

Agent Arena Hackathon

Official Rules

1. Dates and Timing

All entries must be received during the Submission Period to be eligible to win a prize.

All times in these Official Rules are **Eastern Time (ET)**.

- **Registration Period:** Opens September 2, 2026 at 09:00 ET and closes September 15, 2026 at 23:59 ET.
- **Kickoff (Building Begins):** September 16, 2026 — live opening session; challenges revealed, rules explained, demo token pools issued.
- **Hackathon / Build Period:** September 16, 2026 – September 30, 2026.
- **Submission Deadline:** September 30, 2026 at 23:59 ET. No submissions accepted after this time.
- **Judging Period:** October 1, 2026 – October 8, 2026.
- **Winners Announced & Notified:** October 9, 2026 — winners announced live during the Agent Arena Finale Winner Ceremony and confirmed the same day via the email used at registration.

2. Sponsor / Administrator

The Hackathon is administered and sponsored by CREATIO EMEA LTD (Kinyra, 1 KINYRAS TOWER, 3rd floor 'Agios Andreas, 1102, Nicosia, Cyprus) ("Sponsor"). In these Official Rules, "we," "us," or "our" refer to the Sponsor; "you" refers to you, the entrant, both as an individual and as part of your team.

3. Eligibility

A. The Hackathon is open to:

- Teams registered during the Registration Period comprising at least two (2) and no more than five (5) Eligible Individuals.
- At least one (1) team member must have attended an AI Summer Tech Hour session OR completed a Creatio AI Studio track on Creatio Academy.
- Teams may mix business users, developers, and No-Code Creators.

Eligible Individuals are individuals who are 18 years of age or older.

Team formation is the responsibility of each Eligible Individual. Eligible Individuals may participate on only one (1) team. Each team must appoint one individual (the "Representative") authorized to register the team, enter the Submission, and receive and distribute any prize on the team's behalf. Representatives may not switch teams or

add/remove members after registration. Each team must submit one unique Submission.

B. The Hackathon is NOT open to:

- Any Judge.
- Any individual whose participation would create, in the Sponsor's sole discretion, a real or apparent conflict of interest.
- For this purpose, a "conflict of interest" means any circumstance that could improperly influence, or reasonably appear to influence, the fairness of the competition or the impartiality of judging including where an individual: (i) has a close personal, family, or financial relationship with a Judge or with anyone administering the Hackathon; (ii) has, or had, access to the challenges, evaluation criteria, scoring, or other participants' Submissions that is not equally available to all teams; (iii) is involved in organizing, administering, or judging the Hackathon; or (iv) has any other interest that competes with their obligation to participate fairly and in accordance with these Official Rules.

4. How to Enter

Entrants may enter by completing the following steps:

- Register during the Registration Period at <https://www.creatio.com/page/agent-arena-hackathon-2026>. The Representative completes the form on behalf of the team, listing all Eligible Individuals. The Sponsor will process the personal data of registered individuals as necessary to administer the Hackathon (including registration, communications, judging and awarding prizes), on the basis of the performance of these Official Rules and the Sponsor's legitimate interests. The Sponsor and its affiliates may also send entrants communications about Creatio products, events and future hackathons on the basis of their legitimate interest; entrants may object to or opt out of these communications at any time, free of charge, and doing so will not affect their participation (see Section 14).
- During the Build Period, select the category your team will compete in (see Section 5) and obtain access to the provisioned Creatio AI Studio environment and demo token pool. Build your agent using Creatio AI Studio.
- Create a demonstration video and a written description of your Project in accordance with the Submission Requirements below.
- Submit your Project before the Submission Deadline via <https://www.creatio.com/page/agent-arena-hackathon-2026>. Failure to submit during the Submission Period for any reason results in disqualification.

Project Requirements

- **What to create:** A working AI agent built on Creatio AI Studio that solves a real business problem, entered in one of the four categories in Section 5. The agent may be internal (employee-facing) or external (customer/partner-facing).
- **Functionality:** The Project must demonstrate the capabilities of Creatio AI Studio and function as depicted in the video and described in the Submission.

- **Platform:** The Project must be built and run on Creatio AI Studio using the environment provided by the Sponsor.
- **New work:** Projects must be newly created by the team after the start of the Build Period using the provided environment.
- **Third-party integrations:** If a Project integrates any third-party SDK, API, or data, the team must be authorized to use them.
- **Testing access:** Teams must share their Creatio environment credentials and any relevant links via the submission form, without restriction, for testing and evaluation by the Sponsor and Judges until the Judging Period ends. Teams must not place any real personal data or confidential customer data into the environment or the Submission; only synthetic or demonstration data may be used.

Submission Requirements

- A Project built with Creatio AI Studio meeting the Project Requirements above.
- A text description explaining the features and functionality of your Project.
- A demonstration video that: is less than five (5) minutes; shows the Project functioning; and does not include third-party intellectual property (trademarks, copyrighted music, or other material) without permission.
- A list of the products, features, tools, or APIs used within the Project.
- Where source code is used, the repository URL (e.g., GitHub) for that code.
- A note on potential further improvements if more time were permitted.
- The Submission must be the original work of the team, the team must own or have all necessary rights or/and licenses from any third-party, open-source or platform components incorporated in it, and must not violate the intellectual-property or other rights of any person or entity.

Language: All Submission materials must be in English, or accompanied by an English translation of the video, description, and testing instructions.

Multiple Submissions: A team may not submit more than one Submission.

5. Categories

Teams compete in one (1) of the following four (5) categories, selected during the Build Period. Categories define the type of agent a team builds; they do not create separate prize pools. All Submissions compete against each other for the overall prizes in Section 7.

Category	Focus
Industry Agent	Agents that solve a real industry problem – Banking; Manufacturing; etc.
CRM Agent	Agents that work with and act on CRM data inside Creatio.
Omnichannel Agent	Agents that use advanced channels — voice and/or video.
Best AI Studio Twin	The best agent built with AI Studio Twin's help

6. Judges & Criteria

Submissions will be evaluated by a panel of Judges selected by the Sponsor. Judges may be employees of the Sponsor or third parties and may change before or during the Judging Period.

All Submissions will be evaluated on the following weighted criteria, in the sole and absolute discretion of the Judges:

- **Innovation (30%)** — the quality, originality, and uniqueness of the solution.
- **Effective Use of Creatio AI Studio (40%)** — how effectively the team used the platform and its features, following best practices.
- **Demo Delivery (30%)** — whether the solution is explained clearly, highlighting benefits and use cases in a logical, easy-to-follow format.

All eligible Submissions will be ranked together against the Judging Criteria, regardless of the category in which they were entered. The four (4) highest-scoring Submissions overall will be the potential winners and will be awarded first, second, third, and fourth place according to their rank.

Tie-breaking: if two or more Submissions are tied, the Submission with the higher Innovation score prevails; if a tie remains, the panel of Judges will vote

7. Prizes

Prize values are approximate and stated in USD. Winners will be recognized during the Agent Arena Finale on October 9, 2026.

Placement	Prize	Approx. value
1st place	2× Meta Ray-Ban Display + 2× annual AI-tool plans (Claude, ChatGPT, or Midjourney) + exclusive Creatio badge	~ \$2,000
2nd place	Oakley Meta Vanguard + Oura Ring + 1× annual AI-tool plan of choice (Claude, ChatGPT, or Midjourney) + exclusive Creatio badge	~ \$1,140
3rd & 4th place	2× Plaud Note Pro + Ray-Ban Meta (Gen 2) + exclusive Creatio badge	~ \$777 each

8. Prize Details, Conditions & Notification

Prizes are not transferable, assignable, or refundable and cannot be substituted for cash by the winner. Prizes must be accepted as awarded. The Sponsor reserves the right to substitute a prize of equal or greater value if a prize cannot be awarded as described. A Submission may win only one (1) prize.

Prizes may be reported as income; winners are responsible for all taxes, fees, and costs associated with receipt of any prize, and should ensure acceptance complies with their employer's policies. The award of a prize is subject to verification of the identity, eligibility, and role of the potential winner in creating the Submission.

Prizes are delivered to the team's Representative, who is responsible for distributing the prize among participating team members. The Sponsor is not responsible for lost or stolen prize elements.

9. Intellectual Property Rights

All Submissions remain the intellectual property of the individuals who developed them. By submitting an entry, entrants grant the Sponsor and its affiliates an irrevocable, royalty-free, worldwide, perpetual right and license to: (a) use, review, assess, test, and analyze the Submission in connection with the Hackathon; and (b) feature the Submission for promotional purposes in all media now known or later developed.

Entrants represent and warrant that the Submission is their original work, is solely owned by them or used with all necessary rights and licences and does not violate the intellectual-property or other rights of any person or entity. Nothing in these Official Rules grants entrants permission to use or display any Creatio trademark, logo, or brand except as expressly provided.

For clarity, the Sponsor and its affiliates retain all intellectual-property rights in Creatio AI Studio and in all platform components, templates, models and pre-built agents made available for the Hackathon, and nothing in these Official Rules transfers any such rights to entrants.

The Sponsor may (but is not obliged to) allow an entrant to modify a Submission after the Submission Deadline solely to remove material that may infringe a third party's rights or that discloses personal data, provided the Submission remains substantively the same.

10. Entry Conditions & Release

By entering, each participant agrees that: (a) the relationship between the entrant and the Sponsor is not a confidential, fiduciary, or special relationship; (b) they will be bound by these Official Rules and the binding, final decisions of the Sponsor and Judges; and (c) they release, indemnify, and hold harmless the Sponsor, its affiliates, prize suppliers, and their respective officers, directors, employees, and agents (the "Released Parties") from any claims, expenses, or liabilities arising out of participation in the Hackathon or acceptance, use, or misuse of a prize. Nothing in this Section limits or excludes any liability that cannot be limited or excluded under applicable law, including liability for death or personal injury caused by negligence, for fraud or for willful misconduct, and this release and indemnity apply only to the maximum extent permitted by the law governing these Official Rules.

The Released Parties are not responsible for incorrect or inaccurate information, technical failures, unauthorized human intervention, or administrative errors, or for incomplete, late, misdirected, or lost Submissions. Entrants must keep confidential any non-public information about Creatio AI Studio, the provided environment and the Hackathon that is disclosed to them and must not use or disclose it for any purpose other than participating in the Hackathon.

11. Publicity

By participating, entrants consent to the promotion and display of their Submission and to the use of personal information about themselves (including name, likeness, comments, and country of residence) for promotional purposes by the Sponsor and its affiliates, worldwide, without further payment or consideration unless prohibited by law. The Sponsor may publish the name and country of residence of winners when announcing the results, on the basis of its legitimate interest in running the Hackathon transparently, subject to each entrant's right to object. Any use of an entrant's image, likeness, voice or statements, and any use of personal data for marketing, will be based on that entrant's consent, which may be withdrawn at any time and is not a condition of entry.

12. General Conditions

- The Sponsor may cancel, suspend, or modify the Hackathon, or any part of it, in the event of a technical failure, fraud, or any other factor not anticipated or within its control.
- The Sponsor may disqualify any individual or team that tampers with the entry process or acts in violation of these Official Rules or in a manner deemed inappropriate or not in the best interests of the Hackathon.
- If there is any inconsistency between these Official Rules and any other Hackathon materials, these Official Rules prevail.
- The Sponsor may amend these Official Rules at any time by posting the amended version at <https://www.creatio.com/page/agent-arena-hackathon-2026>.

13. Disputes & Governing Law

Except where prohibited, all disputes arising out of or connected with the Hackathon shall be resolved individually, without resort to any form of class action, and governed by the substantive laws of England and Wales, without regard to conflict-of-law provisions. Entrants waive all rights to punitive, incidental, or consequential damages.

14. Entrant's Personal Information

Any information entrants submit will be used for the purposes of this Hackathon and treated in accordance with the Creatio Privacy Policy, available at <https://www.creatio.com/privacy-policy>. Contact email for winner information requests - trainers@creatio.com.

The controller of entrants' personal data is the Sponsor identified in Section 2. Personal data is processed on the legal bases set out in Section 4, kept only as long as necessary for the Hackathon and to meet legal obligations, and then deleted or anonymized. Entrants have the rights of access, rectification, erasure, restriction, objection and data portability, and the right to withdraw any consent, and may exercise these rights using the contact identified above.

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