



2010 TOBY Awards

General Information ♦ Timetable ♦ Rules ♦ Categories ♦ Fees
♦ FAQs ♦ Checklist

Teddy Bear of the Year... The name says it all! The TOBY Awards have long set the benchmark for quality design, workmanship, and competition in the teddy bear industry. We are proud to invite all members of the teddy bear creating community to enter the 2010 TOBY Awards Program.

- Entry forms are available and online at teddybearandfriends.com. **Note: Categories and rules have changed.** Please use the 2010 versions of all rules and forms.
- Please read all rules and complete all forms before entering. Entries submitted without all forms, photos, and fees will not be processed or judged.
- You may submit your entry via post/courier or via e-mail. **All electronic entries (including forms, fees, and photos) must be received by Dec. 14, 2009.** In addition, a fee of \$10 for the first entry and \$5 for each additional entry will be charged to process electronic/e-mailed images or files. All posted/paper entries (including forms, fees, and printed photos) **must be received by Dec. 18, 2009.** Combination entries (*any portion* is submitted digitally) must meet the earlier deadline and will be charged the electronic entry processing fee.
- Enter by **Dec. 1, 2009**, to be eligible to win a free ad in *Teddy Bear and Friends*. Everyone who enters the 2010 TOBY Awards will receive a discount certificate good toward the purchase of your next ad. (See below for details.)

♦ Timetable

August 2009 Entry forms available.
December 14, 2009Electronic/digital/e-mail entries must be received.
December 18, 2009Standard/print entries must be received.
January 2010..... Judging panel will review all entries and vote to determine five Industry's Choice Winners in each category. Industry's Choice Winners will be announced at the Crossroads Doll & Teddy Bear Show in San Diego, Calif., from January 16-17, 2010. Winners not present will be notified via telephone, fax, and/or e-mail.
Summer 2010 issue Industry's Choice Winners and TOBY Ballots will appear in *Teddy Bear and Friends*.
July 1, 2010..... TOBY balloting will be closed. Ballots must be postmarked by this date.
Summer 2010..... TOBY Public's Choice Awards will be presented at the Chantilly Fall Teddy Bear Show and Sale in Chantilly, Va., on Sept. 11, 2010.
Winter 2009 issue..... TOBY Public's Choice Award winners will be published in *Teddy Bear and Friends*.

♦ Rules

Entries that do not adhere to the following rules will not be processed. If you have questions not addressed by the "General Rules" or "Categories & Criteria," please contact Kathryn Peck at kpeck@madavor.com or 617-706-9081.

Definition of Terms and Categories

1. For the purposes of this contest, the following definitions apply:
 - A) **Artist:** The edition of the teddy bear/"friend" must be designed by the artist and at least 50% of each bear/"friend", including the head, must be constructed by the artist.
 - B) **Manufacturer:** The edition of the teddy bear/"friend" must be produced by the manufacturer and not the designing artist. Manufacturer must produce a total of 1,000 or more bears/"friends" per year (any and all editions combined).
 - C) A **"teddy bear"** is a plaything or collectible produced in the image of a bear, with an external covering of plush or other fabric (including real fur and leather). A teddy bear can be jointed, partially jointed, or

unjointed. Entries in category 8 may be created in whole or part from alternate substances (e.g., wood, felt, clay, yarn, wool).

D) **"Friends" (Other Collectible Plush)** are soft-sculptured playthings or collectibles resembling animals other than bears and having an external covering of plush or other fabric (including real fur and leather). "Friends" can be jointed, partially jointed, or unjointed. "Friends" entered in category 8 may be created in whole or part from alternate substances (e.g., wood, felt, clay, yarn, wool).

E) **"Dolls"** are jointed or unjointed playthings or collectibles produced from any material in a human image. No dolls may be entered in any category.

2. **Dressed vs. Undressed:** In general, a bear wearing one accessory, such as a hat, collar, bow, etc., is considered Undressed, particularly when the accessory covers one-third (1/3) of the bear or less. However, if any accessory, dye, or article of clothing, alone or in combination, leads viewers to perceive the bear as a character or as wearing a costume (fictional character, clown, santa, flower or fruit, historical figure, etc.), the bear is considered Dressed. A bear wearing wings is considered Dressed.

3. A **"set"** is defined as a pair or group of bears/"friends" conceived as belonging together, introduced together, and/or sold primarily or exclusively together. (A) Each teddy bear and/or "friend" may be entered only once. If a teddy bear and/or "friend" is entered as part of a set, it cannot be entered alone, and vice versa. (B) Any teddy bears/"friends" combined as an entry must be regularly offered for sale in that same combination. (C) If combining pieces in an entry (a "set"), the primary piece(s) must meet the size requirement for the category.

4. **Measurements:** In general, teddy bears/"friends" should be measured in a standing position from top of head (not ears) to bottom of foot. Entries designed to sit (such as those with bent legs) should be measured from top of head to end of torso, plus the total length of legs. Entries designed to stand on all fours (such as realistic bears) should be measured from nose to tail and from top of head to floor. The larger measurement determines an entry's size category. All measurements must be in inches.

Eligibility

5. All entries for the 2010 TOBY Awards must have been first introduced after January 1, 2009. Entries must have been produced for sale (but not necessarily sold) during calendar years 2009 and/or 2010 and may not have been entered in past TOBY programs.

6. All teddy bears and "friends" submitted for TOBY consideration must be available for sale in retail stores or otherwise available for sale nationally and/or internationally. One-of-a-kind artist bears or friends entries already sold are eligible.

7. Artists may submit entries that were created as collaborations. All participating artists must be identified, but it is not necessary to detail the contributions of each artist.

8. You may submit as many entries as you wish in each category, but only one entry from any one artist or manufacturer can be nominated in any one category. (A) An artist may receive nominations for both an individual entry and a collaboration within the same category. (B) Per rule 3, each teddy bear and/or "friend" can only be entered once.

9. It is not required that entering artists make the costumes, clothing, and/or accessories displayed on their bears/"friends." However, as much as possible, the designer and/or maker of such costumes, clothing, and accessories should be identified on the Entry Form.

10. Entries must differ from previously issued designs, with substantial changes in size, materials, and/or costume. If a piece similar to an entry has been produced prior to January 1, 2010, the submitting artist or manufacturer must furnish the month and year the bear/"friend" was first distributed. Details regarding the difference between the look of the original piece and the entry are required.

11. Any substantial changes in design, costume, materials, or retail price from the original entry are grounds for disqualification of the entry.

12. All TOBY Award entries designed for play must meet minimum Voluntary Safety Standards for toys as prescribed in ASTM:F963-86 and subsequent revisions. Contact Toy Manufacturers of America for information (Toy Manufacturers of America, Inc., 1115 Broadway, Ste. 400, New York, NY 10010; info@toy-tma.org).

13. For your protection, please do not submit entries in the image of or with the name of trademarked characters unless you hold a license to create the characters.

Entry Requirements

14. Each entry must be accompanied by a paid fee; a fully completed, SIGNED Contact Information Form; a fully completed Entry Form; and three 3" x 5" or 4" x 6" color photographs as detailed in Rules 17-21. If you submit any portion of your entry digitally/electronically/via e-mail, you must also submit the Digital Entry Waiver Form. Forms that are incomplete, not signed, or not accompanied by the entry fee will be ruled invalid and bears/"friends" entered will not be reviewed by the judges. Note: You must submit a separate Entry Form and photos for each bear/"friend" you enter, but you only need one payment form and one Contact Information Form for all of your combined entries.

15. Entry fees for 2010 are \$75 for the first entry/category and \$35 for each additional entry. In addition, a fee of \$10 for the first entry and \$5 for each additional entry will be charged to process digital/electronic/e-mailed images or files. (The fee will be assessed if any portion of the entry is submitted digitally, electronically, or via e-mail.)

16. Only manufacturers, artists, or their duly authorized representatives (such as importers, distributors, and advertising/public relations firms) may enter bears/"friends" for consideration. For outside agencies submitting entries, the entry forms must be signed by a member of the company represented by that agency or accompanied by a letter authorizing the agent to sign on the client's behalf. If the signatory is not available at the time of submission, a signature extension may be requested by writing to: TOBY Awards Program; 85 Quincy Ave., Suite B, Quincy, MA 02169. (The signature extension will in no case also extend the submission deadline.)

Photographs

17. Each entry must be accompanied by three 3" x 5" or 4" x 6" color photographs: two identical full-body shots and one close-up of the face. (A) No slides, transparencies, or Polaroids will be accepted. (B) Print photos should be good quality, professionally developed color prints. Laser/thermal-printed digital images must be print quality. (C) Digital/electronic/e-mailed images must be sized as above, high resolution (300 DPI), and JPG or TIF format; no other formats will be accepted. A fee of \$10 for the first entry and \$5 for each additional entry will be charged to process digital or electronic images or files.

18. Entries should be photographed against a plain, flat, solid-colored background. The bear/"friend" must be the main focus of the photograph; for this reason, we recommend not draping background fabrics to form designs and not using an outdoor or faux outdoor setting. Only props and accessories sold with the teddy bear/"friend" are permitted in the photo.

19. Each entry must be photographed SEPARATELY. Any teddy bears/"friends" photographed together must be combined as a "set" entry in an appropriate category and regularly offered for sale in that same combination.

20. Using a self-stick label (do not write directly on photographs), label the back only of all photos with your name, the entry name, and category number. Glue or tape one full-body photo to the Entry Form as marked. Place the other two photos in a separate protective envelope and paperclip each envelope of photos to its specific set of entry forms. DO NOT staple or paperclip the extra photos themselves to the forms. Photos are non-returnable.

21. *Teddy Bear and Friends* reserves the right to use all photographs submitted in publicity efforts for the TOBY Awards program and for publication in the magazine and on the Web site for publicity and/or editorial use other than for the TOBY Awards program.

General

22. You may submit your entry, including all entry and fee forms and photographs, via post/courier or via e-mail. Combination entries (any portion is submitted digitally/electronically/via e-mail) must meet the earlier deadline and will be charged the electronic entry processing fee (see rule 15).

23. All e-mail/electronic entries (including forms, fees, and photos) **MUST BE RECEIVED by Dec. 14, 2009**. All posted/paper entries (including forms, fees, and printed photos) **MUST BE RECEIVED by Dec. 18, 2009**. NO extensions will be granted.

24. Mail signed, completed entry forms, entry fee, and photographs to: TOBY Awards Entry, Madavor Media, 85 Quincy Ave., Suite B, Quincy, MA 02169.

25. The TOBY Committee will rule in all disputes. The Committee's decision is final.

✦ Categories

Guidelines

- Please read before completing your entry forms.
- Dressed vs. Undressed: In general, a bear wearing one accessory is considered Undressed, particularly when the accessory covers one-third of the bear or less. However, if any accessory, dye, or article of clothing, alone or in combination, leads viewers to perceive the bear as a character or as wearing a costume, the bear is considered Dressed. See Rule 2.
- If combining pieces in an entry (a "set"), the primary piece(s) must meet the size requirement for the category. See Rule 3.
- No dolls may be entered in any category.
- Every entry is reviewed for eligibility, so if it is found that a bear should be in a different category for size or dress reasons, the TOBY committee will automatically switch the entry to the appropriate category.

Artist Categories

The teddy bear/"friend" must be designed by the artist and at least 50% of each bear/"friend," including the head, must be constructed by the artist. Collaborations are allowed, but all contributing artists must be acknowledged.

1	Miniature Artist Bear	Dressed and undressed, 4" and smaller.
2	Small Artist Bear, Dressed	Over 4" up to and including 14".
3	Small Artist Bear, Undressed	Over 4" up to and including 14".
4	Large Artist Bear, Dressed	Larger than 14".
5	Large Artist Bear, Undressed	Larger than 14".
6	Artist Set or Vignette	Any size; for entries of 2+ teddy bears and/or "friends," one of which must be a teddy bear. Pieces may be arranged in a manner depicting a scene; any surrounding scenery or landscape may be larger than the plush animals; animals may be dressed or undressed. Pieces must be conceived, designed, and/or available for sale as a set. See rule 3.
7	Small Artist "Friends"	14" and smaller, dressed or undressed. No teddy bears.
8	Large Artist "Friends"	Larger than 14", dressed or undressed. No teddy bears.
9	Artist Creation, Nontraditional Materials	Any size, dressed or undressed. Teddy bear/"friend" must be made wholly or in part from nontraditional materials such as (but not limited to) crochet, needle felting, polymer clay, or wood.

Manufacturer Categories

The edition of the teddy bear/“friend” must be produced by the manufacturer and not the designing artist. Manufacturer must produce a total of 1,000 or more bears/“friends” per year (any and all editions combined).

10	Small Manufactured Bear	Dressed or undressed, up to and including 14".
11	Large Manufactured Bear	Dressed or Undressed, over 14".
12	Manufactured "Friends"	Any size, dressed or undressed. No teddy bears.

◆ Frequently Asked Questions

Will you acknowledge my entry?

Yes. You will receive an e-mail or postcard with a coupon for 15% off one ad in *Teddy Bear and Friends* magazine during cover date year 2010. One coupon per person or company.

Complete TOBY entries received on or before December 1, 2009, are eligible for a drawing to win a free ad in *Teddy Bear and Friends*. One entry per person or company. One winner will be chosen and one prize will be awarded: one free 1/8 page Artist Studio ad or \$250 credit toward one larger ad. Odds of winning depend on number of entries received.

Can I send my entry by courier (FedEx, etc.)?

Yes. Send it to TOBY Awards Entry; Madavor Media, 85 Quincy Ave. Suite B, Quincy, MA 02169.

Can I send digital photos? E-mail my entry?

Yes, you can mail or e-mail digital photos and/or forms. However, you must sign a waiver acknowledging that we will have your photos/forms printed and we are not responsible for the quality of the prints. If you would prefer to control the photo quality, we suggest you submit prints by post or courier. In addition, a fee of \$10 for the first entry and \$5 for each additional entry will be charged to process digital/electronic/e-mailed images or files. Finally, note that the deadline for entries where *any portion* is submitted electronically, digitally, or via e-mail is earlier than the deadline for standard submissions: Dec. 14, 2009. E-mail entries to: kpeck@madavor.com.

Can I enter a one-of-a-kind piece? Can I enter a sold piece?

Yes. See Rule 6.

I'm a hobbyist—Can I enter?

The contest is for professional bearmakers and commercially manufactured plush, which we define as those who sell their work. Each piece entered must be available for sale or sold during the years 2009-2010 to be eligible.

When will winners be notified?

Industry's Choice Winners will be announced at Crossroads Doll & Teddy Bear Show in San Diego, Calif., from January 16-17, 2010 and notified via phone, fax, and/or e-mail in early February. The list will also be posted on teddybearandfriends.com. Please do not call/e-mail for results.

Do I have to send you my actual teddy bear?

No, neither artists nor manufacturers are required to provide the actual bear at any time. We sometimes have a display of nominated bears at the awards event, but participation is optional. Manufacturers may provide one sample of each nominated bear/friend as a prize for the reader giveaway program, but participation is optional.

My photos are a different size or orientation than the rules ask for. Is that OK?

The photo rules are guidelines to help you present the best entries possible. We encourage you to follow them closely, but we will not disqualify you if your photos are slightly larger or smaller than requested. Please don't send 5 x 7" or 8 x 10" photos, though—they're awkward for our uses. Similarly, please size your digital

files appropriately (4 x 6" at 300 DPI); we have to print the photos and cannot use files that print out 8 x 10" or as squares. We prefer vertical format photos, but if your piece is too wide, by all means shoot it horizontally.

◆ Check List

- Print and read all rules and forms: Rules ● Categories & Criteria ● Entry Form ● Contact & Affirmation Statement ● Fee Information ● Digital Entry Waiver form
- Fill out an Entry Form for each entry.
- Enclose three (3) photos of each entry. Label your photos. Attach one to your Entry Form.
- Check to be sure nothing on your Entry Forms or in your photos reveals your identity.
- Complete one Contact & Affirmation Statement.
- Complete one Fee Information form. Please write legibly and double check your payment information.
- If you are submitting *any part* of your entry electronically/digitally/via e-mail, complete one Digital Entry Waiver form.
- Mail your entry forms, photos, contact form, digital entry waiver, and fee form to: TOBY Awards Entry; Madavor Media, 85 Quincy Ave., Suite B, Quincy, MA 02169 or e-mail kpeck@madavor.com.

For further information, please contact Kathryn Peck at 617-706-9081 or kpeck@madavor.com; or Kathy Dolly at 617-706-9091 or kdolly@madavor.com.