



# 2008 TOBY Awards

---

## Overview

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. The program is a pageant of our best artistry, as well as a celebration of our community. We are proud to invite all members of the teddy bear creating community to enter the 2008 TOBY Awards Program.

- Entry forms are available at shows, from our offices, and online at [teddybearandfriends.com](http://teddybearandfriends.com). If you cannot print the forms from our site, please contact our office and we will mail or fax the forms to you. **Note: Categories and rules have been changed for 2008!** Please use the 2008 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.
- The entry deadline is **January 7, 2008**. All entries must be received in Boston MA on or before this date.
- Get your entry in by **December 1, 2007**, to be eligible to win a free ad\* in *Teddy Bear and Friends*. Everyone who enters the 2008 TOBY Awards will receive a discount certificate good toward the purchase of your next ad.\*\*

## Timetable

September 1, 2007 .....	Entry packet available at shows, from our offices, and online at <a href="http://www.teddybearandfriends.com">www.teddybearandfriends.com</a> .
<b>January 7, 2008 .....</b>	<b>Entries <u>must be received</u> in Boston MA.</b>
January 2008.....	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 IDEX in Orlando FL. Winners not present will be notified via telephone, fax, and/or e-mail.
March/April 2008 issue ...	The Industry's Choice Winners and the official TOBY Ballot will appear in <i>Teddy Bear and Friends</i> .
May 1, 2008.....	All 2008 TOBY balloting will be concluded. Ballots must be postmarked by this date to be eligible.
Summer 2008.....	TOBY Public's Choice Awards will be presented. Location to be announced.
Sept/Oct 2008.....	TOBY Public's Choice Award winners will be published in <i>Teddy Bear and Friends</i> .

## 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 2008. One coupon per person or company.

Complete TOBY entries received on or before December 1, 2007, 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 *Teddy Bear and Friends*, TOBY Awards Entry, 420 Boylston Street, 5th Floor, Boston MA 02116.

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

Yes. See rule 7.

**I'm a hobbyist—Can I enter?**

The contest is for professional bearmakers, which we define as those who sell their work. Each piece entered must be available for sale or sold during the years 2007-2008 to be eligible.

**When will winners be notified?**

Industry's Choice Winners will be notified via phone, fax, and/or e-mail in late January or 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. We prefer vertical format photos, but if your piece is too wide, by all means shoot it horizontally.

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

Yes! For the first time, you can enter digitally. However, you must sign a waiver acknowledging that your photos will be printed on our equipment and we are not responsible for the quality of the prints. If you would prefer to control the print quality, we suggest you submit prints by post or courier.

## Check List

- Print and read all rules and forms: Rules • Categories & Criteria • Entry Form • Contact & Affirmation Statement • Fee Information.
- Fill out an Entry Form for each entry.
- Enclose three (3) photos of each entry. Label your photos.
- 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 doublecheck your payment information.
- Mail your entry forms, photos, contact form, and fee form to: *Teddy Bear and Friends*, TOBY Awards Entry, 420 Boylston Street, 5th Floor, Boston MA 02116.

**The entry deadline is January 7, 2008.**

**All entries must be received in Boston MA on or before this date.**

**For further information, please contact Joan Lynch at 617-536-0100 x119 or [jlynch@madavor.com](mailto:jlynch@madavor.com), or Mindy Kinsey at 717-393-8371 or [MKinsey@madavor.com](mailto:MKinsey@madavor.com).**

## Categories & Criteria - 2008 TOBY Awards

### Guidelines:

- The Categories & Criteria include official rules for the 2008 TOBY Awards. Please read both the Categories & Criteria and the General Rules before completing your Entry Forms.
- Dressed/Costumed vs. Undressed: In general, a bear wearing one accessory 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, the bear is considered Dressed/Costumed. See Rule 3.
- 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.
- If combining pieces in an entry (a "set"), the primary piece(s) must meet the size requirement for the category. See Rule 4.

### 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/Costumed	4" and smaller.
2	Miniature Artist Bear - Undressed	4" and smaller.
3	Small Artist Bear - Dressed/Costumed	Over 4" up to and including 14".
4	Small Artist Bear - Undressed	Over 4" up to and including 14".
5	Large Artist Bear - Dressed/Costumed	Larger than 14".
6	Large Artist Bear - Undressed	Larger than 14".
7	Artist Vignette – Any size	For entries of <i>three or more</i> 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. The animals may be dressed/costumed or undressed. Pieces must be conceived, designed, and/or available for sale as a set. See rule 4.
8	Artist "Friends" (Collectible Plush Animals)	Any size, 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, needlefelting, 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	Manufactured Miniature Bear - Dressed/Costumed OR Undressed	4" or smaller.
11	Small Manufactured Bear - Dressed/Costumed	Over 4" up to and including 14".
12	Small Manufactured Bear - Undressed	Over 4" up to and including 14".
13	Large Manufactured Bear - Dressed/Costumed	Larger than 14".
14	Large Manufactured Bear - Undressed	Larger than 14".
15	Manufactured "Friends" (Collectible Plush Animals)	Any size, dressed or undressed. No teddy bears.
16	Manufactured Play Bear	Any size, dressed or undressed. Teddy bear must be child-safe and marketed as a children's toy or companion.

# General Rules - 2008 TOBY Awards

*We invite all teddy bear makers to be the first judges of their animals' quality and eligibility. The following rules are designed to answer most questions you have. 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 Teddy Bear and Friends in Pennsylvania at 717-393-8371 or [mkinsey@madavor.com](mailto:mkinsey@madavor.com), or in Boston at 617-536-0100 x119 or [jlynch@madavor.com](mailto:jlynch@madavor.com).*

## 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).

2. For the purposes of this contest, the following definitions apply:

A) 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 9 may be created in whole or part from alternate substances (e.g., wood, felt, clay, yarn, wool).

B) **"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 9 may be created in whole or part from alternate substances (e.g., wood, felt, clay, yarn, wool).

C) **"Dolls"** are jointed or unjointed playthings or collectibles produced from any material in a human image. No dolls may be entered, except as accessories to teddy bears.

3. **Dressed/Costumed 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/Costumed. A bear wearing wings is considered Dressed/Costumed.

4. 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.

5. **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

6. All entries for the 2008 TOBY Awards must have been first introduced after January 1, 2007. Entries must have been produced for sale (but not necessarily sold) during calendar years 2007 and/or 2008.

7. 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.

8. 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.

9. 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 4, each teddy bear and/or "friend" can only be entered once.

10. 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.

11. 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, 2007, 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.

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

13. 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](mailto:info@toy-tma.org)).

14. 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

15. 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 19-23. 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.*

16. Entry fees for 2008 are \$70 for the first entry/category and \$35 for each additional entry.

17. The actual teddy bears/"friends" with any accompanying accessories that constitute each manufacturer's entry must be shippable in one box that adheres to UPS size and weight regulations. Alternatively, each manufacturer must be willing, if nominated, to ship the entry, at his expense, to the prize winner of that piece.

18. 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, 420 Boylston St., 5th Fl., Boston MA 02116. (The signature extension will in no case also extend the submission deadline.)

### Photographs

19. 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. No slides, transparencies, or Polaroids

will be accepted. Photos should be good quality, professionally developed color prints. Laser/thermal-printed digital images must be print quality.

20. 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. Do not include in the photo anything that is not regularly sold with the entry.

21. Each entry must be photographed SEPARATELY. Only props and accessories sold with the teddy bear/"friend" are permitted in the photograph. Likewise, any teddy bears/"friends" combined as an entry in an appropriate category must be regularly offered for sale in that same combination.

22. 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.

23. *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

24. All entries **MUST BE RECEIVED** by January 7, 2008, in Boston, MA. NO extensions will be granted.

25. Mail signed, completed entry forms, entry fee, and photographs to: ***Teddy Bear and Friends, TOBY Awards Entry, 420 Boylston St., 5th Fl., Boston MA 02116.***

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

**Mail completed entry forms, fee, and photographs to:  
*Teddy Bear and Friends, TOBY Awards Entry,*  
420 Boylston St., 5th Fl., Boston MA 02116**

**Questions?? Please contact Joan Lynch (617-536-0100 x119 or [JLynch@madavor.com](mailto:JLynch@madavor.com)) or Mindy Kinsey (717-393-8371 or [MKinsey@madavor.com](mailto:MKinsey@madavor.com)).**

## 2008 TOBY Awards - Contact Information Form

- This form must be completed by the artist/manufacturer submitting the entry(ies) or their authorized agent (see Rule 20).
- Fill out this form just once, no matter how many entries you are submitting.
- Please type or neatly print all information.

### Contact Information

Artist  Manufacturer  
(See General Rules for definitions.)

Approximate annual production, counting all editions: \_\_\_\_\_

Company Name: \_\_\_\_\_  
(Please specify division or department if applicable.)

Contact Person: \_\_\_\_\_

Street Address: \_\_\_\_\_

Mailing Address (if different): \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Web site \_\_\_\_\_

### List of Entries

Please type or print the names, sizes, and categories of all entries submitted for the 2008 TOBY Awards program:

---

---

---

---

---

---

---

---

### Affirmation Statement

I, the undersigned, do hereby acknowledge that I have read and understand and accept the General Rules and Categories & Criteria of the TOBY Awards Program and that my submission(s) abides by those Rules.

I attest that the facts supplied in these entry forms are accurate to the best of my knowledge. I further attest that the photos submitted are of the teddy bear or "friend" as it has been or will be produced and that the teddy bear or "friend" entered is/will be produced and available for sale nationally and/or internationally in the calendar years 2007 and/or 2008.

I hold the TOBY Awards judges, TOBY Awards, *Teddy Bear and Friends* magazine, and Madavor Media, LLC harmless from any legal action, liabilities, and claims which may result from damages and/or loss in shipping. I further hold the TOBY judges, TOBY Awards, *Teddy Bear and Friends* magazine, and Madavor Media, LLC harmless from any legal action resulting from the nomination of any teddy bear or "friend" submitted by me which may be in, or become party to, litigation.

I hereby acknowledge that all photographs submitted by me herewith may be published, reprinted, and distributed by *Teddy Bear and Friends* in print or online for publication and/or editorial use in, and in addition to, the TOBY Awards Program.

Signature \_\_\_\_\_ Name (Printed or typed) \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

**Note:** An authorized signature is **required** to make this entry form valid. A duly authorized officer of the corporation, which includes the public relations director, may sign this form. No one from an outside agency may sign this form unless authorized to do so in writing by an officer of the manufacturer or artist. Please attach such authorization.

## 2008 TOBY Awards - Fee Information

- Entry fees are required for all submissions. An Entry Form submitted without the entry fee will not be processed.
- If submitting multiple entries, complete this fee information only once.
- Entry fee will not be returned under any circumstances.
- The entry fee underwrites only a portion of the cost of presenting all entries to the judging panel for their nominations and to the public for final voting. All other expenses are paid for by *Teddy Bear and Friends* and Madavor Media, LLC.

### Figure Your Entry Fee

		Totals
First entry:	\$70	\$ 70
Additional entries:	Number of entries _____ X \$35 =	\$ _____
Total:		\$ _____

### Payment Method

Payment must be in U.S. funds. Checks, money orders, credit cards, and wire transfers accepted. Please check the appropriate box below and add details as noted. Entries with incomplete information cannot be processed. You will be charged the bank service fee of \$15 per returned check or declined credit card. Please ensure your check is filled out completely and your credit card numbers and expiration date are correct, and that you have sufficient funds to cover the charges.

#### Check or Money order enclosed

Please make payable to: Teddy Bear and Friends – TOBY Awards

MasterCard

VISA

American Express

Discover

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Card Holder's Name (printed or typed) \_\_\_\_\_

Card Holder's Signature \_\_\_\_\_

#### Wire Transfer

Entrants outside the U.S. may wire transfer the fee (in U.S. funds) to:

Madavor Media, LLC, Bank of America, 278 Mystic Ave., Medford MA 02155; (781) 396-0164

Swift code BOFA US3N; Account #9429378699; Routing # 011-000138

Where was fee wired from (bank, city, country)? \_\_\_\_\_

On what date? \_\_\_\_\_ Transaction number \_\_\_\_\_

### 2008 TOBY Awards Entry Form

- If submitting multiple entries, make copies of this form *before* completing it.
- Please review the TOBY Awards categories before choosing the appropriate category for your entry.
- *Do not include on this page any information that could reveal the identity of the artist or manufacturer.*
- Please type or neatly print all information. If you require additional space to complete your answers, please use the back of this page.
- All questions must be answered for each entry.
- We suggest you keep copies of all completed entry forms for your own records.

1. Name of Entry: \_\_\_\_\_

2. Height: \_\_\_\_\_ Length: \_\_\_\_\_ 3. Suggested U.S. consumer price \$ \_\_\_\_\_

If combining pieces in an entry (a "set"), the primary piece(s) must meet the size requirement for the category.

4. Joints:  Jointed  Unjointed  
 Partially jointed

5. Month/year designed: \_\_\_\_\_  
Year(s) for sale/sold: \_\_\_\_\_

Note: If designed prior to January 1, 2007, please detail how the piece or its costume is substantially different from previous issues. See Rule 12.

6. Medium:

Body: \_\_\_\_\_  
Head (if different): \_\_\_\_\_  
Paws: \_\_\_\_\_  
Stuffing: \_\_\_\_\_  
Eyes: \_\_\_\_\_

7. Costuming (Please see General Rules for definitions.)

Undressed (go to 8)  
 Dressed/Costumed (Briefly describe below)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Costume designed/created by (other than entering artist): \_\_\_\_\_  
\_\_\_\_\_

8. Describe any accessories:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

9. Does this entry include more than one bear/"friend"?

No (go to 10)  Yes

If yes, are these pieces a set (see Rule 4)?  Yes  No

If yes, neither piece may be entered separately. If no, pieces must be entered separately.

10. Edition size: \_\_\_\_\_ Maximum \_\_\_\_\_ Minimum

