

General Rules - 2007 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 at phone/fax 717-393-8371, mkinsey@madavor.com, or www.teddybearandfriends.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 2007 TOBY Awards must have been first introduced after January 1, 2006. Entries must have been produced for sale (but not necessarily sold) during calendar years 2006 and/or 2007.

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. Industry's Choice Award winning Manufacturers must supply one sample of each winning teddy bear/"friend" (not returnable) free of charge, including customs fees, shipping, etc., to *Teddy Bear and Friends* for promotion and prize purposes, by June 1, 2007. Industry's Choice Award winning Artists are NOT required to send samples of their teddy bears/"friends."

12. 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, 2006, 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.

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

14. 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).

15. 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

16. 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 21-25. 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.

17. Entry fees for 2007 are \$70 for the first entry/category and \$35 for each additional entry.

18. No e-mail or electronic file entries will be accepted.

19. 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.

20. 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, PO Box 10545, Lancaster PA 17605-0545, USA. (The signature extension will in no case also extend the submission deadline.)

Photographs

21. 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, Polaroids, or digital files (disks or E-mail) will be accepted. Photos should be good quality, professionally developed color prints. Laser/thermal-printed digital images must be print quality.

22. 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.

23. 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.

24. 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.

25. *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

26. All entries **MUST BE RECEIVED** by January 15, 2007, in Lancaster, PA. NO extensions will be granted.

27. Mail signed, completed entry forms, entry fee, and photographs to: ***Teddy Bear and Friends, TOBY Awards Entry, PO Box 10545, Lancaster PA 17605-0545.*** Courier shipping: ***Teddy Bear and Friends, TOBY Awards Entry, 317 Pin Oak Place, Lancaster PA 17602.***

28. 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, PO Box 10545, Lancaster PA 17605-0545

Questions?? Please contact *Teddy Bear and Friends*:
phone/fax 717-393-8371, MKinsey@madavor.com, or www.teddybearandfriends.com