



# 2007 TOBY Awards

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## 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 2007 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 2007!** Please use the 2007 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 15, 2007**. All entries must be received in Lancaster PA on or before this date.
- Get your entry in by **December 1, 2006**, to be eligible to win a free ad\* in *Teddy Bear and Friends*. Everyone who enters the 2007 TOBY Awards will receive a discount certificate good toward the purchase of your next ad.\*\*

## Timetable

July 1, 2006.....	Entry packet available at shows, from our offices, and online at <a href="http://www.teddybearandfriends.com">www.teddybearandfriends.com</a> .
<b>January 15, 2007.....</b>	<b>Entries <u>must be received</u> in Lancaster PA.</b>
January 2007.....	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.
May/June 2007 issue.....	The Industry's Choice Winners and the official TOBY Ballot will appear in <i>Teddy Bear and Friends</i> .
June 1, 2007 .....	All 2006 TOBY balloting will be concluded. Ballots must be postmarked by this date to be eligible.
Summer or Fall 2007 .....	TOBY Public's Choice Awards will be presented. Location to be announced.
Sept/Oct or Nov/Dec '07.....	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 a postcard with a coupon for 15% off one ad in *Teddy Bear and Friends* magazine during cover date year 2007. One coupon per person or company.

Complete TOBY entries received on or before December 1, 2006, 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, 317 Pin Oak Place, Lancaster PA 17602.

**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 2006-2007 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?**

Artists do not need 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 are required to provide one sample of each nominated bear/friend as a prize for the reader giveaway program (see rule 11). We encourage manufacturers to take this into account when planning their entries.

**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?**

No. Photos must be printed. However, you can send printed versions of digital images if they are good quality prints. Entries must be printed and submitted by post or courier.

## Check List

- Print and read all rules and forms: Rules • Categories & Criteria • Entry Form • Contact & Affirmation Statement • Fee Information. **Note: Categories and rules have been changed substantially for 2007!**
- 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, PO Box 10545, Lancaster PA 17605-0545.

**The entry deadline is January 15, 2007.**

**All entries must be received in Lancaster PA on or before this date.**

**For further information, please contact Mindy Kinsey at  
717-393-8371 (phone/fax) or [MKinsey@madavor.com](mailto:MKinsey@madavor.com).**