



2009 DOTY Awards

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We ask all manufacturers and artists to be the first judges of their dolls' quality and eligibility. Then we invite you and all members of the doll community to enter *Doll Reader* magazine's 2009 DOTY Awards Program. To help you submit your entry, we've prepared this information. Please read these rules and requirements carefully, as we are unable to process entries that does not adhere to them.

If you have questions, please contact us at 717-393-8371 (phone); 617-536-0102 (fax); MKinsey@madavor.com (e-mail); or visit www.dollreader.com.

Rules and Definitions

1. A doll is defined as having a human face or human form.
2. For the 2009 DOTY Awards, you, as an artist and/or manufacturer or duly authorized representative, may enter doll(s) first introduced after Jan. 1, 2008 and made available for sale during 2008 and 2009, as long as they were not entered in past DOTY programs.
3. You may submit as many entries in the overall competition as you wish, but a manufacturer/artist may not win more than two Industry's Choice Award per category.
4. You may enter the same doll in as many categories as you wish as long as the criteria are met for each category. Only one Industry's Choice Award is allowed per doll, and the award will be given in the category for which the doll receives the most juror votes.
5. Warning: Any substantial changes in design, costume, materials, or retail price from the original entry are grounds for disqualification of the entry.
6. Each category notes a minimum production run required for entering a doll in that particular category.
7. All dolls submitted for DOTY consideration must be available for sale in retail stores or otherwise available for sale nationally and/or internationally.
8. Dolls submitted for entry must differ from previously issued designs, with substantial changes in hairstyle, accessories, clothing, and/or media. When an entry has been produced prior to 2008, the submitting artist or manufacturer must furnish the month and year the doll was first distributed. Details regarding the difference between the look of the original piece and the entry are required.

9. When a submitted doll is a reproduction of a previous original design, the entrant must provide a history of the doll on the entry form.
10. A doll that has been produced in different mediums, such as porcelain version and a vinyl version, can only be selected as an Industry's Choice winner in one category; this will be the category receiving the most juror votes.
11. Dolls sold primarily or exclusively as a set (no more than 3 dolls to a set) will be considered as one entry, and the entrant must provide detailed information about the set.
12. Dolls submitted must be finished dolls. **No kits are permitted.**
13. Dolls that have been altered or have had make-overs are not eligible to enter into the DOTY program unless the person submitted the doll is the original creator of the sculpt.
14. The DOTY Committee will rule in all disputes. The Committee's decision is final.
15. *Doll Reader* reserves the right to use all photographs submitted for nomination in publicity efforts for the DOTY awards program and for publication in the magazine and on the Web site for publicity and/or editorial use other than for the DOTY awards program.

Requirements for Entry

1. An entry fee is required for all submissions. Entry fees for 2009 are \$100 for the first entry/category and \$50 for each additional doll or category entered.

Each entry must be accompanied by the entry fee, a completed and signed Contact Information Form that may be photocopied, a completed Entry Form that may be photocopied, and three identical 4" X 6" (10.6 x 15.24 cm) color photographs. Please see the photo requirements below. In addition, you may enclose an additional close-up photo of the doll's face if you wish.

2. Photo Requirements: Your photographs should show the doll's entire body and should be shot vertically, and you are advised to submit top quality photographs.

Dolls entered in the DOTY Awards Program will be selected from the photographs you submit. If your doll is chosen as the winner in its category, the photographs you submit will be published in *Doll Reader* magazine. Please note that slides, transparencies, and Polaroids will **NOT** be accepted. Digital or electronic images are acceptable for which you only need to send one digital full-body image of the doll (a close-up is optional). All digital photos must be hi-resolution, 300 dpi and sent in a jpg or tif format and no other formats will be accepted. A processing fee of \$10.00 for first entry and \$5.00 each additional entry is required to process digital and/or electronic images. Entries should be photographed against a plain, flat, solid-colored background and depict the entire image of the doll. Since the doll is the main focus, we recommend you avoid draping background fabrics and using an outdoor or faux outdoor setting. When photographing the doll, do **not** include any image, props and/or accessories not regularly sold with the doll. The submitted photographs **must** depict the doll as sold. When photographing the doll **do not** include any images, props, or accessories that do not come with the doll.

3. Photo Labels: Please put your name as an artist or a manufacturer, the name of your entry, and the category on self-stick labels (do not write directly on your photographs as the ink often smears). Affix a label to the back of each of your three photographs. Then glue or tape one photo to the Entry Form. Place the other two photos in a separate

protective envelope, with tissue paper between each photo, and paperclip each envelope of photos to its specific set of entry forms. **DO NOT** staple or paperclip the extra photos to the forms. Photos are non-returnable.

4. Outside agencies submitting entries on behalf of an artist or a manufacturer must have the entry form and the affirmation statement signed by the client or accompanied by a letter authorizing the agency 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 via mail or email to:

Doll Reader/DOTY Awards Program
Attn: Mindy Kinsey
PO Box 10545
Lancaster, PA 17605-0545
USA
(FAX) 617-536-0102 · MKinsey@madavor.com

(The signature extension will in no case also extend the submission deadline.)

5. All electronic photos, fees, and forms must be **received by Jan. 9, 2009**. All non-electronic entries must be **received by Jan. 14, 2009**. **No extensions** will be granted.
7. Send the entry fee, signed entry form and affirmation statement along with the three required color photos in time to arrive by or before Jan 9 for electronic photo entries and Jan. 14, 2009 for non-electronic entries to: **DOTY Awards Program/Doll Reader, Attn: Mindy Kinsey, PO Box 17605-0545, Lancaster, PA 17605-0545. Phone: 717-393-8371; fax: 617-536-0102, email: MKinsey@madavor.com**. Courier shipping: **DOTY Awards Program/Doll Reader, 317 Pin Oak Place, Lancaster, PA 17602**
8. Please make sure that the spelling of the doll name and company/artists name is clearly printed, correct, and as you would have it read elsewhere. *Doll Reader* is not responsible for the incorrect spelling of doll names if they are not spelled correctly upon entry.

REMEMBER:

Deadline for completed entry forms, fee and photographs for electronic submissions is on or before Jan 9, 2009 and Jan. 14, 2009 for non-electronic submissions. Send to:

DOLL READER/ DOTY Awards Program

Attn: Mindy Kinsey

PO Box 10545

Lancaster, PA 17605-0545

Courier shipping: Doll Reader/DOTY Awards Program

317 Pin Oak Drive

Lancaster, PA 17602

Questions? Please contact Mindy Kinsey at 717-393-8371 or MKinsey@madavor.com. Visit www.dollreader.com for more information.

Categories & Criteria - 2009 DOTY Awards

- Please review the 14 categories for the 2009 DOTY Awards Program.
- An artist or manufacturer cannot win more than two Industry's Choice Awards in the same category.

Manufacturer Categories

1. Play Baby Doll

- ◇ Can be produced in vinyl or any similar plastic compound and/or cloth.
- ◇ Minimum edition of dolls produced and offered for sale worldwide must exceed 250.
- ◇ Primarily marketed to children 12 and under.
- ◇ Suggested Retail must be \$150.00 or less.

2. Collectible Baby Doll

- ◇ Can be produced in any medium.
- ◇ Minimum edition of dolls produced and offered for sale worldwide must exceed 100.

3. Collectible Fashion Doll

- ◇ Can be produced in any medium.
- ◇ Additional outfits for doll should be offered separately.
- ◇ Doll must be 18 inches or smaller.
- ◇ Minimum edition of dolls produced and offered for sale worldwide must exceed 100.

4. Collectible Vinyl/Plastic Doll, Less than \$125

- ◇ Doll's head must be composed of vinyl or any similar plastic compound; body and limbs may be made of any substance. Minimum edition of dolls produced and offered for sale worldwide must exceed 100.

5. Collectible/Vinyl/Plastic Doll, \$125 - \$250

- ◇ Doll's head must be composed of vinyl or any similar plastic compound; body and limbs may be made of any substance.
- ◇ Minimum edition of dolls produced and offered for sale worldwide must exceed 100.

6. Collectible Vinyl/Plastic Doll, More than \$250

- ◇ Doll's head must be composed of vinyl or any similar plastic compound; body and limbs may be made of any substance.
- ◇ Minimum edition of dolls produced and offered for sale worldwide must exceed 100.

7. Collectible Porcelain Doll

- ◇ Doll's head must be composed of porcelain; body and limbs can be made of any substance.
- ◇ Minimum edition of dolls produced and offered for sale worldwide must exceed 100.

8. Collectible Miniature Doll, 8 inches or less

- ◇ May be made of any substance.
- ◇ Minimum edition of dolls produced and offered for sale worldwide must exceed 100.

9. Collectible Manufacturer's Artist Doll, Less than \$150

- ◇ Manufacturers submitting the entry must recognize the artist as such.
- ◇ Artist's name must be associated with the doll, box, or tag, and with the doll's advertising and marketing campaigns.
- ◇ Artist must have sculpted the doll's head.
- ◇ Dolls can be made of any medium.
- ◇ Minimum edition of dolls produced and offered for sale worldwide must exceed 100.

10. Collectible Manufacturer's Artist Doll, \$150-\$350

- ◇ Manufacturers submitting the entry must recognize the artist as such.
- ◇ Artist's name must be associated with the doll, box, or tag, and with the doll's advertising and marketing campaigns.
- ◇ Artist must have sculpted the doll's head.
- ◇ Dolls can be made of any medium.
- ◇ Minimum edition of dolls produced and offered for sale worldwide must exceed 100.

11. Collectible Manufacturer's Artist Doll, More than \$350

- ◇ Manufacturers submitting the entry must recognize the artist as such.
- ◇ Artist's name must be associated with the doll, box, or tag, and with the doll's advertising and marketing campaigns.
- ◇ Artist must have sculpted the doll's head.
- ◇ Dolls can be made of any medium.
- ◇ Minimum edition of dolls produced and offered for sale worldwide must exceed 100.

Artist Categories

Entrants for the following six categories must meet the following criteria:

- Edition size: Minimum of 2 and a maximum of 100 in categories 12, 13, and 14. Only one-of-a-kinds can be entered in categories 15 and 16.
- Doll's head, body, and limbs can be of any substance in all artist categories.
- All dolls must be produced and commercially available for sale, but not necessary sold by November 1, 2009.

12. Artist Doll, Less than \$1,000

13. Artist Doll, \$1,000-\$1,500

14. Artist Doll, More than \$1,500

15. One-Of-A-Kind Dolls, Less than \$1,500

16. One-Of-A-Kind Dolls, More than \$1,500

REMINDER!

Electronic entry forms, fee, and photos are due by Friday, January 9, 2009 and non-electric entry forms, fee, and photo must arrive by Thursday, January 14, 2009 to:

Mail completed entry forms, fee and photographs to:

Doll Reader, DOTY Awards

Attn: Mindy Kinsey

PO Box 10545

Lancaster, PA 17605-0545

Phone: 717-393-8371

Fax: 617-536-0102

Email: MKinsey@madavor.com

Courier Shipping:

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