



2010 DOTY Awards

Overview

Doll of the Year... The name says it all! The DOTY Awards have long set the benchmark for quality design, workmanship, and competition in the doll industry. We are proud to invite all members of the doll-making community to enter the 2010 DOTY Awards Program.

- Entry forms are available at shows, from our offices, and online at dollreader.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 2010!** 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 e-mail/electronic entries** (including forms, fees, or photos) **MUST BE RECEIVED** by **Jan. 8, 2010**. 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. **All posted/paper entries** (including forms, fees, and printed photos) **MUST BE RECEIVED** by **Jan. 15, 2010**. **Combination entries (any portion is submitted digitally)** must meet the earlier deadline (**Jan. 8, 2010**) and will be charged the electronic entry processing fee.
- Get your entry in by **Dec. 1, 2009**, to be eligible to win a free ad in *Doll Reader*. Everyone who enters the 2010 DOTY Awards will receive a discount certificate good toward the purchase of your next ad. (See below for details.)

Timetable

September 2009 Entry packet available at shows, from our offices, and online at www.dollreader.com.

January 8, 2010 Electronic/digital/e-mail entries must be received in Lancaster PA.

January 15, 2010 Print entries must be received in Lancaster PA.

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 IDEX in Orlando FL. Winners not present will be notified via telephone, fax, and/or e-mail.

May 2010 issue The Industry's Choice Winners and the official DOTY Ballot will appear in *Doll Reader* magazine and on DollReader.com.

July 1, 2010 All 2010 DOTY balloting will be concluded. Ballots must be postmarked by this date.

September 2010 issue DOTY Public's Choice Award winners will be published in *Doll Reader*.

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 *Doll Reader* magazine during cover date year 2010. One coupon per person or company.

Complete DOTY entries received on or before December 1, 2009, are eligible for a drawing to win a free ad in *Doll Reader*. One entry per person or company. One winner will be chosen and one prize will be awarded: one free e-mail newsletter ad. Odds of winning depend on number of entries received.

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

Yes. Please contact call or e-mail for the address: 717-393-8371 or mkinsey@madavor.com.

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: Jan. 8, 2010. E-mail entries to: mkinsey@madavor.com.

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

Yes. See rule 3.

I'm a hobbyist—Can I enter?

The contest is for professional doll manufacturers and artists, 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 IDEX in Orlando, FL, on January 29 (entrants and the public are invited to attend) and notified via phone, fax, and/or e-mail in early February. The list will also be posted on dollreader.com. Please do not call/e-mail for results.

Do I have to send you my actual doll?

No, neither artists nor manufacturers are required to provide the actual doll at any time.

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 doublecheck your payment information.
- If you are submitting *any part* of your entry electronically/digitally/via e-mail, complete one Digital Entry Waiver form.
- Submit your entry forms, photos, contact form, fee form, and, if necessary, digital entry waiver, to: DOTY Awards Entry; Attn: Mindy Kinsey, PO Box 10545, Lancaster PA 17605-0545. E-mail to: mkinsey@madavor.com. Call or e-mail to request street address for courier delivery.

Questions? Please contact Mindy Kinsey at 717-393-8371 or mkinsey@madavor.com.

2010 DOTY Awards: Categories & Criteria

- Categories have been changed from previous contests. Please review the categories for the 2010 DOTY Awards Program and contact us if you have questions.
- While you are welcome to enter as many dolls as you wish, you cannot win more than two Industry's Choice Awards in the same category. Similarly, you may enter a doll in as many categories as you wish, provided it meets the criteria, but each doll can only win one Industry's Choice Award. See Rule 5.

Manufacturers' Categories

- The edition of the doll is produced by the manufacturer and not the designing artist. Manufacturers must produce a total of 1,000 or more dolls per year (any and all editions combined). Artists who own production workshops should enter large cast editions in the manufacturer categories and dolls that they personally sculpt, paint, and/or finish in the artist categories.
- Except as noted in categories 8 and 9, the designing artist does not need to be recognized in marketing materials, tags, box, etc.
- Minimum editions apply.

1	Play 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. Dolls must be primarily marketed to children 12 and under and must meet the appropriate toy safety guidelines. Suggested retail must be \$150 (U.S.) or less.
2	Collectible Baby Doll	Doll represents a child less than 2 years of age. Can be produced in any medium. Minimum edition of dolls produced and offered for sale worldwide must exceed 75.
3	Collectible Miniature Doll	Must be 8 inches or smaller. Can be produced in any medium. Minimum edition of dolls produced and offered for sale worldwide must exceed 75.
4	Collectible Fashion and/or Ball-Jointed-Doll	Can be produced in any medium. Additional outfits/accessories for doll should be offered separately. Dolls can be any size. Dolls may have multiple ball joints. Minimum edition of dolls produced and offered for sale worldwide must exceed 75.
5	Collectible Vinyl/Plastic Doll, Less than \$175	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 75.
6	Collectible Vinyl/Plastic Doll, More than \$175	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 75.
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 75.

8	Collectible Manufacturer's Artist Doll, Less than \$250	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 75.
9	Collectible Manufacturer's Artist Doll, More than \$250	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 75.

Artists' Categories

- Production of the doll, whether an edition or one-of-a-kind, must be supervised by the artist and at least 30% of each doll, including the head, must be painted and/or finished by the artist.
- Only finished, original dolls may be submitted. No kits or dolls made from kits are permitted; however the original, prototype doll used for a kit may be submitted by the sculpting artist, provided it meets the criteria for this year's contest and is sold or available as a finished doll. Dolls that have been altered or have had make-overs ("reborns") are only eligible if submitted by the artist who originated the sculpt and if the individual altered/reborn doll is available for sale or sold as a one-of-a-kind doll.
- Maximum editions apply.

10	Artist Baby Doll	Doll represents a child less than 2 years of age. Can be produced in any medium. A minimum of 2 and maximum of 74 dolls may be produced and offered for sale worldwide.
11	Artist Miniature Doll	Must be 8 inches or smaller. Can be produced in any medium. A minimum of 2 and maximum of 74 dolls may be produced and offered for sale worldwide.
12	Artist Doll, Less than \$1,250	Can be produced in any medium. A minimum of 2 and maximum of 74 dolls may be produced and offered for sale worldwide.
13	Artist Doll, More than \$1,250	Can be produced in any medium. A minimum of 2 and maximum of 74 dolls may be produced and offered for sale worldwide.
14	One-Of-A-Kind Dolls, Less than \$1,250	Can be produced in any medium.
15	One-Of-A-Kind Dolls, More than \$1,250	Can be produced in any medium.

2010 DOTY Awards: General Rules

Please read these rules and requirements carefully. Entries that do not adhere to the rules will not be processed. If you have questions not addressed by the General Rules or Categories & Criteria, please contact Mindy Kinsey at 717-393-8371 or mkinsey@madavor.com

Definitions of Terms

1. For the purposes of the contest, the following definitions apply:

A) "**Dolls**" are jointed or unjointed playthings or collectibles produced from any material in a human image.

B) **Artist**: Production of the doll, whether an edition or one-of-a-kind, must be overseen by the artist and at least 30% of each doll, including the head, must be painted and/or finished by the artist.

C) **Manufacturer**: The edition of the doll must be produced by the manufacturer and not the designing artist. Manufacturers must produce a total of 1,000 or more dolls per year (any and all editions combined).

D) Artists who own production workshops should enter large cast editions in the manufacturer categories and dolls that they personally sculpt, paint, and/or finish in the artist categories.

2. A "**set**" is defined as a pair or group of dolls conceived as belonging together, introduced together, and/or sold primarily or exclusively together. (A) If a doll is entered as part of a set, it cannot be entered alone, and vice versa. (B) Any dolls combined as an entry must be regularly offered for sale in that same combination.

Eligibility

3. All entries for the 2010 DOTY Awards must have been first introduced after Jan. 1, 2009. Entries must have been produced for sale (but not necessarily sold) during calendar years 2009 and/or 2010. (A) All entered dolls must be available for delivery to the general public by Nov. 1, 2010. (B) All dolls submitted for DOTY consideration must be available for sale nationally and/or internationally. (C) One-of-a-kind artist dolls already sold are eligible as long as they were produced and sold during the contest period.

4. 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.

5. You may submit as many entries as you wish in each category, but each manufacturer or artist may win no more than two Industry's Choice Awards per category, including collaborations and manufacturer's artist dolls. (A) You may enter the same doll in as many categories as you wish as long as the criteria are met for each category. (B) Each doll may only win one Industry's Choice Award; the award will be given in the category for which the doll receives the most juror votes. (C) A doll that has been produced in different mediums, such as a porcelain version and a vinyl version, can only be selected as an Industry's Choice winner in one category; the award will be given in the category for which the doll receives the most juror votes.

6. For all editions and production runs, any substantial changes in design, costume, materials, or retail price from the original entry are grounds for disqualification of the entry.

7. Dolls submitted for entry must differ from previously issued designs, with substantial changes in hairstyle, accessories, clothing, and/or media. If a piece similar to an entry was produced prior to 2009, the submitting artist or manufacturer must furnish the month and year the doll was first distributed. Details regarding the difference between the original piece and the entry are required.

8. 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.

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

10. Only finished, original dolls may be submitted. (A) No kits or dolls made from kits are permitted; however the original doll used for a kit may be submitted by the sculpting artist, provided it meets the criteria for this year's contest. (B) Dolls that have been altered or have had make-overs ("reborns") are only eligible if submitted by the artist who originated the sculpt.

11. 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

12. Each entry must be accompanied by a paid entry fee; a fully completed and signed Contact Information Form; a completed Entry Form; and three 4" X 6" (10.6 x 15.24 cm) color photographs as detailed in Rules 15-20. (A) If you submit *any portion* of your entry digitally/electronically/via e-mail, you must also submit the Digital Entry Waiver Form. (B) Forms that are incomplete, not signed, or not accompanied by the entry fee will be ruled invalid and dolls entered will not be reviewed by the judges. Note: You must submit a separate Entry Form and photos for each doll you enter, but you only need one payment form and one Contact Information Form for all of your combined entries.

13. An entry fee is required for all submissions. Entry fees for 2010 are \$100 for the first entry/category and \$50 for each additional doll or category entered. (A) 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. (B) You will be charged the bank service fee of \$15 per returned check or declined credit card.

14. Only artists, manufacturers, and their duly authorized representatives (such as importers, distributors, and advertising/public relations firms) may enter dolls for consideration. (A) 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 signed letter authorizing the agent to sign on the client's behalf. (B) If the signatory is not available at the time of submission, a signature extension may be requested by contacting: DOTY Awards Program, Attn: Mindy Kinsey, PO Box 10545, Lancaster PA 17605-0545; 717-393-8371; mkinsey@madavor.com. The signature extension will in no case also extend the submission deadline. A signature must be obtained or the entry will not be judged.

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. For these reasons, we suggest submitting top-quality photographs.

15. 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. All photographs should be shot vertically. (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. See rule 13 for digital/electronic image fees.

16. Entries should be photographed against a plain, flat, solid-colored background. The doll 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 doll are permitted in the photo.

17. Each entry must be photographed *separately*. Any dolls photographed together must be combined as a "set" entry and regularly offered for sale in that same combination. (See Rule 2.)

18. Do not include anything in the photo, including tags and labels, that could reveal the identity of the artist or manufacturer.

19. 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.

20. *Doll Reader* magazine reserves the right to use all photographs submitted 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 both for and in addition to the DOTY Awards program.

General

21. When completing forms, print clearly or type. Please spell each doll, company, and artist name clearly and correctly, and as you would have it read elsewhere. *Doll Reader* is not responsible for the correct spelling of doll names if they are spelled incorrectly or are hard to read on entry forms.

22. **All e-mail/electronic entries** (including forms, fees, and photos) MUST BE RECEIVED by Jan. 8, 2010. **All posted/paper entries** (including forms, fees, and printed photos) MUST BE RECEIVED by Jan. 15, 2010. **Combination entries** (*any portion* is submitted digitally/electronically/via e-mail) must meet the earlier deadline (Jan. 8, 2010) and will be charged the electronic entry processing fee (see Rule 13). NO extensions will be granted.

23. Mail signed, completed entry forms, entry fee, and photographs to: DOTY Awards, Attn: Mindy Kinsey, PO Box 10545, Lancaster PA 17605-0545. E-mail to: mkinsey@madavor.com. Call or e-mail to request street address for courier delivery. Note: We suggest you photocopy all completed forms for your own records.

24. The DOTY Committee will rule in all disputes. The Committee's decision is final.

Questions? Please contact Mindy Kinsey at 717-393-8371 or mkinsey@madavor.com.