

# ARIZONA'S top smile

"Be "The Face" for 2009!"

## Official Rules and Regulations

1. Dr. Blair Feldman's "Arizona's Next Top Smile" contest is open to entries from all current and former patients. This includes patients in our recall program, active treatment and retention.
2. All entries will be accepted during the period from approximately September 1<sup>st</sup> to October 24, 2008. Voting will take place from approximately November 8<sup>th</sup> to December 31, 2008. The reign of the Next Top Smile winners will be from January 1st through December 31, 2009.
3. Dates, deadlines, contest rules, prescribed e-mail addresses and promotional information will be disseminated by the Public Relations Coordinator using the website, mass e-mail, bill stuffers and such other means she may designate. All communication from the Public Relations Coordinator is deemed to be official and final.
4. All entries will be accepted from authorized entrants during the prescribed dates by uploading the data to the prescribed website address. Entries will be in a "jpeg" compatible format and will be accompanied by the patient's full name. (Online submission is the preferred and secure method of entry but entries are accepted either by mail or hand delivery).
5. All entries become the property of Dr. Blair Feldman and cannot be returned. All data transmitted with the entry is protected by the Privacy Policy of Dr. Blair Feldman and the Federal regulations of HIPPA.
6. All "jpeg" entries will be cropped to show primarily the face, smile, and hair. The photos will be resized to a "portrait

view". These photos will be presented to the panel of judges without personal information and identified only by numerical identification numbers. The Public Relations Coordinator will be solely responsible for the execution or delegation of this process.

7. All entries shall be designed to present primarily the face and smile of the individual. Judges will be instructed to choose the finalists based on what they consider a great smile. A maximum of 40 finalists will be selected and will be presented to the voting public.
8. The top finalists will be notified by e-mail of their selection. Acceptance is indicated verbally and by the taking of a single smiling "headshot" at Dr. Blair Feldman's office. It must be done the week following selection of the finalists. The prescribed attire for the photo will be a round neck or high-collar black shirt. All photographs and digital media become the property of Dr. Blair Feldman and will not be returned. Failure to comply with regulations in this section could result in disqualification.
9. These portrait photos will be posted on our website at [www.thesmilecreators.com](http://www.thesmilecreators.com). They will be presented in an array of identical photos of similar appearance, cropping, and lighting. The photos will be displayed in alphabetical order and will be identified by just a first name (or an initial of a last name, when necessary).
10. Online voting will commence on the designated date (see section 2) at [www.thesmilecreators.com](http://www.thesmilecreators.com). Anyone may vote and finalists are encouraged to tell family and friends how to find the site, locate their picture, and vote. The ballot is simple and complete. Voting requires the name of the individual in one designated slot and a valid e-mail address in the other slot. Those voting will be advised of the receipt of their vote. They will be further advised that their e-mail address will be placed on our e-mail communication list. It will be made clear that "unsubscribe" from the list is available and easy to do. Only one vote per person per valid e-mail address.

11. Vote submissions will be closely monitored and screened for validity. Those voting must be the owners of the e-mail address used. Any fraudulent activity will result in disqualification of the vote and possibly even the finalist.
12. Public voting will terminate on December 31, 2008, following approximately six weeks of voting. The voting will be closed at midnight on that date and no other votes will be tallied that may be received after that time and date.
13. The "Top Smile" recipients will be notified at the end of the voting period. Only those accepting their election will become part of Dr. Blair Feldman's "Top Smile" group for that marketing year. Those who fail to accept will be replaced by alternates. The finalist will be treated to a professional photography session and Dr. Blair Feldman will be responsible for all costs associated with those sessions. All winners will be required to attend this session or they will be replaced by alternates. Winners will be required to sign a standard photographic release form.
14. All winners are prohibited from altering their appearance in any substantial way after their selection prior to the professional photography shoot. Alterations that, in the judgment of Dr. Blair Feldman's Public Relations Coordinator are major and substantial may cause the replacement of that winner with an alternate. The judgment of the Public Relations coordinator will be final and without appeal.
15. All photography produced in these professional sessions will become the sole property of Dr. Feldman. The photography may be used in marketing and media productions any time in the future. These photos may be used on the website, direct mail products, posters, billboards, television, and any other media outlet designated by the management and media team. Additional personal appearance opportunities may be available during the annual marketing period. These appearances will be accepted totally at the discretion of the individual winners. During the annual marketing period, the photos and appearances will only be used to promote Dr. Blair Feldman's office. Following that period, the

media will remain the property of Dr. Blair Feldman and may be used at the discretion of the management and media team.

16. Finalists should understand that, although they will represent Dr. Blair Feldman in print and other media, there are no guarantees that said finalist will appear in any specific marketing venues. Finalists will be chosen for specific projects based on a variety of factors. These decisions will be made exclusively by our management and media team and these decisions are final and without appeal.
17. All photographs will become the property of Dr. Blair Feldman and may not be used by anyone without the expressed written permission of the management. Winners will be permitted to have some of their photographic product available for use in their portfolio only. No other commercial use of these photos will be permitted. Use of these photos will require the expressed written permission of Dr. Blair Feldman.
18. The final winners of Dr. Blair Feldman's "Top Smile" Contest will serve for one full year starting January 1, 2009 until December 31<sup>st</sup> 2009 as our exclusive representatives in its media and marketing campaign including (but not limited to) Internet, print, direct mail, e-mail, and other outlets. Management reserves the right to disqualify any "Top Smile" entrant or winner at any time based on any act that would tend to reflect unfavorable on Dr. Blair Feldman.
19. Individuals chosen for the top finalists of the contest but not elected as one of the "Top Smile" winners may reenter the contest in subsequent years. Those chosen as the "Top Smile" winner, however, may not enter the contest again. Those removed at any time during the nomination, selection, voting, or reign, of the "Top Smile" contest for any cause related to Section 18 or Section 10 may not reenter the contest.

## Release Form

I have received and read a copy of the Rules and Regulations and understand that all photography produced in these professional sessions will become the sole property of Dr. Feldman. The photography may be used in marketing and media productions any time in the future. These photos may be used on the website, direct mail products, posters, billboards, television. And any other media outlet designated by the management and media team. Additionally personal appearance opportunities may be available during the annual marketing period. These appearances will be accepted totally at the discretion of the individual winners. During the annual marketing period, the photos and appearances will only be used to promote Dr. Feldman. Following that period, the media will remain the property of Dr. Feldman and may be used at the discretion of the management and media team.

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Signature of Patient  
(Or parent/guardian if patient is under age 18)

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Date