

ROG Orthodontics Fantastic Smiles
Patient Photo Contest
Official Rules and Regulations

1. ROG Orthodontics Fantastic Smiles patient photo contest is open to entries from all current and former patients of ROG Orthodontics. This includes patients in retention, active treatment, and pre-treatment re-care. Entries are accepted from children of current employees, but employees, owners, and shareholders in ROG Orthodontics are not eligible for entry. All entrants must be 10 years of age or older.

*Patients entering the contest must have permission from their parent or guardian to enter and submit their photo. All entrants will be required to verify that they have read the contest rules and regulations before they will be allowed to officially submit their entry.

2. Dates, deadlines, contest rules, prescribed e-mail addresses and promotional information will be communicated by ROG Orthodontics using the practice website, e-mail, text, in-office materials, and such other means as we may designate.
3. All “jpeg” images submitted as entries will be cropped to show primarily the face, smile and hair. The photos will be resized to a “portrait” view of approximately 370 X 480 dpi. These photos will be presented to the panel of judges without personal information and identified only by numerical identification numbers.
4. All entries shall be designed to present primarily the face and smile of the individual. Judges are instructed to choose finalists [and a significant number of alternates] from among those submitted based on appearance and smile. They are further instructed to attempt to maintain as much balance and equality as possible within their selections based on gender, age, and ethnicity. From the total number of entries, the independent panel of judges will select semi-finalists to be presented for public voting. All decisions of the judges will be final and without appeal.
5. Semi-finalists and a significant number of alternates will be notified by telephone of their selection. Acceptance is indicated verbally and by the taking of a single portrait smiling “headshot” at the office of ROG Orthodontics. It must be done the week following the selection period. The prescribed attire for the photo is a black t-shirt. All photographs and digital media become the property of ROG Orthodontics and will not be returned. Failure to comply with regulations in this section may disqualify finalists or alternates.
6. These portrait photos will be posted on the website of ROG Orthodontics on one single page. They will be presented in an array of photos of similar appearance, cropping, and lighting. They will be displayed in alphabetical order and be identified only by first name [and initial of last name, when necessary.]
7. Online voting will commence on the designated and communicated date at www.fantasticsmiles.com . Anyone may vote and finalists are encouraged to tell family and friends how to find the site, locate their picture, and vote. Only one vote per person per valid e-mail address. Anyone may vote for more than one candidate and we will communicate the number of candidates one individual may vote for once the semi-finalists are chosen and voting begins.

8. Vote submissions will be closely monitored and screened for validity. The email address used by an individual for voting must be either their personal address or the email address of a parent or guardian if they do not have a personal email address. Any fraudulent activity or abuse may result in disqualification of the vote and possibly the Finalist.
9. Prior to the voting start date, the number of possible contest winners will be announced. Following the close of the voting period, winners will be notified by telephone and/or email. Only those accepting their election will become part of the ROG Orthodontics Fantastic Smiles winners' group. Those who fail to accept will be replaced by alternates. The finalists will be treated to a professional photography session at a location chosen by ROG Orthodontics, and the company 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 standard photographic release forms.
10. All winners are prohibited from altering their appearance in any substantial way after their selection and in the 7 days prior to the professional photography shoot other than minor grooming and blemish control.
11. All photography produced in these professional sessions will become the sole property of ROG Orthodontics. The photography may be used in marketing and media productions of ROG Orthodontics. These photos may be used on the website, direct mail products, posters, billboards, television, and any other media outlet designated by ROG Orthodontics.
12. Contest winners should understand that, although they will represent ROG Orthodontics in print and other media, there are no guarantees that they will appear in any particular [or all] the ROG Orthodontics marketing venues. Individuals from the group of winners will be chosen for specific projects based on a variety of factors. These decisions will be made exclusively by ROG Orthodontics management and media team, and these decisions are final and without appeal.
13. ROG Orthodontics reserves full right to disqualify any individual entrant from the contest at any time during the contest period if such entrant or winner commits any act or does anything that indicates dishonesty or moral turpitude or that otherwise may reflect unfavorably on ROG Orthodontics and/or the patient photo contest.
14. Individuals chosen as a semi-finalist of the contest but not elected as one of the winners may reenter the contest in subsequent years. Those chosen as the finalist may not enter the contest again at any time. Those removed at any time during the nomination, selection, voting, or reign of ROG Orthodontics Fantastic Smiles winners for any cause may not reenter the contest at any time.