



THE DAWSON ACADEMY'S
1ST ANNUAL
COMPLETE CARE
DENTISTRY AWARDS

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Call for Entries

The Dawson Academy's Complete Care Dentistry Awards are a photo contest representing subjects of special interest to The Dawson Academy and our philosophy. Each category will have 1 category winner with each finalist eligible to be our grand prize winner. In addition, a Readers Choice Award winner will be selected by our blog readers.

Don't delay, we look forward to seeing your results!

Deadline is December 31, 2010

4 Categories of Entries*

1. Long term Stability (Predictability Award)
2. Esthetics - (Smile Design Award)
3. Posterior - (Form & Function Award)
4. Best Patient Story - (Making a Difference Award)

**only one entry per category*

How to Enter

To make a submission, please go to: <http://www.TheDawsonAcademy.com/contest>

Award Presentation Ceremony

Awards will be presented by Dr. Dawson at our Annual Chicago Midwinter Cocktail Party on Wednesday – February 23, 2011 at the Chicago Downtown Marriott.

Four category winners will be selected, one for each category. The grand prize winner will be chosen from finalists. In addition, a Readers Choice Award will be presented from online votes gathered on our blog at www.PDQuicknotes.com

Who May Enter

In order to enter, each doctor must have completed the following 3 courses:

1. Functional Occlusion—From TMJ to Smile Design (aka Seminar One)
2. Treatment Planning Function Esthetic Excellence (aka Occlusion 1)
3. Comprehensive Examination and Records (aka Occlusion 2)

Note: *Individuals affiliated with the The Dawson Academy, including employees, Regents, trustees, interns, volunteers, fellows, research associates and their immediate families (children, siblings and spouses) and others living in their households **are not eligible.***

Please direct all questions regarding eligibility to showcase@thedawsonacademy.com.

What to Enter

Contestants may enter one case study per category.

The following are the four categories to choose from:

- 1) Long term Stability (Predictability Award)
- 2) Esthetics - (Smile Design Award)
- 3) Posterior - (Form & Function Award)
- 4) Best Patient Story - (Making a Difference Award)

Submission Requirements

Case study submissions (categories 1-3) must include the following:

- 1) Ten photos (see photo submission guidelines below)
- 2) A brief write-up of 750 words maximum consisting of the following:
 - Patient Diagnosis
 - Recommended Treatment Plan
- 3) Model release form which can be found at www.TheDawsonAcademy.com/releaseform

Best Patient Story submission must include the following:

- 1) Ten photos (see photo submission guidelines below)
- 2) Write-up of the story between 500-700 words

Photo Submission Guidelines

Pictures to Submit for Categories 1-4:

- ▶ Full face
- ▶ 2:1 Anterior smile
- ▶ 2:1 Retracted anterior (teeth apart)
- ▶ 2:1 retracted lateral L (teeth together)
- ▶ 2:1 retracted lateral R (teeth together)
- ▶ Maxillary Occlusal View
- ▶ Mandibular Occlusal View
- ▶ View of mounted models

Photo Submission Examples



Full face



2:1 Anterior smile



2:1 Retracted anterior
(teeth apart)



2:1 retracted lateral L
(teeth together)



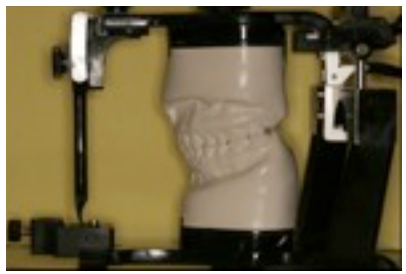
2:1 retracted lateral R
(teeth together)



Maxillary Occlusal View



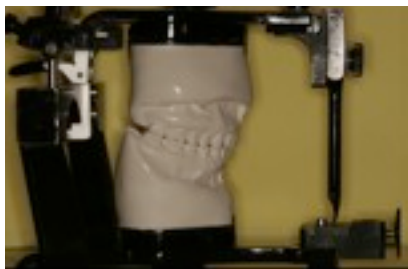
Mandibular Occlusal View



Mounted model Left



Mounted model Front



Mounted model Right

Photo Guidelines

Photographs must have been shot by the entrant within the past three (3) years (since January 1, 2007).

We do not accept digitally or otherwise enhanced or altered photos. Minor adjustments, including spotting, dodging and burning, contrast and slight color adjustment or the digital equivalents, are acceptable for all four categories. If our judges see that a photographer has obviously altered his or her photo, they reserve the right to disqualify it.

High-quality scans of non-digital photographs are acceptable. Digital photographs should be taken at the highest resolution possible. Photographs must be in a .jpeg, or .jpg format. Files submitted may not be larger than 2,048k (2Mb).

For all photos you must secure a model release from the subject or, in the case of a minor, the subject's parent or guardian and provide it to *The Dawson Academy* with submission. A sample release is available at www.thedawsonacademy.com/releaseform

Photos that violate or infringe upon another person's privacy are not eligible.

How to Enter

Please submit photographs on-line through our Web site at www.TheDawsonAcademy.com/submissions. **We will not accept photographs submitted through the mail.** Submit no more than ten (10) photographs per entry.

The Dawson Academy judges reserve the right to disqualify contestants who are unable to submit, upon request, a high-resolution photograph of at least 300 dpi at 5 x 7 inches or an original photo negative, print or slide.

Please direct all questions to showcase@thedawsonacademy.com.

Entry Deadline

All digital entries must be received at *The Dawson Academy's* Web site by **December 31, 2010 no later than 2pm EST.**

Terms and Conditions

The Dawson Academy's Complete Care Dentistry Awards Photo Contest

begins October 1, 2010, and ends Wednesday, December 31, 2010, at 2pm Eastern Standard Time (EST). By submitting an entry, each contestant agrees to the rules of the contest and states that they meet the minimum requirements for entry.

Additionally by entering the contest, entrants grant The Dawson Academy a royalty-free, world-wide, perpetual, non-exclusive license to display, distribute, reproduce, and create derivative works of the entries, in whole or in part, in any media now existing or subsequently developed, for any The Dawson Academy purpose, including, but not limited to advertising and promotion of its magazine, its Web site, exhibition, and commercial products, including but not limited to any Dawson Academy publications. Photographs may appear on the *The Dawson Academy* Web sites. Any photograph reproduced will include a photographer credit. The Dawson Academy will not be required to pay any additional consideration or seek any additional approval in connection with such uses, but will notify the photographer of all uses.

Judging

Judging will be conducted by the editorial board of *The Dawson Academy*. Winning photographs/cases and selected finalists will be published in a summer 2011 issue of The Dawson Academy's e-publication, *Vistas*. Decisions of the judges will be final.

Four category winners will be selected, one for each category. The grand prize winner will be chosen from finalists.

Please do not contact us about the status of entries.

The finalists will be notified of their status by January 6, 2011. At that time, the public can vote on our Web site for one readers' choice winner, which will be revealed online in February 2011.

The contest is void where prohibited or restricted by law. *The Dawson Academy* reserves the right to cancel the contest or modify these rules at its discretion. Decisions of *The Dawson Academy* will be final.