



KELLEY & GARDNER ORTHODONTICS SMILESTAR CONTEST Official Rules and Regulations

1. Kelley & Gardner Orthodontics “*SmileStar*” Contest is open to entries from all current and former treatment patients of Kelley & Gardner Orthodontics. This includes patients in retention and active treatment. Entries are accepted from children of current employees, but employees, owners and shareholders in Kelley & Gardner Orthodontics are not eligible for entry. **All entrants must be 10 years of age or more.**
2. All entries will be accepted during the period from approximately **January 24 to March 16** of this calendar year. Voting will take place from approximately **May 4 to June 3** of this calendar year. The official reign of the SmileStar winners will be approximately January 1st through December 31st of the subsequent school calendar year. Precise dates of the submissions and contest will be determined and published by the Marketing Coordinator of Kelley & Gardner Orthodontics and will be solely at his/her discretion.
3. Dates, deadlines, contest rules, prescribed e-mail addresses and promotional information will be disseminated by the Marketing Coordinator of Kelley & Gardner Orthodontics using the website, mass e-mail, bill stuffers and such other means as he/she may designate. All communication from the Marketing Coordinator is deemed to be official and final. Timely appeal [only] may be heard by the CPA Committee [Section 22.]
4. All entries will be accepted from authorized entrants [Section 1] during the prescribed dates [Section 2] exclusively on the designated page of the Kelley & Gardner Orthodontics website. Entries will be in a “jpeg” compatible format [maximum 2 files] and will be accompanied by specific items of personal contact information as designated and requested on that entry page. Entries by U.S. Postal Service or personal delivery will not be accepted.
5. All entries become the property of Kelley & Gardner Orthodontics and cannot be returned. All data transmitted with the entry is protected by the Privacy Policy of Kelley & Gardner Orthodontics 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 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. The Marketing Coordinator will be solely responsible for the execution or delegation of this process. This process will be supervised by a designated independent firm of Certified Public Accountants and certified for fairness. Timely appeal [only] may be heard by the CPA Committee [Section 22.]

7. All entries shall be designed to present primarily the face and smile of the individual. Judges are instructed to choose finalists [and a sufficient number of alternates] from among those submitted based on appearance, perceived personality, smile, and attractiveness. They are further instructed to attempt to maintain as much balance and equity as possible within their selections based on gender, age, and ethnicity. From the total number of entries, the independent panel of judges will select 30 finalists to be presented for public voting. Panel of judges shall be neither fewer than 5 nor greater than 8 individuals who lack personal relationship or any knowledge of the participants. This panel will be chosen by the Marketing Coordinator of Kelley & Gardner Orthodontics and will be certified by the official CPA firm. **All decisions of the judges will be final.** Timely appeal [only] may be heard by the CPA Committee [Section 22.]
8. Finalists and a sufficient number of alternates will be notified by e-mail of their selection. Their ultimate selections are based on their acceptance of the election and the taking of a single digital portrait shot of the finalist smiling in a direct or semi-direct address of the camera. This portrait must be taken at the location designated by Kelley & Gardner Orthodontics, and expense will be covered by the organization. The portrait must be done during the week [on precisely specified days] following the submission period and selection. The prescribed attire for the photo is a crew-collar black t-shirt without jewelry or hair accessories. All photographs and digital media become the property of Kelley & Gardner Orthodontics and will not be returned. Failure to comply with regulations in this section may disqualify the finalists and/or alternates.
9. These portrait photos will be posted on the website of Kelley & Gardner Orthodontics on one single page. They will be presented in an array of identical 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.]
10. Online voting will commence on the designated date [Section 2] at **kgortho.com/smilestar**. Anyone may vote and finalists are encouraged to tell family and friends how to find the site, their picture, and the way to vote. The ballot is simple and complete. Voting requires a valid e-mail address to enter the voting area. Voters will be advised of the receipt of their votes. 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 “unsubscribing” from the list is easy, acceptable, and available. **Only one vote per person per valid e-mail address is allowed.** Anyone voting may vote for up to 10 candidates.
11. **Vote submissions will be closely monitored and screened for validity. Voters must be the owners of the e-mail address used! Any fraudulent activity or abuse will result in the disqualification of the vote and may possibly result in the dismissal of the Finalist.** Timely appeal [only] may be heard by the CPA Committee [Section 22.]
12. Finalists may use the trademarks, logos, and likenesses of Kelley & Gardner Orthodontics, for promotion of their candidacy ONLY with the expressed written permission of Kelley & Gardner Orthodontics. Trademarks and logos may be used in various manners in a broad range of media outlets but only with the permission and the direct supervision or the Marketing Coordinator of Kelley & Gardner Orthodontics.

13. Any finalist may have retakes of their pictures for the voting site and voting period. However, the retakes are the exclusive responsibility and expense of the contestant. They may take a "passport" type photograph at any outlet that they wish, but the appearance and dress of the shot must be consistent with all other shots on the SmileStars' Voting Page. **Kelley & Gardner Orthodontics reserves the right to refuse any revision that does not conform to these standards.** Timely appeal [only] may be heard by the CPA Committee [Section 22.]
14. Voting will terminate on the Friday in September following 6 weeks of voting. The voting is closed at 5:00 PM CDT on that Friday and no other votes will be tallied that may be received after that time and date. That Friday is usually between the 1st and 30th of September. Votes will be collected, tabulated, and certified by the retained firm of Certified Public Accountants. The final certification of the votes and SmileStar selections will be made by the CPA Committee [Section 22.]
15. Up to the top 10 vote recipients will be notified by e-mail at the end of the voting period. Only those winners accepting their election will become part of the Kelley & Gardner Orthodontics "*SmileStar*" group for that school/marketing year. Winners who fail to accept will be replaced by alternates. The winners will be treated to a 4-hour professional photography session at the studio chosen by Kelley & Gardner 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 a standard photographic release form.
16. 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. Alterations that, in the judgment of the Marketing Coordinator of Kelley & Gardner Orthodontics are major and substantial, may cause the replacement of that winner with an alternate. The judgment of the Marketing Coordinator will be final. Timely appeal [only] may be heard by the CPA Committee [Section 22.]
17. All photography produced in these professional sessions will become the sole property of Kelley & Gardner Orthodontics and/or the Marketing by SOS official photographer. The photography may be used in marketing and media productions of Kelley & Gardner Orthodontics during the subsequent calendar year(s). These photos may be used on the website, direct mail products, posters, billboards, Facebook, Twitter, television and any other media outlet designated by the corporation. Additional personal appearance opportunities [both compensated and uncompensated] may be available during the school/marketing year. 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 Kelley & Gardner Orthodontics. Following that period, the media will remain the property of the corporation and will be used totally at the discretion of the corporation.
18. Finalists should understand that although they will represent Kelley & Gardner Orthodontics in print and other media, there are no guarantees that said finalists will appear in any particular [or all] the Kelley & Gardner Orthodontics' marketing venues. Finalists will be chosen for specific projects based on a variety of factors. These decisions will be made exclusively by Kelley & Gardner Orthodontics management

and media team, and these decisions are final. Timely appeal [only] may be heard by the CPA Committee [Section 22.]

19. All photography will become the property of Kelley & Gardner Orthodontics and may not be used by anyone without the expressed written permission of the corporation. 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 this minimal number of photos will also require the expressed written permission of the corporation.
20. Up to the final ten [10] winners of the Kelley & Gardner Orthodontics SmileStar Contest each year will serve for one to two full years from January 1st through December 31st of the subsequent year as the exclusive representatives of Kelley & Gardner Orthodontics in its media and marketing including [but not limited to] internet, print, direct mail, e-mail, and other outlets. Up to ten [10] will serve completely at the pleasure of Kelley & Gardner Orthodontics, their owners, directors, and principles. Kelley & Gardner Orthodontics reserves full right to disqualify any "SmileStar" Contest entrant from the contest at any time during the contest period, or to replace any contest winner with an alternate at any time during the annual marketing period, if such entrant or winner commits any act or does anything that indicates dishonesty or moral turpitude or that otherwise might tend to reflect unfavorably on Kelley & Gardner Orthodontics, Marketing by SOS, or the "SmileStar" Contest. Timely appeal [only] may be heard by the CPA Committee [Section 22.]
21. Individuals chosen for the 30 finalists of the contest but not elected as one of up to 10 winners may reenter the contest in subsequent years. Those chosen as the finalists may not enter the contest again at any time. Those removed at any time during the nomination, selection, voting, or reign of the SmileStars for any cause related to Section 20 or voting irregularities may not reenter the contest at any time.
22. The CPA Committee is composed of 5 individuals:
 - Designee of the retained firm of Certified Public Accountants
 - Company representative of Solomon Orthodontic Systems, LLC
 - His/her designee
 - Marketing Coordinator of Kelley & Gardner Orthodontics
 - His/her designee

The purpose of the CPA Committee is to adjudicate disputes, settle appeals and certify decisions of the Marketing Coordinator. The CPA Committee can be called into action by:

- Official CPA representative
- Kelley & Gardner Orthodontics practice administrator
- Kelley & Gardner Orthodontics Marketing Coordinator
- Any of the principle and owners of Kelley & Gardner Orthodontics

All appeals must be settled within the existing deadlines of the contest or the original rulings stand and all decisions of the CPA Committee are not subject to appeal.