

# MACSTUDIO™ MODEL SEARCH

OFFICIAL ENTRY FORM



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Deadline: September 30, 2017

The Macstudio™ Model Search by MicroDental Laboratories underlines MicroDental's commitment to dentists who are passionate about beautiful, healthy smiles. At MicroDental, we believe smiles matter and constantly witness how great dentistry is able to transform people's lives. The Macstudio Model Search celebrates the positive impact that cosmetic dentistry has on patients around the world and from different walks of life. We look forward to your participation. Macstudio. A Smile for Every Story.™  
Who will be the next...

### PRIZES

**The Grand Prize Winner of the Macstudio Model Search will receive the following:**

- A trip to the San Francisco Bay Area for the winning doctor and his/her patient to be part of a professional photo shoot (airfare, transportation, meals, and up to 4 nights hotel, see Rules and Regulations #3) and a \$500 gift card. This is an opportunity to experience a Macstudio photo shoot production with a professional team of stylists, make-up artist, and photographer. All prizes are awarded in exchange of image usage rights.

**Regional Winner(s) of the Macstudio Model Search will receive the following:**

- A trip the San Francisco Bay Area for regional winning patient(s) to be part of a professional photo shoot (airfare, transportation, meals, and up to 3 nights hotel, see Rules and Regulations #3) and a \$300 gift card. All prizes are awarded in exchange of image usage rights.

The Grand Prize Winner and Regional Winner(s) may be featured in a variety of marketing projects including the 2018 Limited Edition MicroDental Calendar, marketing videos, ad campaigns, and on our website: Macstudio.com. The Winning doctors will also get digital copies of selected photoshoot images.



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## WHO WILL BE THE NEXT MACSTUDIO MODEL?

Like models from our past advertisements, one of your patients could be part of our next national marketing campaign. We invite you to enter the Macstudio Model Search for an opportunity to travel to beautiful San Francisco Bay Area and be part of a professional photoshoot if your patient is selected.

## WHO IS ELIGIBLE TO ENTER?

Any doctor may submit a patient that has already benefited from a Macstudio smile makeover (already restored). Restorations include All-Ceramics, Implants, and/or Partial and Complete Dentures.

**Note: We are unable to accept entry forms that come directly from patients.**

## HOW TO ENTER

Fill out the “**M FORM**” and mail along with the required pictures by September 30, 2017.

Submit form and pictures to:

**MicroDental Laboratories**

**5601 Arnold Road**

**Dublin, CA 94568**

**Attn: Marketing Department**

## ACKNOWLEDGMENT OF RECEIPT ENTRY

After we receive your package, we will send you acknowledgement via e-mail.

**Note: Please keep copies of your images as entry pictures will not be returned.**

## WINNER ANNOUNCEMENT

We will announce the winner and finalist on October 31, 2017. Winner(s) will be notified by phone and e-mail.



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## FREQUENTLY ASKED QUESTIONS

### **Can I submit my work via e-mail?**

In order to ensure proper handling of your entry materials, we cannot accept electronic entries.

### **What is the criteria the judges will use to select the winner?**

We are looking for charismatic patients with a healthy and confident look.

### **Will my entry pictures be returned?**

No. Please don't send original pictures since they will not be returned.

### **Is there an age limit for the models?**

There is no age limit.

### **Are the patients supposed to be professional models?**

Patients don't have to be professional models but they do need to be comfortable in front of the camera.

### **Can I submit more than one patient?**

Yes, all doctors are invited to submit multiple patients. However, it is necessary to fill out a separate "M FORM" for each patient.

### **Are you accepting patients with restorations that were not fabricated by Macstudio?**

No. Since this is a Macstudio Model Search, only patients that have received Macstudio restorations are eligible to enter. Patients with restorations fabricated by another lab are not eligible to enter or win the contest.

### **Are you accepting entry forms from doctors outside USA?**

Yes, The Macstudio Model Search is an international contest.

### **What type of restorative work does the patient need to have?**

Any Macstudio fixed, removable, or implant restorative.



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## RULES AND REGULATIONS

1. MicroDental Inc. and its subsidiaries, parents and related companies, including, but not limited to MicroDental Laboratories collectively referred to as the “Company”, reserve the right to select the winner(s) of the Macstudio Model Search. The winner(s) will be selected by MicroDental Laboratories, the decision of which is final.
2. Trips to San Francisco Bay Area and gift cards will be issued to the winning patient(s) in exchange for model rights. The patient will be required to sign a standard modeling agreement giving the company exclusive rights to the photographs, images and/or video. The restoring dentist(s) will not receive monetary compensation, however, they will receive the benefits as outlined in this document.
3. MicroDental Inc. will assume expenses associated for photo shoots including photographer, props, materials, and supplies. MicroDental will arrange travel. Travel includes roundtrip coach airfare for dentist and the Grand Winner of the Macstudio Model Search, up to 4 nights hotel accommodation and appropriate \$100 meal credit per day for up to 4 days. In the same manner, Regional Winner(s) will get up to 3 nights hotel accomodation and \$100 meal credit per day for up to 3 days. All travel must be pre-approved and will be paid by the Company.
4. The winner will sign a release form giving the Company permission for unlimited use of the photos, images, and/or videos for any purpose related to the business of the Company. Such purposes may include, but not be limited to:
  - a. Direct to Consumer Marketing
  - b. Dental Trade Publications
  - c. Direct Mail
  - d. Website and/or other electronic media
  - e. Brochures (for patients and dentists)
  - f. Trade Ads in Local Magazines for Dentists
  - g. Trade Show Graphics
  - h. Posters/Wall art
  - i. Patient Recall cards
  - j. Calendars
  - k. Social Media
  - l. Other marketing items
  - m. Public Relations

A copy of the Model Release will be provided to you prior to the photoshoot if your patient is chosen as a winner. Your patient will be required to sign the Model Release prior to the announcement as the winner, and prior to both you and your patient being awarded the winning packages. Failure to do so will result in loss of winning title and award.

5. The restoring dentist will have access to most of the images and can use them in any marketing materials created for their practice as outlined in this document.
6. For any consumer advertising, the restoring dentist will have “exclusivity” of the model images in his/her market. The market will be defined as a 150 mile radius of that dentists’ practice. Other dentists outside of the 150 mile radius may have access to these images for certain projects.
7. The Company does not practice or diagnose dentistry. It is exclusively the consumer’s choice to select a dentist and to discuss the treatment recommendations with that dentist.

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## M FORM

\_\_\_\_\_  
TODAY'S DATE

\_\_\_\_\_  
DR. NAME

\_\_\_\_\_  
PRACTICE NAME

\_\_\_\_\_  
DR. PHONE

\_\_\_\_\_  
EMAIL

\_\_\_\_\_  
WEBSITE ADDRESS

\_\_\_\_\_  
ADDRESS

\_\_\_\_\_  
CITY

\_\_\_\_\_  
STATE

\_\_\_\_\_  
ZIP

\_\_\_\_\_  
NAME OF PATIENT

**HAS YOUR PATIENT  
RECEIVED A MACVENEERS  
SMILE MAKEOVER?**

YES \_\_\_\_\_ NO \_\_\_\_\_

If yes, which teeth were  
restored? \_\_\_\_\_

**IS YOUR PATIENT A  
PROFESSIONAL MODEL ?**

YES \_\_\_\_\_ NO \_\_\_\_\_

**IS YOUR MODEL REPRE-  
SENTED BY AN AGENCY?**

YES \_\_\_\_\_ NO \_\_\_\_\_

\_\_\_\_\_  
NAME OF AGENCY

**WHERE DOES YOUR  
PATIENT LIVE?**

\_\_\_\_\_  
COUNTRY

\_\_\_\_\_  
STATE

**Please describe below why you think your patient has what it takes to become the next Macstudio model.**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I have read and understood the rules and regulations of this contest and agree with the terms.

**DOCTOR'S SIGNATURE**

**DATE**

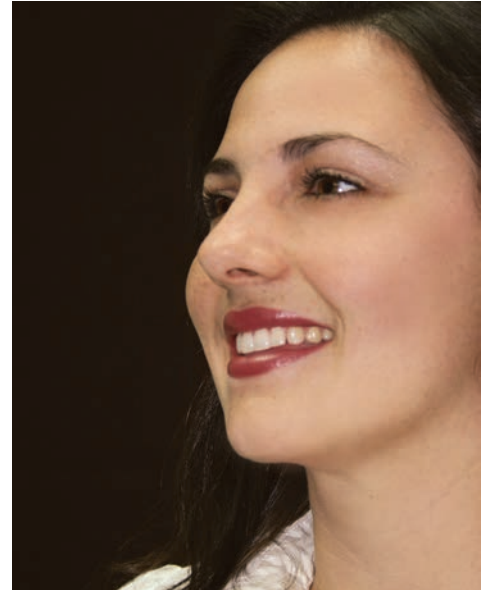
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## EXAMPLE OF PICTURES THAT NEED TO BE SUBMITTED WITH YOUR ENTRY "M" FORM.

- Write the name of your patient on the back of each picture.
- Pictures must be un-retouched and subjects must wear no (or minimal) make-up.
- Pictures don't have to be professionally produced but must be clear.
- A minimum of 3 face shots and 3 smile close-ups are necessary to judge your patient.
- If your patient becomes a finalist, we may request additional pictures.
- You can send up to 10 pictures.



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