

OFFICIAL RULES 2010 Pro-Tour of Nature Photography
Revised December 2008

Mission Statement

Images for Conservation Fund promotes wildlife conservation, art, education, economic development and natural history through the power of photography.

AEP Texas & Images for Conservation Fund (ICF)
Present the

2010 ICF PRO-TOUR OF NATURE PHOTOGRAPHY

I. INTRODUCTION

- A. The ICF Pro-Tour of Nature Photography (Pro-Tour) is a conservation event created to communicate the great diversity and majesty of wildlife living on the private lands of North America. The primary purpose of the Pro-Tour is to create a visual inventory of the biodiversity of each region selected and to use that visual inventory to plan, develop, and promote the Private Lands Nature Photo Tourism Industry. The development of a thriving industry of nature photography will provide economic incentives for private landowners to conserve habitat.
- B. The intent of the competition is to produce the finest photographs that convey the value of nature, the importance of habitat conservation and the creation of regional biological inventories. Through these images, people everywhere can visually partake in the exciting, enchanting and spiritual world of nature.
- C. The goal of the Pro-Tour is to be a high profile event that promotes conservation of wildlife habitat on private land and economic growth in the nature photo tourism industry. The Pro-Tour is a rigorous, month-long photographic competition intended for accomplished, full-time professional nature photographers.
- D. The Pro-Tour is an invitational tournament. Total prize money will be \$180,000 or the total raised for prize money, which ever is less. Professional photographers are paired with private landowners as teams to compete for a share of substantial cash awards. All prize money is divided equally between the photographer and landowner. Each photographer-landowner team submits a final portfolio of up to 75 images divided among five Divisions:
 - 1. Birds
 - 2. Mammals
 - 3. Reptiles, Amphibians & Fish
 - 4. Invertebrates such as Insects, Arachnids & Arthropods
 - 5. Landscapes, Plants & Flowers
- E. Each Pro-Tour competition takes place in a specific region of North America. The 2006 Pro-Tour was in the Hill Country of Texas and the 2008 Pro-Tour was held in the Coastal Bend of Texas. 2010 will be in the Borderland region of Laredo, Texas and surrounding counties.

- F. The Pro-Tour is designed to challenge each photographer's skills, overall versatility and biological knowledge. All five divisions are important for the overall score of the portfolio.
- G. Pro-Tour judges are chosen by ICF for their recognized expertise and experience. The judges will evaluate each qualified image and award points.
- H. Photographers must qualify for the Pro-Tour through a range of objective achievements that are likely to be elements of a successful professional photographer's life's work, including participation in the 2006 or 2008 Pro-Tour.
- I. Representatives of The Nature Conservancy (TNC) or Texas Parks & Wildlife or other organizations may assist ICF in evaluating landowner applicants and advising ICF on the selection of landowner participants for the Pro-Tour.

II. DEFINITIONS & RULES

- A. Images For Conservation Fund (ICF): The 501(c)(3) non-profit organization that plans, implements and manages the ICF Pro-Tour.
- B. Competition: The 2010 ICF Pro-Tour
- C. Competition Area: The border region of Laredo, Texas and surrounding counties: Webb, Zapata, Jim Hogg, Duval, McMullin, La Salle, Dimmit and Maverick.
- D. Competition Period: April 1 – April 30, 2010
- E. Nature: Any native wild plant or animal appropriate to the Competition Area, excluding humans; livestock; pets; any plant or animal that is exotic, non-native or introduced.
- F. Similar Image: An image with the same subject photographed at essentially the same time, in the same lighting, at the same location, with the same background, at the same angle of view, and with the same or similar focal length lens.
- G. Nature Photography: Photography that prominently features native species or landscapes as its primary subject, even if the image also contains livestock, exotic, non-native or introduced animals or plants.
- H. Qualifying Landowner: The owner(s) of any contiguous tract(s) of private land, wholly or partially contained within the Competition Area of 1,000 acres or more, who is interested in participating in the ICF Pro-Tour of Nature Photography.
 - 1. Landowner Applicant: Qualifying landowner(s) who have formally applied to participate in the Pro-Tour.
 - 2. Landowner Participant: Landowners who have been invited to participate and have paid the entry fee.

- I. **Qualifying Photographer:** Any individual nature photographer who received 80% or more of his/her earned income for the past three years from nature photography, has won 1st grand prize in a qualified competition, or been selected and approved by ICF to apply.
 - 1. Photographer Applicant: Qualifying photographer who has submitted a completed application prior to July 31, 2009, that includes required documentation.
 - 2. Photographer Participant: Photographers who have been invited to participant in the 2010 Pro-Tour and who have paid the full entry fee.
- J. **Team:** A Photographer and Landowner, who have been officially matched as a Team through the random Matching Process.
- K. **Teammate:** The person (or entity) that is officially matched with a Photographer or Landowner as a Team for participation in the Competition.

III. LANDOWNERS

- A. **Landowners:** The Competition is limited to 20 Landowners who meet these requirements (and Landowner Alternate(s) as needed to fill the 20 positions). The intent of ICF is to select 20 landowners whose properties are of similarly high quality in terms of the diversity of wildlife and habitat on the property and the Landowner Applicant's wildlife management practices.
- B. **Landowner Applicant:** This may be an individual, a group of individuals or a corporate entity. Landowner(s) of contiguous tract(s) only, may join together to participate in the Competition. No individual, group or entity may participate in the 2010 Competition as a Landowner more than once. Landowners may purchase or lease additional contiguous properties and include them as part of their entry up to the starting date of the tournament.
- C. **Landowner Application Process:**
 - 1. Complete and submit an application on or before March 31, 2009.
 - 2. At its sole discretion, ICF may extend the application period until it has selected the 20 landowner participants.
- D. **Landowner Registration Process:**
 - 1. ICF receives and reviews applications from Landowner Applicant(s).
 - 2. Each Landowner applicant will be sent a questionnaire.
 - 3. ICF will review all questionnaires.
 - 4. ICF will invite 20 Landowner Applicants to register for the Competition and notify five Alternate Landowners of their status.
 - 5. To complete Registration in the Competition, each invited Landowner Applicant must sign the Landowner's Agreement and pay Registration fee of \$2,200, no later than October 31, 2009 in the form of a personal or business check payable to "Images for Conservation Fund." The five alternates will be required to pay a \$200 deposit that will be returned if they are not invited to participate. If they are invited to participate the \$200 will be applied to their \$2,200 entry fee. If prior to the Competition they decline participation, they will forfeit their deposit. Entry fee includes two tickets to 2010

events. If asked to participate, the balance of the full entry fee is due within ten days of notification.

E. Landowner Participant(s): Agree to:

1. Provide an exact description and map of the land to be entered in the Competition.
2. Establish written guidelines for a Photographer's use of and access to land.
3. Provide reasonably clean and comfortable housing on the participating ranch property that has electricity, plumbing, hot and cold water, and food preparation facilities for Photographer and Non-photographic assistant for the contest period.
4. Guarantee that all statements made on the Landowner Application are factual and true.
5. Halt all hunting and predator control programs on the area of the ranch designated for the competition for the duration of the Competition Period.
6. Abide by the Official Rules of the Competition.
7. Abide by all decisions of ICF.
8. Hold harmless for any and all injuries or losses sustained before, during or after the Competition: all Landowners, Photographers, Boards, Committees, and members of ICF, and their affiliates; staff members, representatives and partners designated by ICF.
9. Acknowledge that the Competition requires a serious commitment of time and resources by both the Photographer and the Landowner, and that both members of the Team must honor each other's commitment.
10. Acknowledge that Landowner will not receive copies of any images or any refund of entry fee if he or she withdraws from the Competition during the Competition Period.
11. **Note:** ICF will review with each landowner 1 month prior to the start of the Competition the required commitments and determine if the landowner is qualified to compete. If the landowner has not fulfilled all requirements, an alternate landowner will be substituted and there will be no refund of entry fee.

F. ICF will announce Landowners and Alternate Landowners by December 1, 2009 unless extended.

IV. PHOTOGRAPHERS

- A. The first 20 Applicants whose qualifications have been reviewed and approved by ICF and who have paid their entry fee will be invited to register for the Competition. All decisions by ICF are final. Applications will be reviewed and photographers chosen in the order received. Payment of the registration fee is mandatory to complete registration.
- B. ICF may invite one or more Internet nature photography forums to develop a thorough and rigorous process for selecting a photographer to apply to the Pro-Tour. Acceptance by ICF will be based on the agreement between ICF and the forum owner/manager.
- C. ICF reserves the right to invite photographers, who may or may not meet the above criteria if it is in the best interests of the Competition,
- D. **Photographer Application Process:**
 1. Complete and submit an application before July 31, 2009.
 2. Submit qualifying documents and tax returns no later than August 31, 2009.

3. ICF will accept Photographer applications until July 31, 2009 or until the twenty participants have been selected, whichever comes first.
4. ICF will review the applications and verify the qualifications of all Photographer Applicants in the order received.

E. Photographer Registration Process:

1. To complete registration the entry fee of \$1,200 and Photographer's Application must be submitted to ICF by September 30, 2009. Entry fee includes 2 tickets to all ICF 2010 events; Launch, Meet the Judges, Awards Celebration and Book Dedication.
2. The entry fee may be paid over a three month period, with a first payment of \$600. Registration fee must be paid in full by the September 30 deadline (unless extended).
3. No individual may enter the Competition as a Photographer more than once.
4. In the case of photographer withdrawals in the last 3 months before the competition begins, ICF reserves the right to recruit photographers that do not meet the 80% of earned income requirement. This will only be done if alternates are not available or other qualified photographers are not found.

F. Photographer Alternates:

1. After the twenty (20) photographer participants have been selected, ICF will select five alternate photographers who will be called in the event a chosen photographer is unable to compete. Alternates will pay a \$200 deposit that will be returned if they are not asked to participate. If they are asked and accept, the \$200 will be applied to the \$1,200 entry fee. If they are asked to participate and do not accept they will forfeit the \$200 deposit. If asked to participate, the balance of the full entry fee is due within ten days of notification.
2. Alternate Photographers are accepted, on a first-come-first-served basis, as they:
 - a. Pay Registration fee to ICF of \$1,200.
 - b. Sign the Photographer's Application.

G. Photographer Participant(s): Agree to:

1. Provide three years tax returns
2. Sign the Photographer Application, where the Applicant agrees to the following:
 - a. That all statements made on the Photographer Application are factual and true. That the Photographer Applicant cannot have photographed on the ranch they will be on for the Competition anytime between 2007 and 2010.
 - b. To abide by the Official Rules of the Competition.
 - c. To abide by all decisions of ICF.
 - d. To allow their Landowner teammate to receive directly from ICF a copy of Photographer's final submitted Portfolio of Images on DVDs. This copy may be used only for the Landowner's personal use and/or the promotion of a nature based photographic business utilizing his/her ranch, and each Landowner will sign a document to this effect.
 - e. To hold harmless for any and all injuries or losses sustained before, during or after the Competition: all Landowners, Photographers, Boards, Committees, and members of ICF, and their affiliates; staff members, representatives and partners designated by ICF.

- f. To acknowledge that the Competition requires a serious commitment of time and resources by both the Photographer and the Landowner, and that both members of the Team must honor each other's commitment.
 - g. That the Photographer understands that if he/ she withdraws from the Competition during the Competition Period:
 - i. There will be no refund of entry fees.
 - ii. He/she may lose the ability to compete in any future ICF events at ICF's sole discretion.
- H. ICF will announce Photographers by October 31, 2009 unless extended.
- I. **Non-Photographic Assistant (Assistant):** Each Photographer may choose and have on their teammate's property one Assistant. The Assistant may consult with and support the Photographer but may not create images for the Competition. The role of the Assistant is comparable to the role of a caddy in golf. The Assistant is held to the same rules and requirements as the Photographer and violation of the rules by the Assistant will be deemed a violation by the Photographer. It is the responsibility of the Photographer to ensure compliance by the Assistant.
1. **ICF's intent of allowing an assistant:**
- a. Safety: Many of the ranches are located in rugged areas with no phone communications. Our board decided that for safety reasons allowing each participant to have the right to have an assistant would be prudent.
 - b. Documenting biodiversity - One of our goals is to document as much of the wildlife as possible. Two people have a much better chance of finding the really unique critters and views.
 - c. Explanation of the role of the Assistant:
 - i. The rule states the photographer may choose a Non-Photographic Assistant – anyone of their choice – another photographer, spouse, biologist, or friend.
 - ii. The Assistant is to be a consultant – meaning someone who may be knowledgeable of the many needs of the Professional participant.
 - iii. One Assistant – means no more than one at a time and no more than two for the entire competition.
 - iv. “Comparable to the role of a caddy in golf” ("caddie") someone who carries a player's bag of clubs and/or advises a player with the details of the course i.e. yardage, breaks, hazards, recommended clubs/shots to play.
 - v. The Assistant shall not help the participating photographer by setting up shots or by adjusting equipment or settings. Technical advice is all that is allowed.
 - vi. The Assistant cannot shoot side-by-side or in close proximity to the participating photographer during the 30 day tournament. When the Assistant is with the participant he/she is in an advisory role only. The Assistant may shoot with his own equipment while away from the participant in the process of scouting new areas for setting up blinds or looking for wildlife, landscapes or flowers. He may not use equipment belonging to the participating photographer.

V. BOTH: LANDOWNERS & PHOTOGRAPHERS

A. Registration Fees:

1. See details under landowner or photographer sections. No landowner or photographer may compete until all fees have been paid.

Registration Fee	
Photographer	Landowner
\$1,200	\$2,200

2. **Costs:** All participants are responsible for all costs of travel, equipment and any and all costs incurred in their participation in the Competition.
 3. **Photographer-Landowner Matching Process:** On Saturday, March 27, 2010, all participants will gather for an all-day symposium. The symposium will serve to educate the participants about the rules and other aspects of the Competition. Following the symposium there will be a random Matching of teams. Landowners and photographers will be randomly paired and only those teams formed at this time will be the final participants, except in the possible substitution of alternates.
- B. **Team Strategy:** The teams will have from March 28 to the beginning of the Competition on April 1 to plan strategy.
- C. **Team Implementation:** It is the sole responsibility of Team members to plan, fund, implement and manage for the Competition.
- D. **Other Photography Activities:** Each Photographer must notify ICF if, when and where he or she will be photographing in the Competition Area outside their teammates property at any time between submitting his or her Application and the beginning of the Competition Period.
- E. **Previous Photographic Experience:** No Photographer shall be matched with a Landowner on whose Registered Land the Photographer has photographed at any time within the three years prior to the start of the Competition Period.
- F. **Cancellations:** If, for any reason, after October 31, 2009, a Participant cancels his or her Registration in the Competition, he or she shall not receive a refund of registration fee.
- G. **Photographer/Landowner Relationship:** The Landowner agrees to provide lodging, electricity, hot & cold running water and food preparation facilities for one Photographer and one Non-Photographic Assistant for the duration of the Preparation Period and Competition Period.
1. The Photographer member of any Team must abide by the guidelines for use of and access to the Registered Land that his or her Landowner Teammate will have established on the Landowner's original Application.
 2. Landowners may require Photographers to sign a release of liability form and/or show proof of personal liability insurance before allowing access to land.
 3. It is the sole responsibility and within the sole discretion of the Photographer to create all of the Images and to select which Images shall be part of his or her Team's Portfolio submission for the Competition.
4. Complaints

- a. Any complaint concerning a Team member's conduct during the Competition Period should first be discussed between the members of the Team and resolved as much as possible.
- b. If the complaint is not resolved among the Team members within a week, then the complaint should be brought to the attention of the ICF designated landowner or photographer representative.
- c. If the complaint cannot be resolved at that point then it should be brought to the Chairman of the board of ICF. Complaints concerning alleged rules violations must be submitted to ICF in writing (letter, e-mail or fax).
- d. If ICF finds that a violation of the Competition rules has occurred, the penalty for said violation shall be left to the sole discretion of the executive committee of ICF.
- e. All other matters and agreements not covered in these Official Definitions and Rules are strictly between each Team's Photographer and Landowner.

VI. THE COMPETITION Begins April 1:

- A. **Method of Image Capture:** All cameras must be digital with a 2:3 ratio format. There are several objectives of the competition. One of the most important is to start a visual biological inventory of each region. With that in mind a variety of image capture methods is allowed, including the use of telephoto, wide angle, and macro lenses; tripods, flashes, under water and remote sensing setups.
- B. **Control of Digital Media:** ICF has established several control mechanisms with the sole intent to help ensure the integrity of all images and fairness to all Participants. Each Photographer has unlimited use of digital media, so long as he or she abides by the following rules:
 1. **Registration of Equipment:** All Photographers will meet on the day before the start of the Competition, at a designated location with all of the digital cameras, flash cards and computers they intend to use for the Competition. At the meeting, each Photographer will reset the image counter to "0001" on each of his or her cameras (if possible) and clean all flash cards.
 2. **New Equipment:** If a new camera is delivered during the Competition for any reason then the same routine should be followed, photograph that day's newspaper and maintain the images from that camera in a separate folder. This will help to ensure that all digital images submitted in a Team's Pro-Tour Portfolio will have been captured during the Competition Period.
 3. **Ownership of Equipment:** ICF must have the identifying name, numbers and letter of each camera in the Competition, and if it is owned by the participants name or, if borrowed, the name of the owner.
- C. **Qualifying Image:** Any digital image color file that is photographed by a registered Photographer for the Competition between April 1, 2010, and April 30, 2010 on the Registered Land of the Photographer's Landowner Teammate.
- D. **Subject Matter:** All Images must be composed of wildlife, plants or landscapes found on Registered Land owned by the Landowner member of each Team. All Images submitted must

be of living animals; no stuffed or artificial plants or animals. Each division may contain up to three images of human beings interacting with Nature.

E. **Treatment of Animals:** ICF requires all Participants to use extreme caution to protect the health and survival of the subjects being photographed.

1. Any images of wildlife species that all three judges agree look stressed will be disqualified.
2. Images of animals subjected to restraint of any kind shall be labeled as controlled subjects as part of the submission. This will not reduce any scores unless the subject is obviously stressed.
3. *Small Mammals, Reptiles, Amphibians, Fish and Invertebrates* may be carefully restrained for purposes of taking the photograph, provided the subjects are released unharmed and where they were found. Birds may not be trapped or restrained.
4. Reptiles and Amphibians must be maintained at ambient (between 70 & 85 degrees) temperatures. No artificial freezing of any animal is allowed. Cooling is allowed to a low temperature of 70 degrees only.
5. If the subject is dangerous to humans, it must be released but where the risk to humans is minimized.
6. Restrained Mammals species are limited to very small ones such as rats, mice, moles and shrews. Images of unrestrained mammals are preferred. **No other Mammals may be captured or physically restrained in any form or fashion.**

F. **Vegetation:** Any vegetation used as a prop must be naturally occurring in the Competition Area.

G. **Image Processing:** A single frame, a single exposure equals one image. Only cosmetic adjustments to images are allowed. Digital manipulation is only acceptable if limited to cleaning (dust), levels, curves, color, saturation and contrast work, applied to the image as a whole. Masking sections of the work, compositing, multiple exposures, layers and the use of multiple channels are not allowed. **No major element may be removed using any technique legal or illegal. Each Photographer must personally take total responsibility for the outcome of the submitted image.**

1. If a Participant designates another person or entity to process their images, that person or entity must be approved by ICF prior to submission of final portfolio. Any outside work will be at photographer's expense.
2. Images shall be full-frame and may be cropped no more than 10% on the outside edges, maintaining the 2:3 relationship.

VII. COMPETITION ENDS APRIL 30, 2010

VIII. **SUBMISSIONS:** To help ensure the integrity of the Competition each Photographer will be required to send in an external hard drive or DVDs containing ALL IMAGES TAKEN during the Competition in RAW format. These will not be judged. They are for audit purposes only and will be returned if requested and accompanied by a return shipping label, delivery account number or check for postage.

- A. **Portfolio Submission Requirements:** All Portfolios must be received by ICF by 5:00 pm (Central Time) on May 14, 2010.
1. Portfolios not received by the deadline will not be accepted into the Competition.
 2. Submitted in Adobe RGB digital format.
 3. Captured through the lens of a digital camera.
 4. A portfolio of not less than one (1), and not more than seventy-five (75) images in standard format (2:3 ratio) submitted in the five divisions.
 5. With the exception of Landscapes, Plants & Flowers division, where twenty-five (25) images are allowed, each photographer may submit not less than ten (10) and not more than twenty (20) images per division. No Team may submit more than one Portfolio.
 6. No submitted image may be Similar to another submitted image. See definition of Similar Image herein.
 7. The submitted portfolio will be in the form of RAW, JPEG, & TIFF digital files stored on an external hard drive. Complete rules for organizing submissions will be posted on the website and sent before the start of the Competition.
 8. Each Portfolio must consist entirely and exclusively of images taken by the Registered Photographer during the Competition Period on the Registered Land owned by the Landowner Teammate.
 9. ICF may maintain a thumbnail library of all original digital images for comparison with the images submitted in each Photographer's Portfolio.
 10. A Portfolio may contain no more than 2 Images featuring the same species in the same Division.
 11. It is the sole responsibility of the Photographer to take all of the Photographs and select those Images to be included in the Team's Portfolio in the Competition. The photographer may use any system for selection they desire. However they may not allow competition judges to view the images in any form, method or format.
 12. It is the sole responsibility and within the sole discretion of the Photographer to determine to which Division each image belongs in the Portfolio. For example, if an image contains a snake and a bird, it may be submitted as part of the Birds Division or Reptiles & Amphibians Division, but not both.
 13. No member of ICF nor the judges will move any image to any other Division. Hence, if a bird in inadvertently entered into the Mammals division, it will be disqualified.
 14. Images submitted in the incorrect Division will be disqualified and earn no points. No image taken during the competition may be published in any form prior to judging.
- B. **Damaged or Lost Images:** ICF shall take all reasonable precautions to protect original Images (digital files) it receives. If any of the images are damaged or lost while in the possession of ICF, ICF will request digital copies from the photographers. Photographers will be given adequate time to replace any lost or damaged images.

IX. JUDGING:

- A. **Judges and the Judging Process:** Judging will take place the last week in May, 2010.
1. ICF will select three Judges who are highly qualified, widely respected, broadly experienced professionals who will evaluate images through an anonymous, confidential and impartial process.

2. All eligible images will be judged individually by all of the Judges.
3. All judged images will receive a score of between 0 and 10 points from each Judge at their sole discretion.
4. ICF shall instruct judges to award points based on originality of execution, aesthetic appeal, image quality and does the image tell a story.
5. Judges will select the 110 best images and each will be awarded \$500. They will select the 20 best images in each of the first 4 divisions and 30 from the last division (15 landscapes & 15 Plants & Flowers).
6. Each individual image total score will be given to each individual photographer, and the total portfolio scores will be given to each photographer/landowner team after the competition awards celebration. All money winners will be posted on the ICF Website.
7. ICF will also have on-hand local biologists and wildlife experts to screen submitted Images prior to and throughout the Judging Process. Judges may consult with biologists and wildlife experts for any questions relating to any Image.

B. Disqualifications: Violation of any of these rules or federal, state or local laws pertaining to wildlife by any Photographer or Landowner may result in disqualification of a single image or the entire Portfolio. The disqualification of the entire Portfolio will cause the forfeiture of Registration Fees and all prize money. ICF will resolve all complaints, disputes and any questions. All decisions of ICF are final. ICF reserves the right to audit and verify the validity/authenticity of any submitted Image.

8. Both Photographer and Landowner agree that if a violation is discovered after the completion of the Competition, and both were involved in the violation, any prize money received shall be returned to ICF.
9. If the landowner is judged to be the sole violator then the landowner agrees to return any prize money received.
10. If the photographer is judged to be the sole violation then the photographer agrees to return any prize money received.
11. If the violator(s) refuse to return the prize money, ICF shall have the option of legal action to enforce compliance. All legal fees and court costs incurred by ICF through any legal or enforcement action will be paid by the disqualified person or persons (photographer, landowner or both.) Disqualification of a portfolio will result in permanent ineligibility of that Photographer or Landowner in future Pro-Tours.

C. An image may be disqualified if:

1. It shows evidence of animal(s) in duress.
2. It contains captive-raised animals or non-wildlife animals such as livestock, or pets unless Nature is the predominant subject of the Image.
3. An important element of the image was transported from outside the Registered Land to the Registered Land for purposes of obtaining a photograph during the Competition Period.
4. It been illegally enhanced in-camera or digitally- see rules.
5. It is not in the 2:3 ratio
6. The primary subject is not indigenous to the Competition Area.
7. It is Similar to another submitted image. (see definition) separate from 6
8. It is entered in the wrong category
9. **A disqualified image will not be judged**

D. An entire Portfolio may be disqualified if:

1. A major element of any image has been added or removed using any technique – legal or illegal.
2. There is a violation of any federal, state or local law pertaining to wildlife
3. Any submitted image was taken on land other than the Registered Land of the Photographer's Landowner teammate.
4. Any submitted image was photographed outside of the Competition Period.

E. Rules Interpretation and Enforcement:

1. At its sole discretion, ICF shall decide all questions of rules interpretation and enforcement.
2. Complaints concerning alleged rules violations must be submitted to ICF in writing (letter, e-mail or fax).
3. At its sole discretion, ICF may investigate complaints and enforce penalties where necessary. The term ICF will mean the Chairman and at least two Board Members. All decisions made by ICF are final.

X. AWARDS:

- A. **Prize Money:** ICF will pay out a total of \$180,000 in prize money, however, if \$180,000 has not been raised by April 30, 2010, ICF will pay out prize money in the same ratio listed in the table below. Cash prizes are calculated as a percentage of the money specifically allocated by ICF for the Competition's total prize money.
- B. **Distribution:** Prize money will be divided equally between the winning Landowner/Photographer team. ICF will distribute checks to the Photographer and Landowner of each winning Team.
- C. **Award Method:** Cash prizes are awarded in two ways: Total Portfolio scores and Individual Images
 1. **Portfolio:** \$125,000 will be distributed to the top (10) teams. See table below.
 - a. Winners and Team placements are determined solely by the aggregate points awarded by the Judges for each Team's portfolio.
 - b. The top ten (10) Teams that accumulate the most total points will win cash prize
 - c. The top three (3) Teams will be designated Grand Prize Winners.
 2. **Images:** A total of 110 of the best images will receive \$500 for a total of \$55,000.
 - a. 20 best images in the first four divisions
 - b. 15 Landscapes
 - c. 15 Plants & Flowers

Team Placement Based on points	Team Cash Assuming \$180,000
1 st Grand Prize	\$40,000
2 nd Grand Prize	\$25,000
3 rd Grand Prize	\$14,000
4	\$12,500
5	\$11,500
6	\$7,500
7	\$6,500
8	\$4,000
9	\$2,000
10	\$2,000
Total	\$125,000
110 Images at \$500 each	\$ 55,000
Total	\$180,000

XI. AWARDS CELEBRATION: Gala event currently scheduled for June 2010. Each Competition Participant has two free tickets to this exciting event and should plan to attend. ICF will sponsor transportation and lodging for 2 nights for each Grand Prize winning photographer.

XII. IMAGES:

A. Ownership and Use of Images:

1. Images and all applicable copyrights remain the property of the Photographer.
2. ICF reserves rights to use submitted Portfolio Images for purposes including but not limited to:
 - (a) Promoting ICF and future competitions produced by ICF.
 - (b) Providing prints for benefits packages to reward Pro-Tour sponsors.
 - (c) Producing prints for display at the Awards Ceremony.
 - (d) Producing prints for display in traveling galleries, museums and/or exhibits that promote the Pro-Tour or other ICF-produced events.
 - (e) Use in articles, publications, brochures and other materials that promote ICF or ICF produced events. Credit will be given to both Photographer and Landowner.
 - (f) Producing the official Photo Book that commemorates the Pro-Tour.
 - (g) Maintain an archive record of submitted Portfolios.
 - (h) To provide each participating landowner with digital portfolio of their photographers submitted images. These images may be used to promote nature and wildlife photography businesses on their properties. Promotion includes but is not limited to the following: usage in brochures, calendars, advertisements, web pages, and personal cards and invitations.
 - (i) ICF will market prints for each photographer giving permission in writing as part of the application.
 - (j) ICF will direct any inquiries regarding editorial or commercial use of any image(s) to the appropriate Photographer(s).
 - (k) Sponsors are given special limited usage rights. Sponsors have the right to use one (1) image per \$5,000 of sponsorship for a one-year period during the two years

following the Pro-Tour event they sponsor. For multi-year use the sponsorship amount shall be \$12,500 for up to 5 years of usage. Each usage must credit the ICF Pro-Tour, the photographer, and the landowner. There can be no digital alterations or changes to images without the express written permission of the photographer.

- B. **Damaged or Lost Images:** ICF shall take all reasonable precautions to protect original Images (digital files) it receives. If any of the images are damaged or lost while in the possession of ICF, ICF will request digital copies from the photographers. Photographers will be given adequate time to replace any lost or damaged images.

X111. OTHER:

- A. **Affidavit and Polygraph Exam:** Directly after the Competition Period has ended, each Landowner, Photographer and Non-photographic Assistant must sign an affidavit before a notary attesting that they have not violated Competition rules in any way. ICF reserves the right to require a polygraph test for any or all participants. Failure of this test or refusal to take the test will result in forfeiture of all prize money.
 - 1. ICF at its sole discretion can determine that a Photographer or Assistant has violated contest rules and demand return of all prize money, etc.
- B. **Amendments and Eventualities:** Any issue or decision or situation not specifically addressed in these Rules shall be considered and decided upon by ICF at its sole discretion on an as-needed basis. ICF reserves the right to amend these Rules at any time prior to the start of the competition; however, it may not make changes in the rules that benefit one Participant over another.