The **15th** Annual
American Business Awards

Entry Kit

THE STEVIES

We invite your organization to submit nominations to The 2017 (15th Annual) American Business AwardsSM, the top honors in the U.S.A. for achievement in the workplace.

All organizations operating in the U.S.A. are eligible to submit nominations to the ABAs: large and small, public and private, for-profit and non-profit. Nominations may be submitted by individuals or organizations. The 2016 competition attracted more than 3,400 nominations from organizations of all types, all across America.

The Stevie® Award trophy, the prize that is conferred in The American Business Awards and all other Stevie Award programs, is one of the world's most coveted prizes.

Many of America's largest and most famous companies have won Stevie Awards. Most of our winners each year are small and midsize companies that are still growing and building their brands, however.

This booklet explains how to prepare and submit nominations to The American Business Awards. The first important step to entering is to review the categories and to choose the categories in which you'll participate. There are many categories to choose from, including the following:

In these pages you will find explanations of the submission requirements for all of these categories, and an outline of how to submit your entries through our website at **www.StevieAwards.com/ABA.** All of this information is also available on the website.

All Stevie Award placements will be announced on May 1, prior to the June 20 awards banquet in New York.

We hope your organization will submit entries to The 2017 American Business Awards. Please don't hesitate to **contact us** with your questions about how to participate.

Cordially,

Michael Gallagher
President
The Stevie Awards

Stevie Awards president talks about the 2017 ABAs

Monitor Stevie® Awards Social Media for Updates to the Calendar

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November 17, 2016	First early-bird entry deadline
December 14	Second early-bird entry deadline
February 16, 2017	Final entry deadline
~~March 15~~	~~Last day to submit late entries with payment of $55/entry late fee~~
April 21	Final day of judging
May 1	Gold, Silver and Bronze Stevie® Award winners announced and notified
May 2	Public voting opens for People's Choice Stevie Awards for Favorite New Products (See page 16 for details)
June 2	Final day of voting for the People's Choice Stevie Awards for Favorite New Products
June 6	Winners announced in People's Choice Stevie Awards for Favorite New Products
June 13	Last day to purchase tickets for awards banquet
June 20	Awards banquet, Marriott Marquis Hotel, New York

FINAL DEADLINE EXTENDED TO APRIL 7

What Some Past Stevie® Winners Say About Their Awards

American Standard
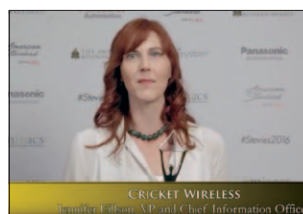
Black Oak Casino Resort
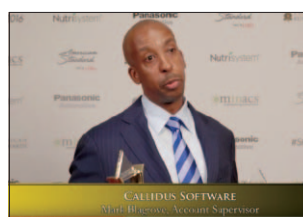
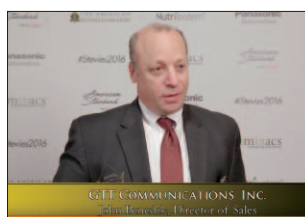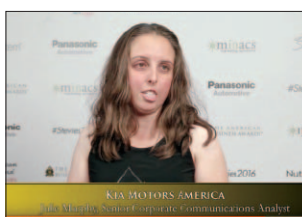Callidus Software

CapitalOne
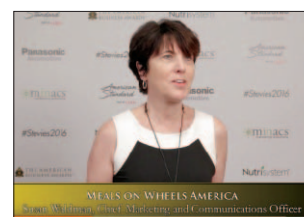
Cigna

Cisco

Cricket Wireless

Diligent Corp.

GTT Communications, Inc.

Kia Motors America
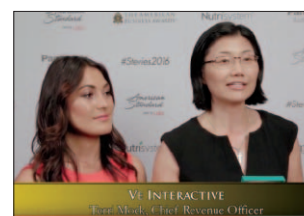
Lockheed Martin

Meals On Wheels America

MicroHealth LLC

NutriSystem

OptumRx

Ve Interactive

How the Stevie® Award Winners Will Be Determined

Judging of entries will be conducted over two months, from February to April, by judging committees focused on the main category groups. Each committee will have 40–70 members. Judges will be both volunteers and invitees. Many of them will be past Stevie Award winners. Judges' average scores will determine the Stevie Award winners. Every category in which there is at least one nomination with a final average score of at least 7.0 out of a possible 10 will have a Gold Stevie Award winner. Otherwise, the nomination with the highest average score in a category will win the Gold Stevie Award trophy in that category. Every other nomination in the category with an average of at least 8.0 will win a Silver Stevie Award medal. Other nominations with an average score of at least 7.0 will win Bronze Stevie Award medals.

The Best of the ABA Awards

The Best of the ABA Awards are five best-of-competition prizes that are awarded to the organizations that submit the best body of entries to the competition, in their own name or in the names of one or more clients.

The winners of these prizes will be awarded Grand Stevie Award trophies.

The prizes are for the following:

Organization of the Year: Will be awarded to the organization with the highest overall point total in the ABAs. The organization may be large or small, public or private, for profit or non-profit.

Most Honored Public Relations Agency of the Year: Will be awarded to the PR agency network or shop with the highest overall point total, earned in its own name or in the name of one or more clients.

Most Honored Marketing Agency of the Year: Will be awarded to the marketing services agency network or shop with the highest overall point total, earned in its own name or in the name of one or more of its clients.

Most Honored Interactive Services Agency of the Year: Will be awarded to the web, interactive, app development, etc. services firm with the highest overall point total, earned in its own name or in the name of one or more clients.

Top 10: Will be awarded to the 10 organizations with the most award points in the 2017 ABAs.

These awards cannot be applied for directly. Winners will be determined by a points system based on the total number of awards won in the ABAs, with a Gold Stevie win counting for 3 points, a Silver Stevie for 2 points, and a Bronze Stevie counting for 1.5. Points cannot be counted more than once in calculating Best of the ABA winners (i.e., points won by an agency in its client's name cannot be counted a second time in the agency's name).

◗ How to Submit Your Entries

After you have chosen your categories and prepared your entries according to the requirements outlined on the following pages, do the following:

01   Visit the website at **www.StevieAwards.com/ABA** and click on the ENTER button on the navigation bar.

02   Follow the instructions and click the REGISTER button to complete the registration form that will create your entry-submission account.

03   Within your entry-submission account, choose the first category you'll enter, and complete and save the entry form for that category.

04   Repeat the process as necessary to create and save additional entries.

05   When you've created all of your entries, select them and click the SUBMIT SELECTED NOMINATIONS button to begin the submission process.

06   Review and agree to the Terms and Conditions of Entry, and choose to pay your entry fees by credit card or check.

Entry Fees

	Submitted Before November 18	Submitted Before December 15	Submitted Before February 17	Submitted After February 16 (includes $55 late fee)
Web Site, Video, App, Live Event, and Annual Report/Publication Categories				
App & Mobile Website categories	$205	$235	$270	$325
Annual Report & Other Publication categories	$205	$235	$270	$325
Live Event categories	$205	$235	$270	$325
Video categories	$205	$235	$270	$325
Website categories	$205	$235	$270	$325
Marketing Categories				
Marketing Campaign of the Year categories (E01–E49)	$410	$445	$480	$535
E50. Marketing or Advertising Agency of the Year	$410	$445	$480	$535
E51. Marketing Department of the Year	$410	$445	$480	$535
E52. Marketing Team of the Year	$410	$445	$480	$535
E53. Marketing Executive of the Year	$175	$200	$225	$280
E54. Marketing Professional of the Year (for non-executive marketing professionals)	FREE	FREE	FREE	$55
Management Categories				
Executive of the Year (A01–A38)	$245	$270	$295	$350
A39. Management Team of the Year	$410	$445	$480	$535
Company/Organization Categories				
Company/Organization of the Year categories (B01–B35)	$410	$445	$480	$535
Startup of the Year categories (B36–B37)	FREE	FREE	FREE	$55
Innovation categories (B38–B41)	$410	$445	$480	$535
B42. CSR Program of the Year categories	$410	$445	$480	$535
Fastest-Growing Company categories (B43–B44)	$410	$445	$480	$535
B45. Minority-Owned Business of the Year	$410	$445	$480	$535
B46. Veteran-Owned Business of the Year	$410	$445	$480	$535
B47. Energy Industry Innovation of the Year	FREE	FREE	FREE	$55
Corporate Communications, Investor Relations, & Public Relations Categories				
PR Campaign of the Year categories (C05 a–x)	$410	$445	$480	$535
C01. Public Relations Agency of the Year	$410	$445	$480	$535
C02. Communications Department of the Year	$410	$445	$480	$535
C03. Communications Team of the Year	$410	$445	$480	$535
C06. PR Innovation of the Year	$410	$445	$480	$535
C07. Communications, Investor Relations, or PR Executive of the Year	$175	$200	$225	$280
C08. Communications Professional of the Year (for non-executive communications, PR, and IR professionals)	FREE	FREE	FREE	$55
Customer Service Categories				
J01. Customer Service Department of the Year	$410	$445	$480	$535
J02. Customer Service Team of the Year	$410	$445	$480	$535
J03. Customer Service Executive of the Year	$175	$200	$225	$280
Human Resources Categories				
L01. Human Resources Department of the Year	$410	$445	$480	$535
L02. Human Resources Team of the Year	$410	$445	$480	$535
L03. Human Resources Executive of the Year	$175	$200	$225	$280
Information Technology Categories				
N01. Information Technology Department of the Year	$410	$445	$480	$535
N02. Information Technology Team of the Year	$410	$445	$480	$535
N03. Information Technology Executive of the Year	$175	$200	$225	$280
N04. Technical Professional of the Year (for non-executive IT professionals)	FREE	FREE	FREE	$55
Products & Product Management Categories				
New Product or Service of the Year categories (P01–P94, S01–S28)	$410	$445	$480	$535
P96. Product Development/Management Department or Team of the Year	$410	$445	$480	$535
P97. Product Development/Management Executive of the Year	$175	$200	$225	$280
P98. Product Developer of the Year (for non-executive product development/ management professionals)	FREE	FREE	FREE	$55
Support Categories				
R01. Best Support Department of the Year	$410	$445	$480	$535
R02. Best Support Team of the Year	$410	$445	$480	$535
R03. Best Support Staffer of the Year (e.g. office manager, administrative assistant)	FREE	FREE	FREE	$55

Payment may be made by credit card or check. We accept American Express, Mastercard, and Visa. Payment by check must be made in U.S. dollars by check or draft drawn on a **U.S. bank** payable to Stevie Awards, Inc. Non-U.S. bank checks will be returned. Please note the name of the entering organization on your check or draft. **Enclose the check with a printout of the "Pay By Check" page on our web site.** For wire transfers to our bank, write to **help@stevieawards.com** for instructions. **No refunds will be made after February 16, 2017.**

Entry Kit for The 15th Annual American Business AwardsSM

❯ Categories

The following is a list of all categories in The American Business Awards. The categories are grouped by type. The submission requirements for each type of category are listed at the beginning of each group.

Company / Organization Awards Categories

Recognizing the achievements of entire organizations (for-profit or non-profit, large medium or small, public or private).

Information to be submitted online for entries in these categories for the 2017 ABAs will include:

a. An essay of up to 650 words describing the nominated organization's achievements since January 1, 2016.

b. In bullet-list form (up to 150 words), a brief summary of up to ten (10) of the nominated organization's chief achievements since January 1, 2016.

c. Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Company of the Year (may be for-profit or non-profit, public or private, large or small). **New for 2017, each of these 35 industry categories now has three sub-categories:**

- **Small** ($\leqslant$ 50 employees and revenue $\leqslant$ $10 million)
- **Medium-sized** ($\leqslant$ 250 employees and revenue $\leqslant$ $50 million)
- **Large** (> 250 employees and revenue > $50 million)

B01. **Advertising, Marketing, & Public Relations**

B02. **Aerospace & Defense**

B03. **Apparel, Beauty & Fashion** (a new category for 2017)

B04. **Automotive & Transport Equipment**

B05. **Banking**

B06. **Business & Professional Services**

B07. **Chemicals**

B08. **Computer Hardware**

B09. **Computer Software**

B10. **Computer Services**

B11. **Conglomerates**

B12. **Consumer Products — Durables**

B13. **Consumer Products — Non-Durables**

B14. **Consumer Services** (a new category for 2017)

B15. **Diversified Services**

B16. **Electronics**

B17. **Energy**

B18. **Financial Services**

B19. **Food & Beverage**

B20. **Health Products & Services**

B21. **Hospitality & Leisure**

B22. **Insurance**

B23. **Internet / New Media**

B24. **Legal**

B25. **Manufacturing**

B26. **Materials & Construction**

B27. **Media & Entertainment**

B28. **Metals & Mining**

B29. **Non-Profit or Government Organizations**

B30. **Pharmaceuticals**

B31. **Real Estate**

B32. **Retail**

B33. **Telecommunications**

B34. **Transportation**

B35. **Utilities**

B36. **Startup of the Year** (for companies that began operations since January 1, 2015). **There are no entry fees for the Startup of the Year categories.**
   a. Business Product Industries
   b. Business Service Industries
   c. Consumer Product Industries
   d. Consumer Service Industries

B37. **Tech Startup of the Year** (for companies that began operations since January 1, 2015). **There is no entry fee for this category.**
   a. Hardware/Peripherals
   b. Services
   c. Software

B38. **Most Innovative Company of the Year** (recognizing overall achievement in product and/or marketing, sales, manufacturing, management, etc. innovation)
   a. Up to 100 Employees
   b. Up to 2,500 Employees
   c. More Than 2,500 Employees

B39. **Most Innovative Tech Company of the Year** (recognizing overall achievement in product and/or marketing, sales, manufacturing, management, etc. innovation)
   a. Up to 100 Employees
   b. Up to 2,500 Employees
   c. More Than 2,500 Employees

B40. **Innovation of the Year** (recognizing singular innovations in product and/or marketing, sales, manufacturing, management, etc., by an organization or an individual)
   a. Business Product Industries
   b. Business Service Industries
   c. Consumer Product Industries
   d. Consumer Service Industries

B41. **Technical Innovation of the Year** (recognizing singular innovations in technology, new products, etc., by an organization or an individual)
   a. At Organizations With Up to 100 Employees
   b. At Organizations With Up to 1,000 Employees
   c. At Organizations With 1,000 or More Employees

B42. **Corporate Social Responsibility Program of the Year** (recognizing organizations' contributions to society)

    a. At Organizations With Up to 100 Employees

    b. At Organizations With Up to 2,500 Employees

    c. At Organizations With 2,500 or More Employees

B43. **Fastest-Growing Company of the Year** (recognizing outstanding revenue growth since the beginning of 2016 over 2015)

    a. Up to 100 Employees

    b. Up to 2,500 Employees

    c. 2,500 or More Employees

B44. **Fastest-Growing Tech Company of the Year** (recognizing outstanding revenue growth since the beginning of 2016 over 2015)

    a. Up to 100 Employees

    b. Up to 2,500 Employees

    c. 2,500 or More Employees

B45. **Minority-Owned Business of the Year:** This category will recognize the achievements since January 1, 2016 of businesses in the U.S.A. that are majority owned by members of an ethnic minority.

B46. **Veteran-Owned Business of the Year:** This category will recognize the achievements since January 1, 2016 of businesses in the U.S.A. that are owned by veterans of the U.S. Armed Forces.

B47. **Energy Industry Innovation of the Year:** This category recognizes singular innovations in energy-related technology, production, conservation, storage or delivery, by an organization or an individual in the U.S.A., since January 1, 2016. **There is no entry fee for this category.**

Management Awards Categories

Recognizing the achievements of executive managers and management teams.

Information to be submitted online for entries in these categories for the 2017 ABAs will include:

a. An essay of up to 650 words describing the nominee's accomplishments since January 1, 2016.

b. In bullet-list form, a brief summary of up to ten (10) of the chief accomplishments of the nominee since January 1, 2016.

c. Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Executive of the Year (e.g. CEO, President, COO)

A01. **Advertising, Marketing, & Public Relations**

A02. **Aerospace & Defense**

A03. **Apparel, Beauty & Fashion** (a new category for 2017)

A04. **Automotive & Transport Equipment**

A05. **Banking**

A06. **Business & Professional Services**

A07. **Chemicals**

A08. **Computer Hardware**

A09. **Computer Software**

    a. Up to 500 Employees

    b. 500 or More Employees

A10. **Computer Services**

A11. **Conglomerates**

A12. **Consumer Products — Durables**

A13. **Consumer Products — Non-Durables**

A14. **Consumer Services** (a new category for 2017)

A15. **Diversified Services**

A16. **Electronics**

A17. **Energy**

A18. **Financial Services**

A19. **Food & Aeverage**

A20. **Health Products & Services**

A21. **Hospitality & Leisure**

A22. **Insurance**

A23. **Internet/New Media**

A24. **Legal**

A25. **Manufacturing**

A26. **Materials & Construction**

A27. **Media & Entertainment**

A28. **Metals & Mining**

A29. **Non-Profit or Government Organizations**

A30. **Pharmaceuticals**

A31. **Real Estate**

A32. **Retail**

A33. **Telecommunications**

A34. **Transportation**

A35. **Utilities**

A36. **Maverick of the Year:** recognizing the individual who's affected the most positive change on his or her company and/or industry since the beginning of 2016
  - a. Business Products Industries
  - b. Business Services Industries
  - c. Consumer Products
  - d. Consumer Services

A37. **Tech Innovator of the Year** (recognizing the individual who's contributed most to innovation, within their organization and/or industry, in the U.S.A. since the beginning of 2016)
  - a. Hardware/Peripherals
  - b. Services
  - c. Software
  - d. Other

A38. **Woman of the Year:** recognizing the achievements of women in the workplace since the beginning of 2016
  - a. Business Products Industries
  - b. Business Services Industries
  - c. Consumer Products
  - d. Consumer Services

A39. **Management Team of the Year**
  - a. Business Products Industries
  - b. Business Services Industries
  - c. Consumer Products Industries
  - d. Consumer Services Industries

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Public Relations Awards Categories

Includes all corporate communications, investor relations, community affairs, public relations, etc. functions.

Information to be submitted online for entries in these categories for the 2017 ABAs will include:

a. An essay of up to 650 words describing the nominee's achievements since January 1, 2016. In the communications campaign categories, this will be a description of the campaign: its genesis, development, execution, and results to date.

b. In bullet-list form, a brief summary (up to 150 words) of up to ten (10) of the chief accomplishments of the nominee since January 1, 2016. In the communications campaign categories, this will be a list of the chief features and results of the nominated PR program.

c. Optional (but highly recommended), a collection of supporting files, works samples, and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

C01. **Public Relations Agency of the Year**

C02. **Communications Department of the Year**

C03. **Communications Team of the Year**

C05. **Communications or PR Campaign / Program of the Year**

    a. **Arts & Entertainment:** campaigns/programs undertaken to promote or raise awareness of an artistic or entertainment endeavor, event, or program.

    b. **Communications Research:** recognizing research conducted for the development of business/communication strategies. **(new category for 2017)**

    c. **Community Relations:** campaigns/programs that aim to improve relations with communities in which the sponsoring organization has an interest, need or opportunity.

    d. **Crisis Communications:** campaigns/programs undertaken to deal with an unplanned event and requiring immediate response.

    e. **Events & Observances:** campaigns/programs that generate awareness of or document commemorations, observances, openings, celebrations, and other types of events.

    f. **Global Issues:** campaigns/programs that demonstrate effective global communications implemented in at least two countries.

    g. **Healthcare:** campaign/programs in the healthcare sector, including business-to-business and consumer campaigns. **(new category for 2017)**

    h. **Internal Communications:** campaigns/programs undertaken to inform or educate an internal audience, such as employees or members.

       – At organizations with up to 100 employees

       – At organizations with 100 or more employees

    i. **Investor Relations:** campaigns/programs undertaken to communicate information to a company's investors and the investment community and/or to manage the company's relationship with investors.

    j. **Issues Management:** campaigns/programs undertaken to deal with issues that could extraordinarily affect ongoing business strategy.

    k. **Low Budget** (under $10,000): campaigns/programs that cost no more than $10,000 to plan and implement.

    l. **Marketing — Business to Business:** campaigns/programs designed to introduce new products or promote existing products or services to a business audience.

    m. **Marketing — Consumer Products:** campaigns/programs designed to introduce new products or promote existing products to a consumer audience.

    n. **Marketing — Consumer Services:** campaigns/programs designed to introduce new services or promote existing services to a consumer audience.

    o. **Media Relations:** recognizing effective traditional media relations in a PR campaign. **(new category for 2017)**

    p. **Multicultural:** campaigns/programs specifically targeted to a cultural group.

    q. **New Product Launch:** campaigns/programs undertaken to introduce a new product or service to the marketplace.

    r. **Reputation / Brand Management:** campaigns/programs designed to enhance, promote or improve the reputation of an organization with its publics or key elements of its publics.

    s. **Public Affairs:** campaigns/programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies.

    t. **Public Service:** campaigns/programs that advance public understanding of societal issues, problems or concerns.

    u. **Social Media Focused:** campaigns/programs designed to be implemented primarily through online social media.

    v. **Sponsorship:** campaigns/programs that promote or create awareness of sponsorship of an event or activity. **(new category for 2017)**

    w. **Technology:** campaign/programs in the technology sector, including business-to-business and consumer campaigns. **(new category for 2017)**

    x. **Travel & Tourism:** campaigns/programs designed to advance the interests of clients in the transport, travel, hotel or tourism industries. **(new category for 2017)**

C06. **PR Innovation of the Year:** this category will recognize singular innovations in communications practice, research, technology, or management since the beginning of 2015.

C07. **Communications, Investor Relations, or PR Executive of the Year**

C08. **Communications Professional of the Year:** for non-executive communications, PR, and IR professionals. **There is no entry fee for this category.**

There are a number of other ABA categories that should be of interest to communications professionals, including many of the corporate publications and annual report awards categories, web site awards categories, app awards categories, video awards categories, and live event awards categories.

Customer Service Awards Categories

Includes all customer service functions.

Information to be submitted online for entries in these categories for the 2017 ABAs will include:

a. An essay of up to 650 words describing the nominee's accomplishments since January 1, 2016.

b. In bullet-list form, a brief summary (up to 150 words) of up to ten (10) of the chief accomplishments of the nominee since the beginning of 2016.

c. Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

J01. **Customer Service Department of the Year:** recognizing everyone who works in customer service in your organization, regardless of their position, function, or location.

J02. **Customer Service Team of the Year:** recognizing a specific team within your overall customer service organization. For example, a team that serves a particular clientele, or a particular contact center.

J03. **Customer Service Executive of the Year**

Human Resources Awards Categories

Includes all customer service functions.

Information to be submitted online for entries in these categories for the 2017 ABAs will include:

a. An essay of up to 650 words describing the nominee's accomplishments since January 1, 2016.

b. In bullet-list form, a brief summary (up to 150 words) of up to ten (10) of the chief accomplishments of the nominee since the beginning of 2016.

c. Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

L01. **Human Resources Department of the Year:** recognizing everyone who works in human resources in your organization, regardless of their position, function, or location.

L02. **Human Resources Team of the Year:** recognizing a specific team within your overall human resources organization. For example, a training team, or a benefits management team.

L03. **Human Resources Executive of the Year**

Information Technology Awards Categories

Includes all customer service functions.

Information to be submitted online for entries in these categories for the 2017 ABAs will include:

a. An essay of up to 650 words describing the nominee's accomplishments since January 1, 2016.

b. In bullet-list form, a brief summary (up to 150 words) of up to ten (10) of the chief accomplishments of the nominee since the beginning of 2016.

c. Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

N01. **Information Technology Department of the Year:** recognizing everyone who works in IT in your organization, regardless of their position, function, or location.

N02. **Information Technology Team of the Year:** recognizing a specific team within your overall IT organization. For example, a web development team, or a network management team.

N03. **Information Technology Executive of the Year**

N04. **Technical Professional of the Year:** for non-executive technical professionals including software developers, web developers, technical writers, etc. **There is no entry fee for this category.**

Marketing Awards Categories

Includes all marketing, advertising, packaging, distribution, etc. functions.

Information to be submitted online for entries in these categories for the 2017 ABAs will include:

a. An essay of up to 650 words describing the nominee's accomplishments since January 1, 2016. In the marketing campaign categories, this will be a description of the campaign: its genesis, development, execution, and results to date.

b. In bullet-list form, a brief summary (up to 150 words) of up to ten (10) of the chief accomplishments of the nominee since the beginning of 2016. In the marketing campaign categories, this will be a list of the chief features and results of the nominated campaign.

c. Optional (but highly recommended), a collection of supporting files, work samples, and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

■ **Marketing Campaign of the Year — Industry Categories**

E01. **Agricultural / Industrial / Building:** for all related products, materials, tools and services.

E02. **Automotive — Aftermarket:** gasoline, motor oil, tires, batteries, paint, quick-lube, oil change, muffler, transmission, windshield wipers, enhancements, etc.

E03. **Automotive — Vehicles:** cars, trucks, motorcycles, both brand and model advertising.

E04. **Beauty:** cosmetics, fragrances, hair products, nail products, beauty services such as salons, spas, etc.

E05. **Beverages — Alcohol:** beer, champagne, liquor, wine, wine coolers, after dinner drinks, etc.

E06. **Beverages — Non-Alcohol:** diet and non-diet soda, coffee, tea, juices, milk, milk substitutes, bottled water, sparkling water, etc.

E07. **Breakfast Foods:** cereals and other foods intended primarily for breakfast consumption.

E08. **Corporate Reputation / Professional Services:** includes sponsorships, image & identity, communications to promote corporations, not exclusively their products. Includes business/professional services such as consulting, accounting, legal, employments, etc.

E09. **Culture & The Arts:** plays, museums, music organizations, concert series, cultural festivals, theater festivals, etc.

E10. **Electronics:** audio and/or video devices such as TVs, radios, mobile devices, home entertainment (DVD/Blu-ray players), cameras, computer hardware, game consoles, laptops, tablets, sound systems, etc.

E11. **Energy/Nutrition Products & Services:** products and services aimed at the energy, sports, wellness lifestyle. Vitamins, energy bars, drinks, etc.; weight loss and fitness programs/camps, training camps and facilities, etc.

E12. **Entertainment & Sports:** includes entertainment and sporting events. Sporting events such as the Super Bowl, sports teams, etc. All forms of entertainment including specific films, books, DVDs, videogames, games (online, mobile, social, board, card, etc.), entertainment apps, greeting cards, online, radio and TV programming, etc.

E13. **Fashion & Style:** brands of clothing, eyewear, footwear, hosiery, jewelry, accessories, etc.

E14. **Financial Cards:** credit, charge, debit, reward, phone and other cards.

E15. **Financial Products & Services:** communications promoting overall image and capabilities of a financial institution and specific products or services including home banking, loans, mortgage, mutual funds, traveler's checks, etc.

E16. **Government / Institutional / Recruitment:** municipal or state economic development, lotteries, utilities (i.e. electricity conservation messages), membership drives, armed forces marketing communications. Includes political messages and special interest/trade group communications.

E17. **Healthcare — Disease Education & Awareness:** communications to educate and/or spread awareness about a certain disease or health issue, whether to healthcare professionals, patients, and/or consumers.

E18. **Healthcare — OTC:** communications efforts for products that may be purchased without a subscription that address a specific illness, disease, or health issue, whether to healthcare professionals, patients, and/or consumers.

E19. **Healthcare — Rx:** communications efforts for products that may be purchased with a subscription that address a specific illness, disease, or health issue, whether to healthcare professionals, patients, and/or consumers.

E20. **Healthcare — Services:** marketing communications efforts that were developed for hospitals, HMOs, referral services, dental and medical care services, or chronic care facilities, whether to healthcare professionals, patients, and/or consumers.

E21. **Home Furnishings & Appliances:** kitchen appliances, air conditioners, carpeting, furniture, decorator's supplies, paint, wallpaper, etc.

E22. **Home Supplies & Services:** cleaning products, waxes, detergents, floor-care products, fabric softeners, paper products, domestic services, mowers, fertilizers, lawn care, gardening services, etc.

E23. **Insurance:** communications promoting specific products or services related to insurance and the capabilities of financial institutions offering these services. All types of insurance are eligible (home, auto, financial, health, life, travel, business, etc.).

E24. **Internet / Telecom:** wireless/cellular providers, high speed Internet access services, online services, portals, search engines and related Internet products & services (including SaaS/IaaS and Cloud-based services), bundled communications (Internet, telephone, and cable TV).

E25. **Leisure Products & Services:** recreational, sporting, and camping goods/services and other items/services intended for leisure activity.

E26. **Media & Entertainment Companies:** broadcasters, magazines, newspapers, web sites, consumer or trade media, radio and television stations, including networks.

E27. **Office & Delivery Products & Services:** Delivery — overnight delivery, packagetracking, international service, etc. Office — printers, physical servers, fax machines, copiers, supplies, office furniture, etc.

E28. **Packaged Food:** packaged and frozen foods both regular and diet/light.

E29. **Personal Care:** soap, dental products, face & body lotions and cleansers, cotton swabs, deodorants, feminine hygiene products, razors, shaving cream, etc.

E30. **Pet Care:** animal care products and services of all types, including food, toys, veterinary and boarding services, training, and breeders.

E31. **Real Estate:** homes, real estate brokers, malls, etc.

E32. **Restaurants:** quick service, casual dining, mid-scale, white table cloth and other restaurants.

E33. **Retail:** General — stores and/or web sites that provides a multiple range of non-related or generally related merchandise, which include department stores, food retailers, and discount/bulk retailers, craft stores, etc. Specialized — stores and/or web sites that specialize in one particular line of products (e.g. clothing, fashion, jewelry, health food, shoes, pet care, toys, greeting cards, etc.).

E34. **Snacks / Desserts / Confections**: ice cream, candy, chips, cookies, bakery items, nut, fruit & vegetable snacks, popcorn, etc.

E35. **Software & Apps:** software, groupware, operating systems, or software stored locally on a computer, tablet, or mobile device. (See category E24 for Saas/IaaS or Cloud-based services, and category E12 for online and mobile games.)

E36. **Transportation:** air, train, bus/trolley, taxi, subway systems, bike shares, car rentals, leasing not including automobile sales/leasing, ferries, etc.

E37. **Travel / Tourism / Destination:** cruises, hotels, resorts, amusement parks, travel websites and booking services, travel tours, tourism campaigns, etc.

■ **Marketing Campaign of the Year — Specialty Categories**

E40. **Brand Experience of the Year — Business-to-Business:** recognizing work that reaches out to business audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections with their brands.

E41. **Brand Experience of the Year — Consumer:** recognizing work that reaches out to consumer audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections with their brands.

E42. **Branded Utility of the Year:** recognizing products and services created to address a marketing or business challenge, not to be sold, as part of a marketing program itself. Entrants must explain the product or service created in response to the challenge, its roles and objectives, how it was communicated to its audience, and the results achieved. **(New category for 2017)**

E43. **Mobile Marketing Campaign of the Year:** for campaigns targeted to consumers' mobile devices.

E44. **Branded Content Campaign of the Year:** recognizing work that has used branded content — original or sponsored — to reach out to audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections with their brands.

E45. **Online Marketing Campaign of the Year:** for campaigns that were conducted in their entirety online.

E46. **New Product or Service Introduction of the Year:** for campaigns conducted to introduce a new product or service to the U.S. market.

E47. **Small-Budget Marketing Campaign of the Year** (<$3 million)

E48. **Viral Marketing Campaign of the Year:** for campaigns that used word-of-mouth, video stunts, and other viral tactics as their primary means of communication.

E49. **Youth Marketing Campaign of the Year:** for campaigns that targeted the youth market (up to age 24).

■ **Marketing Professional Categories**

E50. **Marketing or Advertising Agency of the Year**

E51. **Marketing Department of the Year**

E52. **Marketing Team of the Year**

E53. **Marketing Executive of the Year**

E54. **Marketer of the Year:** recognizing non-executive marketing professionals. **There is no entry fee for this category**

Marketing professionals should also be interested in many of the ABAs' web site awards categories, app awards categories, publications and annual report awards categories, video awards categories, and live event awards categories.

New Product Awards Categories

Includes all product management, product development, product engineering, manufacturing, etc. functions. New products and services released in the U.S.A. since January 1, 2016 are eligible to be nominated.

Information to be submitted online for entries in these categories for the 2017 ABAs will include:

a. An essay of up to 650 words describing the nominee's achievements since January 1, 2016 — or, in the case of a new product or service entry, the product or service itself: it's features, functions, benefits, and results to date.

b. In bullet-list form, a brief summary (up to 150 words) of up to ten (10) of the chief accomplishments of the nominee since the beginning of 2016 — or, in the case of a new product or service, up to 10 of the nominated product's chief features and benefits.

c. Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. For new product/service entries these uploads and links might include product demonstration videos, product reviews, images, etc.

Every new product or service nominated in The American Business Awards will automatically be included in voting for the People's Choice Stevie Awards for Favorite New Products. Voting will be conducted by the general public from May 2 through June 2, and the winners will be honored at the ABA awards banquet on June 20. In early May, entrants in the Best New Product or Service categories will receive instructions on how to promote People's Choice voting to their own customers, fans, and followers. Note that only nominees that receive at least 100 votes are eligible to win a People's Choice Stevie Award.

■ **Products & Services**

P01. **Business-to-Business Products**

P02. **Business-to-Business Services**

P03. **Consumer Electronics**

P04. **Consumer Products**

P05. **Consumer Services**

P06. **Financial Services**

P07. **Hardware — Computer**

P08. **Hardware — Networking**

P09. **Hardware — Periphera**l

P10. **Hardware — Semiconductor or Other Electronic Component**

P11. **Hardware — Storage**

P12. **Hardware — Other**

P13. **Health & Pharmaceuticals — Product**

P14. **Health & Pharmaceutical — Service**

P15. **Industrial Products & Services**

P16. **Media & Entertainment — Product**

P17. **Media & Entertainment — Service**

P18. **Telecommunications — Product**

P19. **Telecommunications — Service**

P20. **Transportation**

■ **Software**

P21. **Software — Application Programming Interface (API) Management Solution** (new category for 2017)

P22. **Software — Asset Management Solution**

P23. **Software — Big Data Solution**

P24. **Software — Business or Competitive Intelligence Solution**

P25. **Software — Cloud Application / Service**

P26. **Software — Cloud Enterprise Resource Planning (ERP) Solution** (new category for 2017)

P27. **Software — Cloud Infrastructure**

P28. **Software — Cloud Platform**

P29. **Software — Cloud Storage & Backup Solution**

P30. **Software — Collaboration / Social Networking Solution**

P31. **Software — Content Management Solution**

P32. **Software — Corporate Learning / Workforce Development Solution**

P33. **Software — Data Visualization Technology** (new category for 2017)

P34. **Software — Electronic Commerce Solution**

P35. **Software — Endpoint Security Management Solution** (new category for 2017)

P36. **Software — Event Management Solution** (new category for 2017)

P37. **Software — Financial Management Solution**

P38. **Software — FinTech Solution** (new category for 2017)

P39. **Software — Governance, Risk & Compliance Solution**

P40. **Software — Healthcare Technology Solution** (new category for 2017)

P41. **Software — Human Capital Management Solution**

P42. **Software — Identity & Access Security Solution** (new category for 2017)

P43. **Software — Infrastructure as a Service** (new category for 2017)

P44. **Software — Integration Solution**

P45. **Software — International Data Protection Solution**

P46. **Software — IoT Analytics Solution** (new category for 2017)

P47. **Software — IT Operations Management Solution** (new category for 2017)

P48. **Software — IT Service Management Solution** (new category for 2017)

P49. **Software — Lead Generation Solution**

P50. **Software — Marketing / Public Relations Solution**

P51. **Software — Migration as a Service** (new category for 2017)

P52. **Software — Mobile Development Solution**

P53. **Software — Mobile On-Demand Application**

P54. **Software — Mobile Operations Management Solution**

P55. **Software — Network Security Solution** (new category for 2017)

P56. **Software — News Monitoring Solution** (new category for 2017)

P57. **Software — Payments Solution** (new category for 2017)

P58. **Software — Platform as a Service** (new category for 2017)

P59. **Software — Project Management Solution**

P60. **Software — Real Estate or Construction Management Solution** (new category for 2017)

P61. **Software — Relationship Management Solution**

P62. **Software — SaaS Enablement as a Service** (new category for 2017)

P63. **Software — Social Business Solution**

P64. **Software — Software Development Solution**

P65. **Software — Supply Chain Management Solution**

P66. **Software — Systems Management Solution**

P67. **Software — Web Services Solution**

P68. **Software — Other**

■ **Content**

These categories recognize products, technology and services created by, or for, Media, Publishers and Information Services Providers.

P70. **Content — Advertising or Campaign Management Platform**

P71. **Content — Aggregation Platform**

P72. **Content — Business Directory**

P73. **Content — Business Information Solution**

P74. **Content — Content Analytics Solution**

P75. **Content — Content Marketing Solution**

P76. **Content — Content Rights and Delivery Solution**

P77. **Content — Crowd Sourced Information Solution**

P78. **Content — eCommerce & Billing Platform**

P79. **Content — Financial & Market Data Information Solution**

P80. **Content — General Reference Service**

P81. **Content — Health & Medical Information Solution**

P82. **Content — Information Service Delivered as Mobile App or Platform**

P83. **Content — Legal Information Solution**

P84. **Content — Media & Information Monitoring Solution**

P85. **Content — Multichannel Publishing Technology** (new category for 2017)

P86. **Content — Sales & Marketing Intelligence Solution**

P87. **Content — Scholarly Publishing Information Solution**

P88. **Content — Science and Technology Information Solution**

P89. **Content — Search Technology Solution**

P90. **Content—Semantic Technology Platform, Tools and Applications**

P91. **Content—Service Using Aggregated Content**

P92. **Content—Solution for Integrating Content into the Workflow**

P93. **Content—Subscription Management Solution** (new category for 2017)

P94. **Content—Video Platform for Media & Publishers**

■ **Education**

These categories recognize applications, products and services from developers of educational software, digital content, online learning services, and related technologies across the K-20 sector.

S01. **Education—Arts & Creativity Solution**

S02. **Education—Career and Workforce Readiness Solution**

S03. **Education—Classroom Management Solution**

S04. **Education—Collaborative Social Media Solution for Educators**

S05. **Education—Cross-Curricular Solution**

S06. **Education—Education Cloud-based Solution**

S07. **Education—ELL/World Language Acquisition Instructional Solution**

S08. **Education—Game-based Curriculum Solution**

S09. **Education—Instructional Solution in Other Curriculum Areas**

S10. **Education—K-12 Course or Learning Management Solution**

S11. **Education—K-12 Enterprise Solution**

S12. **Education—Learning Capacity-Building Solution**

S13. **Education—Learning Relationship Management Solution** (new category for 2017)

S14. **Education—Mathematics Instructional Solution**

S15. **Education—PK-12 Personalized Learning Solution**

S16. **Education—PreK/Early Childhood Learning Solution** (new category for 2017)

S17. **Education—Postsecondary Enterprise Solution**

S18. **Education—Postsecondary Learning Management Solution**

S19. **Education—Postsecondary Learning Solution**

S20. **Education—Postsecondary Personalized Learning Solution**

S21. **Education—Professional Learning Solution for Education**

S22. **Education—Reading/English/Language Arts Instructional Solution**

S23. **Education—Science Instructional Solution**

S24. **Education—Social Sciences or Social Studies Instructional Solution**

S25. **Education—Solution for Special Needs Students**

S26. **Education—Source for Reference or Education Resources**

S27. **Education—Student Assessment Solution**

S28. **Education—Virtual Learning Solution**

■ **Product Management**

P96. **Product Development/Management Department or Team of the Year**

P97. **Product Development/Management Executive of the Year**

P98. **Product Developer of the Year:** recognizing all non-executive product development or management professionals. **There is no entry fee for this category.**

Support Awards Categories

Includes all administrative support, production support, security, maintenance, research, etc. functions that are not addressed by any of the other category groups.

Information to be submitted online for entries in these categories for the 2017 ABAs will include:

a. An essay of up to 650 words describing the nominee's accomplishments since January 1, 2016.
b. In bullet-list form, a brief summary (up to 150 words) of up to ten (10) of the chief accomplishments of the nominee since the beginning of 2016.
c. Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

R01. **Support Department of the Year**
R02. **Support Team of the Year**
R03. **Support Staffer of the Year:** recognizing non-executive support personnel, including office managers, administrative assistants, secretaries, maintenance professionals, etc. **There is no entry fee for this category.**

App & Mobile Website Awards Categories

These categories recognize excellence in mobile websites and apps.

Information to be submitted online for entries in these categories for the 2017 ABAs will include:

a. An essay of up to 200 words describing the mobile site or app's purpose and results to date.
b. The mobile site or app itself, in the form of a demonstration video of up to three (3) minutes in length. You must attach the video to your entry through our attachment/link uploading tool.
c. Optionally, you may list creative and production credits for your site or app—a list of the people and organizations that contribute to its development.

F55. **Business/Government**
F56. **Education & Reference**
F57. **Entertainment**
F58. **Events**
F59. **Experimental & Innovation**
F60. **Family & Kids** (new category for 2017)
F61. **Fashion & Beauty** (new category for 2017)
F62. **Financial Services/Banking** (new category for 2017)
F63. **Fitness & Recreation** (new category for 2017)
F64. **Food & Drink** (new category for 2017)
F65. **Games**
F66. **Guides/Ratings/Reviews**
F67. **Health** (new category for 2017)
F68. **Integrated Mobile Experience**
F69. **Lifestyle**
F70. **Magazine/Editorial** (new category for 2017)
F71. **Marketing**
F72. **Messaging** (new category for 2017)
F73. **Music**
F74. **News**

F75. **Productivity** (new category for 2017)

F76. **Professional Education**

F77. **Professional Services** (new category for 2017)

F78. **Public Service & Activism** (new category for 2017)

F79. **Real Estate** (new category for 2017)

F80. **School / University** (new category for 2017)

F81. **Shopping**

F82. **Social**

F83. **Sports**

F84. **Training**

F85. **Travel**

F86. **Utilities & Services**

Annual Report Awards & Other Publication Awards Categories

These categories recognize excellence in annual reports, brochures, marketing and sales kits, newsletters, house organs (corporate magazines), and other publications issued since January 1, 2016.

Information to be submitted online for entries in these categories for the 2017 ABAs will include:

a. An essay of up to 200 words describing the work's purpose and results to date.

b. If applicable, the electronic publication, in the form of an attachment or a URL, which you must attach to your entry through our attachment/link uploading tool.

c. Optionally, you may list creative and production credits for your work — a list of the people and organizations that contributed to its development.

If you will submit your publication offline for review by the judges, you must first submit your entry online.
Then print out a copy of your entry and mail it with one (1) copy of the publication or series of publications to:
The Stevie Awards, 10560 Main Street, Suite 519, Fairfax, VA 22030.

F01. **Best Annual Report**

    a. Online/Electronic

    b. Print

F02. **Best Marketing or Sales Brochure or Kit**

    a. Online/Electronic

    b. Print

F03. **Best Newsletter or House Organ / Publication**

    a. Online/Electronic

    b. Print

F04. **Best E-Book:** All e-books published by persons or organizations in the U.S.A. since January 1, 2016, dealing with a subject related to business — finance, careers, professional education, training, business journalism, corporate history, personal growth, etc. — are eligible to be nominated.

F05. **Best Business Book:** All books published by persons or organizations in the U.S.A. since January 1, 2016, dealing with a subject related to business — finance, careers, professional education, training, business journalism, corporate history, personal growth, etc. — are eligible to be nominated. Note that up to 250 words may be submitted in this category.

Live Event Awards Categories

These categories recognize excellence in live events staged since January 1, 2016.

Information to be submitted online for entries in these categories for the 2017 ABAs will include:

a. An essay of up to 525 words describing the event: its genesis, goals, development, and results. You may include detailed production notes, audience demographics, etc.

b. Any number of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. These may include video clips, photographs, press reviews, news articles, and so on.

c. Optionally, you may list creative and production credits for your event — a list of the people and organizations that contributed to its development.

G01. **Best Brand Experience Event**

G02. **Best Consumer Event** (e.g. auto show, boat show, health & fitness expo, etc.)

G03. **Best Exhibition Display, Stand or Feature**

G04. **Best Tradeshow or Convention**

G05. **Best Association Event or Meeting**

G06. **Best Corporate Image Event**

G07. **Best New Product Introduction Event**

G08. **Best Internal Recognition / Motivational Event**

G09. **Best Public Relations Event**

Video Awards Categories

These categories recognize excellence in videos produced for a business-related purpose that were first released or otherwise made public since January 1, 2016.

Information to be submitted online for entries in these categories for the 2017 ABAs will include:

a. An essay of up to 200 words describing the video's purpose and results to date.

b. If applicable, the video itself, in the form of an attachment or a URL, which you must attach to your entry through our attachment/link uploading tool.

c. Optionally, you may list creative and production credits for your work - a list of the people and organizations that contributed to its development.

We prefer that you submit your video online. However, if you must submit your video on DVD, for review by the judges, you must first submit your entry information online. Then print out a copy of your entry and mail it with one (1) copy of the DVD to: The Stevie Awards, 10560 Main Street, Suite 519, Fairfax, VA 22030.

H01. **Branded Entertainment**

H02. **Corporate Overview**

H03. **Events & Webcasts**

H04. **Internal / Employee Communications**

H05. **Magazine Format**

H06. **Motivational**

H07. **Orientation**

H08. **P.R.: Annual Reports**

H09. **P.R.: Government**

H10. **P.R.: Industrial**

H11. **P.R.: Media & Entertainment**

H12. **P.R.: Non-profit Fund Raising**

H13. **P.R.: Other**

H14. **P.R.: Technology**

H15. **Sales: Direct Response Marketing**

H16. **Sales: Government**

H17. **Sales: Industrial**

H18. **Sales: Media & Entertainment**

H19. **Sales: Other**

H20. **Sales: Technology**

H21. **Sales: Product Sales**

H22. **Sales: Service Sales**

H23. **Security / Safety**

H24. **Training**

H25. **Travel & Tourism** (new category for 2017)

H26. **Viral**

Web Site Awards Categories

Recognizing excellence in web sites and blogs. There is no eligibility timeframe for these categories—it doesn't matter when the site or blog was first published or last updated.

Information to be submitted online for entries in these categories for the 2017 ABAs will include:

a. An essay of up to 200 words describing the site's purpose and achievements.

b. A link to the site, which you must attach to your entry through our attachment/link uploading tool. If your site is not publicly available (i.e. it's private or password protected), upload a video of up to three (3) minutes that demonstrates the features and functions of your site.

c. Optionally, you may list creative and production credits for your site—a list of the people and organizations that contribute to its development.

■ **Industry Categories | Specialty Categories**

F07. **Accounting**

F08. **Advertising, Marketing, & Public Relations**

F09. **Aerospace & Defense**

F10. **Automotive & Transport Equipment**

F11. **Banking**

F12. **Business Services**

F13. **Chemicals**

F14. **Computer Hardware**

F15. **Computer Software**

F16. **Computer Services**

F17. **Conglomerates**

F18. **Consumer Products—Durables**

F19. **Consumer Products—Non-Durables**

F20. **Diversified Services**

F21. **Electronics**

F22. **Energy**

F23. **Financial Services**

F24. **Food & Beverage**

F25. **Health Products & Services**

F26. **Hospitality & Leisure**

F27. **Insurance**

F28. **Legal**

F29. **Manufacturing**

F30. **Materials & Construction**

F31. **Media & Entertainment**

F32. **Metals & Mining**

F33. **Non-Profit Organizations**

F34. **Pharmaceuticals**

F35. **Real Estate**

F36. **Retail**

F37. **Telecommunications**

F38. **Transportation**

F39. **Utilities**

■ **Specialty Categories**

F40. **Best User Experience** (new category for 2017)

F41. **Best User Interface** (new category for 2017)

F42. **Best Web Writing / Content**

F43. **Best Home / Welcome Page**

F44. **Best Investor Relations Site**

F45. **Best Overall Web Design**

F46. **Best Online Press Room**

F47. **Best Training Site**

F48. **Best Use of Video or Moving Image**

F49. **Best Facebook Page**

F50. **Best Use of Instagram**

F51. **Best Twitter Feed**

21st Century Enterprise of the Year Awards Categories
sponsored by HCL America Inc.

HCL

Only nominees with a special sponsor-supplied promotion code may submit nominations to the following categories. If your organization is an HCL client and would like to submit nominations to these categories, please contact **aarti.p@hcl.com**.

T01. **Leader in Operational Excellence Through Autonomics**

T02. **Cloud Innovator of the Year**

T03. **Digital Transformer of the Year**

T04. **Connected Enterprise of the Year**

T05. **Leader in Marketing Excellence Through Technology**

T06. **Leader in Driving Business Through Analytics**

T07. **Social Media Leader of the Year**

Entry Kit for
The **15**th Annual
American
Business
AwardsSM

◗ Entry Preparation Tips

1. Write Your Entries Before Submitting Them

Write your entries offline, so that you have a permanent record of them. It will then take just a few minutes to submit them through our easy-to-use online submission system. Don't write your entries on the fly online — if something goes wrong with your computer or there's a momentary glitch in our online system, your work may be lost.

2. Include Supporting Materials and Links

For most categories, attaching supporting files or web URLs to your entries is optional. But we strongly recommend that if you have no other materials to append to your entry, you *at least* provide the URL to your organization's website, so that the judges have access to some additional, basic information about your organization

3. Focus on Achievements During the Eligiblity Period

The eligibility period for The 2017 American Business Awards extends from January 1, 2016 through March 15, 2017. (There is no eligibility timeframe for app and website entries.) While your entries may make reference to achievements from before this period, they should focus extensively on achievements during the eligibility period. The judges will not give high scores to your entries if they don't.

4. How to Submit Entries for Multiple Clients

If you're a PR or marketing agency and you want to submit entries on behalf of multiple clients, you don't have to create separate entry-submission accounts in our online system for each client. Instead, create one account in your agency's name, with your agency's contact information and description in the account. Then begin each entry's title with the name of the client; for example, "ABC Company: Jane Smith, CEO" or "XYZ Company: The XYZ Company Website." That will be our cue that you intended to submit the entries in your clients' names, and we'll know that if they're recognized as Stevie winners the awards should be presented to your clients, not your agency.

5. Test Your Links

If you include links to online videos, images, or other supporting materials with your entries, test your links before you submit your entries. Preview an entry before you submit it, and click your links in it to ensure that they are valid and will present to the judges the content you would like them to see.

6. Video Entries and Other Media Materials

When you attach materials to your entries for judges' review, consider that judges have only a few minutes to review and rate each entry. They do not have time to wait many minutes to download materials from Hightail, Dropbox, Box.com, or similar services. Your attachments should be directly downloadable and immediately accessible to judges.

If you want the judges to review a video, we prefer that you provide a link to a hosted version on YouTube, Vimeo, or a similar service that will begin to play instantaneously when a judge wants to access it. If you absolutely cannot do that, we encourage you to upload your video file to our server.

Resources to Help Prepare Your Entries

Most public relations agencies and independent practitioners have experience writing Stevie Awards entries. If you don't have the time to prepare, write and submit your American Business Awards entries, we suggest you turn to a PR pro to help you.

There are also several communications professionals who specialize in writing Stevie Awards entries. Two we can recommend are:

Susan Lewis,
slewis@pairelations.com

Melissa Sones,
melissasonesconsulting@gmail.com

⟩ 10 Reasons to Enter

1. Entering the ABAs is a cost-effective way to thank and honor your valued employees and to build or burnish your brand.

2. The entry process itself is valuable. In preparing your nominations you'll research and write succinct, compelling stories of achievement within your organization that you can use in other ways.

3. Small companies have just as much chance to win a Stevie as big companies do. Every year, household-name companies such as Apple, Delta Faucet, and Ford Motor Company are joined in the winners' circle by small and medium-size organizations that are still building their brands.

4. There are scores of categories covering every aspect of business, from management and finance, to marketing and public relations, to product development, customer service, and human resources.

5. If you're a marketing agency or media production company, your work will be reviewed and honored by potential *clients,* not just your competitors, and there are many categories for web sites and apps, marketing campaigns, video productions, and other media.

6. Many of the world's top business leaders will review your nominations during the judging process, and you'll have access to all of their comments about your entries and your business — an invaluable resource.

7. If you win a Stevie Award you'll get to make a 30-second acceptance speech...before an audience of hundreds of executives from across the country...during a live web broadcast.

8. The Stevie Award is one of the world's most impressive trophies — it will wow clients, partners, colleagues and staff.

9. We'll promote your win across our web site and media. We get more than 70,000 visitors to our site every month, have more than 24,000 weekly email newsletter subscribers, and many thousands of Facebook, LinkedIn, and Twitter followers.

10. As a Stevie winner you'll get a range of free tools that you can use to promote your award, including winner logos and press release templates.

The Stevie® Award

The Stevie Award trophy is one of the world's most coveted prizes. Since 2002 the Gold Stevie Award has been conferred for achievement in business to organizations and individuals in more than 60 nations.

The name Stevie is taken from the name Stephen, which is derived from the Greek for "crowned."

The crystal pyramid held aloft by Stevie represents the hierarchy of human needs, a system often represented as a pyramid that was developed in the 1960s by psychologist Abraham Maslow, who observed that after their basic needs are met, human beings seek the esteem of their peers.

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