THE STEVIES™

THE 16TH ANNUAL AMERICAN BUSINESS AWARDS℠

Entry Kit

Complete instructions about how to prepare and submit nominations to the U.S.A.'s premier business awards program

We invite your organization to submit nominations to The 2018 (16th Annual) American Business Awards℠, 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 2017 competition attracted more than 3,600 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. 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 11 awards banquet in New York.

We hope your organization will submit entries to The 2018 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 2018 ABAs

Table of Contents

Monitor Stevie® Awards Social Media for Updates to the Calendar

November 16, 2017	First early-bird entry deadline
December 13	Second early-bird entry deadline
February 15, 2018	Final entry deadline
March 14	~~Last day to submit late entries with payment of $55/entry late fee~~
April 22	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 1	Final day of voting for the People's Choice Stevie Awards for Favorite New Products
June 5	Winners announced in People's Choice Stevie Awards for Favorite New Products
June 6	Last day to purchase tickets for awards banquet
June 11	Awards banquet, Marriott Marquis Hotel, New York

FINAL DEADLINE EXTENDED TO APRIL 13

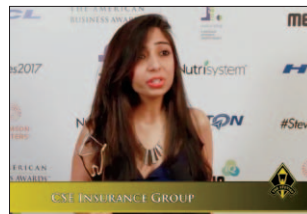## What Some Past Stevie® Winners Say About Their Awards
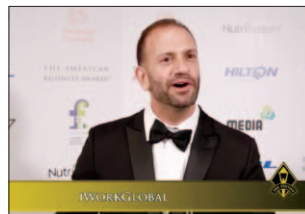
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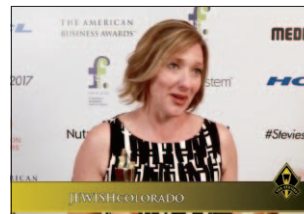
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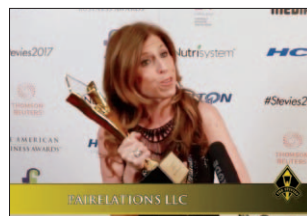
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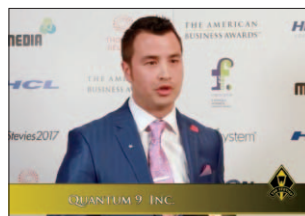
Collette

CSE Insurance Group

iWorkGlobal

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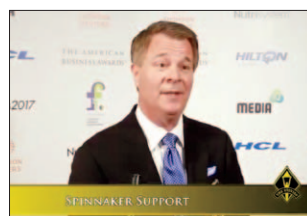
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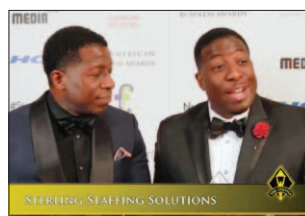PAIRELATIONS LLC

Quantum 9 Inc.

SCAN

Spend Management Experts LLC

Spinnaker Support

Sterling Staffing Solutions

T. H. Easter Consulting

Thomson Reuters

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. 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 2018 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 **READY? ENTER NOW** button at the top of any page.

02   Complete the registration form to create the account through which you'll submit your nominations. Or login to your existing account, if you already have one.

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 17	Submitted Before December 14	Submitted Before February 16	Submitted After February 15 (includes $55 late fee)
Web Site, Video, App, Live Event, and Annual Report/Publication Categories				
App & Mobile Website categories	$215	$245	$280	$335
Live Event categories	$215	$245	$280	$335
Publications categories	$215	$245	$280	$335
Video categories	$215	$245	$280	$335
Website categories	$215	$245	$280	$335
Marketing Categories				
Marketing Campaign of the Year categories (E01–E50)	$420	$455	$490	$545
E51. Marketing or Advertising Agency of the Year	$420	$455	$490	$545
E52. Marketing Department of the Year	$420	$455	$490	$545
E53. Marketing Team of the Year	$420	$455	$490	$545
E54. Marketing Executive of the Year	$185	$210	$235	$290
E55. Marketing Professional of the Year (for non-executive marketing professionals)	FREE	FREE	FREE	$55
Management Categories				
Executive of the Year (A01–A38, A40)	$255	$280	$305	$360
A39. Management Team of the Year	$420	$455	$490	$545
Entrepreneur Categories				
Individual Categories (D01–D35)	$255	$280	$305	$360
D40. Founding Team of the Year	$420	$455	$490	$545
Company / Organization Categories				
Company/Organization of the Year categories (B01–B35)	$420	$455	$490	$545
Startup of the Year categories (B36–B37)	FREE	FREE	FREE	$55
Innovation categories (B38–B41)	$420	$455	$490	$545
B42. CSR Program of the Year categories	$420	$455	$490	$545
Fastest-Growing Company categories (B43–B44)	$420	$455	$490	$545
B45. Minority-Owned Business of the Year	$420	$455	$490	$545
B46. Veteran-Owned Business of the Year	$420	$455	$490	$545
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–z)	$420	$455	$490	$545
C01. Public Relations Agency of the Year	$420	$455	$490	$545
C02. Communications Department of the Year	$420	$455	$490	$545
C03. Communications Team of the Year	$420	$455	$490	$545
C06. PR Innovation of the Year	$420	$455	$490	$545
C07. Communications, Investor Relations, or PR Executive of the Year	$185	$210	$235	$290
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	$420	$455	$490	$545
J02. Customer Service Team of the Year	$420	$455	$490	$545
J03. Customer Service Executive of the Year	$185	$210	$235	$290
Human Resources Categories				
L01. Human Resources Department of the Year	$420	$455	$490	$545
L02. Human Resources Team of the Year	$420	$455	$490	$545
L03. Human Resources Executive of the Year	$185	$210	$235	$290
Information Technology Categories				
N01. Information Technology Department of the Year	$420	$455	$490	$545
N02. Information Technology Team of the Year	$420	$455	$490	$545
N03. Information Technology Executive of the Year	$185	$210	$235	$290
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–P75, S01–S64)	$420	$455	$490	$545
P96. Product Development/Management Department or Team of the Year	$420	$455	$490	$545
P97. Product Development/Management Executive of the Year	$185	$210	$235	$290
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	$420	$455	$490	$545
R02. Best Support Team of the Year	$420	$455	$490	$545
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 15, 2018.**

◗ 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 2018 ABAs will include:

a. An essay of up to 650 words describing the nominated organization's achievements since January 1, 2017.

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, 2017.

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).

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

B01. **Advertising, Marketing, & Public Relations**
B02. **Aerospace & Defense**
B03. **Apparel, Beauty & Fashion**
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**
B15. **Diversified Services**
B16. **Electronics**
B17. **Energy**
B18. **Financial Services**
B19. **Food & Beverage**
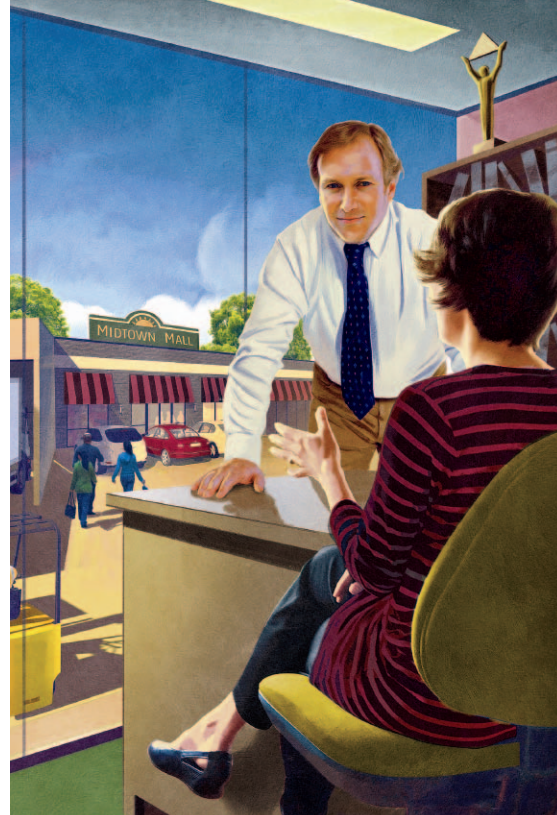B20. **Health Products & Services**
B21. **Hospitality & Leisure**
B22. **Insurance**
B23. **Internet / New Media**
B24. **Legal**
B25. **Manufacturing**

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, 2016). **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, 2016). **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 business models, 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 2017 over 2016)

    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 2017 over 2016)

    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, 2017 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, 2017 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, 2017. **There is no entry fee for this category.**

Entrepreneur Awards Categories

These are new categories for 2018. They will recognize the achievements since the beginning of 2017 of individual entrepreneurs and founding teams. It doesn't matter when their companies were started, but the nominations must focus on their achievements since the beginning of 2017.

Information to be submitted online for entries in these categories for the 2018 ABAs will include:

a. An essay of up to 650 words describing the nominee's accomplishments since January 1, 2017.

b. In bullet-list form, a brief summary of up to ten (10) of the chief accomplishments of the nominee since January 1, 2017.

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.

D40. **Founding Team of the Year**

    a. Business Product Industries

    b. Business Service Industries

    c. Consumer Product Industries

    d. Consumer Service Industries

Entrepreneur of the Year (any member of the founding team of an organization may be nominated)

D01. **Advertising, Marketing, & Public Relations**

D02. **Aerospace & Defense**

D03. **Apparel, Beauty & Fashion**

D04. **Automotive & Transport Equipment**

D05. **Banking**

D06. **Business & Professional Services**

D07. **Chemicals**

D08. **Computer Hardware**

D09. **Computer Software**

    a. Up to 500 Employees

    b. 500 or More Employees

D10. **Computer Services**
D11. **Conglomerates**
D12. **Consumer Products — Durables**
D13. **Consumer Products — Non-Durables**
D14. **Consumer Services**
D15. **Diversified Services**
D16. **Electronics**
D17. **Energy**
D18. **Financial Services**
D19. **Food & Beverage**
D20. **Health Products & Services**
D21. **Hospitality & Leisure**
D22. **Insurance**
D23. **Internet/News Media**
D24. **Legal**
D25. **Manufacturing**
D26. **Materials & Construction**
D27. **Media & Entertainment**
D28. **Metals & Mining**
D29. **Non-Profit Organizations**
D30. **Pharmaceuticals**
D31. **Real Estate**
D32. **Retail**
D33. **Telecommunications**
D34. **Transportation**
D35. **Utilities**

Management Awards Categories

Recognizing the achievements of executive managers and management teams.

Information to be submitted online for entries in these categories for the 2018 ABAs will include:

a. An essay of up to 650 words describing the nominee's accomplishments since January 1, 2017.

b. In bullet-list form, a brief summary of up to ten (10) of the chief accomplishments of the nominee since January 1, 2017.

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**
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**

A15. **Diversified Services**

A16. **Electronics**

A17. **Energy**

A18. **Financial Services**

A19. **Food & Beverage**

A20. **Health Products & Services**

A21. **Hospitality & Leisure**

A22. **Insurance**

A23. **Internet/News 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 2017
- 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 2017
- 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 2017
- 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

A40. **Lifetime Achievement Award. (New categories for 2018)** These categories will recognize the entire careers of professionals who have worked at least 20 years. In these categories you may describe the individual nominee's achievements over their entire career, not just since the beginning of 2017.
   a. Business Products Industries
   b. Business Services Industries
   c. Consumer Products Industries
   d. Consumer Services Industries

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 2018 ABAs will include:

a. An essay of up to 650 words describing the nominee's achievements since January 1, 2017. 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, 2017. 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.
   c. **Community Relations:** campaigns/programs that aim to improve relations with communities in which the sponsoring organization has an interest, need or opportunity.
   d. **Corporate Communications:** campaigns/programs that enhance a company's overall reputation through corporate communications. **(New category for 2018)**
   e. **Crisis Communications:** campaigns/programs undertaken to deal with an unplanned event and requiring immediate response.
   f. **Environmental:** campaigns/programs focused on an environmental issue with substantial results for society. **(New category for 2018)**
   g. **Events & Observances:** campaigns/programs that generate awareness of or document commemorations, observances, openings, celebrations, and other types of events.
   h. **Global Issues:** campaigns/programs that demonstrate effective global communications implemented in at least two countries.

i. **Healthcare:** campaigns/programs in the healthcare sector, including business-to-business and consumer campaigns.

j. **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

k. **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.

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

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

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

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

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

q. **Media Relations:** recognizing effective traditional media relations in a PR campaign.

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

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

t. **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.

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

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

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

x. **Sponsorship:** campaigns/programs that promote or create awareness of sponsorship of an event or activity.

y. **Technology:** campaign/programs in the technology sector, including business-to-business and consumer campaigns.

z. **Travel & Tourism:** campaigns/programs designed to advance the interests of clients in the transport, travel, hotel or tourism industries.

C06. **PR Innovation of the Year:** this category will recognize singular innovations in communications practice, research, technology, or management since the beginning of 2017.

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 2018 ABAs will include:

a. An essay of up to 650 words describing the nominee's accomplishments since January 1, 2017.

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 2017.

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 human resources functions.

Information to be submitted online for entries in these categories for the 2018 ABAs will include:

a. An essay of up to 650 words describing the nominee's accomplishments since January 1, 2017.

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 2017.

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 information technology, software, web development, etc. functions.

Information to be submitted online for entries in these categories for the 2018 ABAs will include:

a. An essay of up to 650 words describing the nominee's accomplishments since January 1, 2017.

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 2017.

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.**

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Awards

Marketing Awards Categories

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

Information to be submitted online for entries in these categories for the 2018 ABAs will include:

a. An essay of up to 650 words describing the nominee's accomplishments since January 1, 2017. 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 2017. 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.
New for 2018, this category is divided into the following three sections:
   a. **Consumer/DTC**
   b. **Devices**
   c. **Professional**

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, package tracking, 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. **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.

E41. **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.

E42. **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.

E43. **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.

E44. **Engaged Community of the Year:** recognizing brands for creating content, experiences, platforms, news, etc. that get their communities to grow, engage, share, act or amplify messaging in a way that directly relates to a brand's goals. Your entry should state how you managed the community, how you defined effectiveness around the community, and what was achieved. **(New category for 2018)**

E45. **Mobile Marketing Campaign of the Year:** for campaigns targeted to consumers' mobile devices.

E46. **Online Marketing Campaign of the Year:** for campaigns that were conducted in their entirety online.

E47. **New Product or Service Introduction of the Year:** for campaigns conducted to introduce a new product or service to the U.S. market.

E48. **Small-Budget Marketing Campaign of the Year (<$3 million)**

E49. **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.

E50. **Youth Marketing Campaign of the Year:** for campaigns that targeted the youth market (up to age 24).

■ **Marketing Professional Categories**

E51. **Marketing or Advertising Agency of the Year**

E52. **Marketing Department of the Year**

E53. **Marketing Team of the Year**

E54. **Marketing Executive of the Year**

E55. **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 2017 are eligible to be nominated. **Both brand-new and new-version products are eligible.**

Information to be submitted online for entries in these categories for the 2018 ABAs will include:

a. An essay of up to 650 words describing the nominee's achievements since January 1, 2017 — 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 2017 — 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 1, and the winners will be honored at the ABA awards banquet on June 11. 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:** Recognizes tangible B2B products. Do not enter software products in this category, enter them in one of the software categories below.

P02. **Business-to-Business Services:** Recognizes B2B service offerings.

P03. **Consumer Electronics:** Recognizes all types of products under the umbrella of consumer electronics.

P04. **Consumer Products:** Recognizes all types of consumer products except those that fit in one of the other categories here.

P05. **Consumer Services:** Recognizes all service offerings for consumers.

P06. **Financial Services**: Recognizes all types of financial products and services.

P07. **Hardware — Computer:** Recognizes computer hardware products except those that fit in one of the other categories here.

P08. **Hardware — Networking:** Recognizes networking products and solutions.

P09. **Hardware — Peripheral:** Recognizes computer peripheral products.

P10. **Hardware — Semiconductor or Other Electronic Component:** Recognizes all types of semiconductor and electronic component products.

P11. **Hardware — Storage:** Recognizes storage products and solutions, for both B2B and consumer.

P12. **Hardware — Other:** Recognizes computer-related hardware products that don't fit into one of the other categories here.

P13. **Health & Pharmaceuticals — Product:** Recognizes tangible health and pharmaceutical products, for trade or consumer.

P14. **Health & Pharmaceutical — Service:** Recognizes health and pharmaceutical-related services, for trade or consumer.

P15. **Industrial Products & Services:** Recognizes all types of industrial products and services used in manufacturing, logistics, etc., except for software solutions.

P16. **Media & Entertainment — Product:** Recognizes tangible media or entertainment products, for trade or consumer.

P17. **Media & Entertainment — Service:** Recognizes media or entertainment services, for trade or consumer.

P18. **Telecommunications — Product:** Recognizes tangible telecommunications-related products.

P19. **Telecommunications — Service:** Recognizes telecommunications services, for trade or consumer.

P20. **Transportation:** Recognizes transportation-related products and services, for trade or consumer.

■ **Software**

P21. **Software — Application Programming Interface (API) Management Solution:** Recognizes the best platforms that create a centralized API architecture that makes the process of making, securing, deploying and managing high-performance interfaces significantly simpler and more consistent.

P22. **Software — Artificial Intelligence/Machine Learning Solution:** Recognizes solutions that enable computer-based systems to exhibit intelligent behavior in complex situations to solve problems, communicate with people, and perceive and interact with the physical world. **(New category for 2018)**

P23. **Software — Asset Management Solution:** Recognizes the best solutions for managing large amounts of digital assets, across various formats. Digital assets may include analytics, useage data, images, content, etc.

P24. **Software — Big Data Solution:** Recognizes the best solutions for reporting and analyzing actionable intelligence from massive data sets containing a variety of data types, or the best platform for enabling organizations in developing, deploying, operating and managing a big data infrastructure/environment.

P25. **Software—Blockchain Solution:** Recognizes the best solutions for creating and managing shared, immutable ledgers for recording the history of transactions. **(New category for 2018)**

P26. **Software—Business or Competitive Intelligence Solution:** Recognizes the best solutions for reporting and analyzing data into useful information for business purposes, or the best platform for enabling enterprises to build BI into their applications by providing analysis, information delivery and platform integration.

P27. **Software—Cloud Application/Service:** Recognize the best solutions that operate in the cloud.

P28. **Software—Cloud Enterprise Resource Planning (ERP) Solution:** Recognizes the best cloud platforms for collecting, storing, managing and interpreting data from many business activities. Can include but is not limited to finance, HR functions, product planning, purchasing, manufacturing, and service delivery.

P29. **Software—Cloud Infrastructure:** Recognizes the best infrastructure solutions for the deployment of cloud-based offerings.

P30. **Software—Cloud Platform:** Recognizes the best overall platforms for the deployment of cloud-based offerings.

P31. **Software—Cloud Storage & Backup Solution:** Recognizes the best cloud-based solutions for storing and/or backing up data. Includes block storage, file storage, backup, archive, disaster recovery, and encryption.

P32. **Software—Collaboration/Social Networking Solution:** Recognizes the best applications that aid collaboration, communication, filesharing and the process of problem solving for teams working together over geographic distances.

P33. **Software—Content Management Solution:** Recognizes the best tools, platforms or services that allow users to sort through vast amounts of content and present it in a meaningful and organized way. Solutions allow users to arrange, display, collect, organize, co-create, share and manipulate content.

P34. **Software—Corporate Learning/Workforce Development Solution:** Recognizes the best platforms, services or providers that support the efforts of organizations (business, government, academia) to educate employees about specific knowledge that aids in the successful execution of an employee's job. Includes applications that educate on internal processes, practices, expectations and objectives of workplace assignments.

P35. **Software—Data Visualization Technology:** Recognizes the best tools or technologies to communicate or tell a story of data or information by displaying it as visual objects or a graphic to communicate the information clearly to users.

P36. **Software—DevOps Solution:** Recognizes the best solutions that aid in unifying software development (Dev) and software operation (Ops), by promoting automation and monitoring at all steps of software construction, from integration, testing, releasing to deployment and infrastructure management. **(New category for 2018)**

P37. **Software—Electronic Commerce Solution:** Recognizes the best software solutions designed to facilitate the purchase of products and services online. Includes credit card processing systems, personalization tools, shopping carts, comparison bots, order forms, delivery/shipping management systems, etc.

P38. **Software—Endpoint Security Management Solution:** Recognizes the best solutions that requires endpoint devices to comply with specific criteria before granted access to network resources. Includes antivirus, antispyware, personal firewall, host intrusion prevention, file/disk encryption, endpoint DLP, etc.

P39. **Software—Event Management Solution:** Recognizes the best solutions for managing the production and execution for events. Includes registration, payment processing, sponsor and attendee management, event marketing, reporting, event program, budgeting, etc.

P40. **Software—Financial Management Solution:** Recognizes the best software solutions that automate business accounting and money management including accounts payable/receivable, general ledger, budgeting, resource allocation, reporting, etc.

P41. **Software—FinTech Solution:** Recognizes the best solutions to make financial services more efficient by demonstrating an incremental or radical/disruptive innovation development of applications, processes, products or business models in the financial services industry. This can include but is not limited to financing, insurance, investments, payments, advisory, security, etc.

P42. **Software—Governance, Risk & Compliance Solution:** Recognizes the best software solutions that provide a structured and systematic approach to ensure proper governance, manage risks and ensure compliance across an organization.

P43. **Software—Healthcare Technology Solution:** Recognizes the best solutions for improving care quality, patient safety, efficiency, medical information and/or data exchange to healthcare professionals or consumers.

P44. **Software — Human Capital Management Solution:** Recognizes the best solutions that automate any aspect of human resources management and talent acquisition, including HRIS, benefits administration, recruiting, payroll, and performance appraisal.

P45. **Software — Identity & Access Security Solution:** Recognizes the best solutions that enable the right individuals to access the right resources at the right times and for the right reasons.

P46. **Software — Infrastructure as a Service:** Recognizes the best solutions for providing infrastructure as a service, including infrastructure, provisioning, security, reporting/controls, storage, and backup in a seamless, scalable, and flexible manner.

P47. **Software — Insurance Solution:** Recognizes the best solutions for managing any aspect of the insurance industry, from billing and policy operations to solutions for agents, underwriters, shoppers and insureds. **(New category for 2018)**

P48. **Software — Integration Solution:** Recognizes the best solutions designed to integrate disparate applications, operating systems, data, and/or business processes used within an organization in order to simplify and automate their use and eliminate silos of information and functionality through dashboards or other approaches.

P49. **Software — International Data Protection Solution:** Recognizes the best solutions that protect data across multiple platforms and locations, globally.

P50. **Software — IoT Analytics Solution:** Recognizes the best applications for measuring and transforming Internet of Things (IoT) data into business intelligence.

P51. **Software — IT Operations Management Solution:** Recognizes the best solutions for joining financial, contractual, licensing, and inventory functions to support the IT environment.

P52. **Software — IT Service Management Solution:** Recognizes the best solutions that align the delivery of IT services with the needs of the business to deliver best services to employees and clients.

P53. **Software — Lead Generation Solution:** Recognizes the best solutions that enable organizations to efficiently collect, manage, grade, distribute and respond to sales leads.

P54. **Software — Manufacturing Solution:** Recognizes the best solutions used in manufacturing. Nominated solutions may offer features including, among others, accounting integration, estimation, inventory management, work order flexibility, bill of materials replication, production stage management, packing slip generation, etc. **(New category for 2018)**

P55. **Software — Marketing/Public Relations Solution:** Recognizes the best solutions that enable companies to target, measure, and market, products and services to reach consumers and customers online, on mobile devices and even off-line. Solutions can include (but not limited to) marketing tactics such as SEO, SEM, social media, display advertising, native advertising, content marketing automation, marketing management, campaign management and deployment, and mobile marketing.

P56. **Software — Migration as a Service:** Recognizes the best cloud services for migrating application from virtual or physical environments to the cloud or in between clouds.

P57. **Software — Mobile Development Solution:** Recognizes the best tools or resources for designing, creating or testing mobile applications. Includes programming language, toolkits, diagnostic programs, IDE, applet and plug-in development tools, database development programs, etc.

P58. **Software — Mobile On-Demand Application:** Recognizes the best mobile applications for B2B users or consumers. For more category options for apps, see the Mobile Site & App categories.

P59. **Software — Mobile Operations Management Solution:** Recognizes the best solutions for managing the deployment and operations of products and services offered for the mobile use of B2B users or consumers.

P60 **Software — Network Security Solution:** Recognizes the best solutions for preventing and monitoring unauthorized access, misuse, modification, or denial of a computer network and network-accessible resources. Includes firewall, intrusion prevention and detection, unified threat management, VPN, etc.

P61. **Software — News Monitoring Solution:** Recognizes the best solutions for monitoring, analyzing and drawing insights from a wide range of content, including news, opinions and conversations.

P62. **Software — Payments Solution:** Recognizes the best solutions for passing authorization, payments, and settlement data between a merchant's website and the merchant's processor.

P63. **Software—Platform as a Service:** Recognizes the best platforms as a service (PaaS) that increase the speed of development of applications, reduce cost of development, automate deployment, and provide flexibility and scalability. This includes enablement capabilities.

P64. **Software—Project Management Solution:** Recognizes the best business solutions that automate any aspect of managing project-based business activities. Includes estimation and planning, scheduling, cost control and budget management, resource allocation, collaboration, etc.

P65. **Software—Ransomware Removal Tool:** Recognizes the best solutions for identifying, isolating and removing ransomware from technology systems. **(New category for 2018)**

P66. **Software—Real Estate or Construction Management Solution:** Recognizes the best solutions that automate and improve the planning, design, construction and operation of facilities.

P67. **Software—Relationship Management Solution:** Recognizes the best software solutions designed to expand a company's knowledge about, and relationship with, its current or potential customers and/or partners. Includes CRM, PRM, SFA, marketing automation, personalization products and services.

P68. **Software—SaaS Enablement as a Service:** Recognizes the best services for helping independent software vendors (ISVs) size, deploy and test applications so that they are fully optimized for Cloud delivery.

P69. **Software—Social Business Solution:** Recognizes the best solutions for managing and monitoring social media campaigns, building and engaging customers, and collecting and analyzing data, across multiple social networks.

P70. **Software—Software Defined Infrastructure:** Recognizes the best solutions for creating technical computing infrastructure that is entirely under the control of software with no operator or human intervention. It operates independent of any hardware-specific dependencies and is programmatically extensible. **(New category for 2018)**

P71. **Software—Software Development Solution:** Recognizes the best tools or resources for designing, creating or testing software applications. Includes programming language, toolkits, diagnostic programs, IDE, applet and plug-in development tools, database development programs, etc.

P72. **Software—Supply Chain Management Solution:** Recognizes the best solutions for coordination and collaboration with suppliers, intermediaries, third-party service providers, and customers in the movement and storage of materials and equipment; work-in-process inventory, and finished goods from point of origin to point of consumption.

P73. **Software—Systems Management Solution:** Recognizes the best solutions that align the delivery of IT services with the needs of the business to deliver best services to employees and clients.

P74. **Software—Web Services Solution:** Recognizes the best solutions that that use XML-based messages to exchange data between applications.

P75. **Software—Other:** Recognizes the best software products and solutions that don't fit into one of the many other software categories listed here.
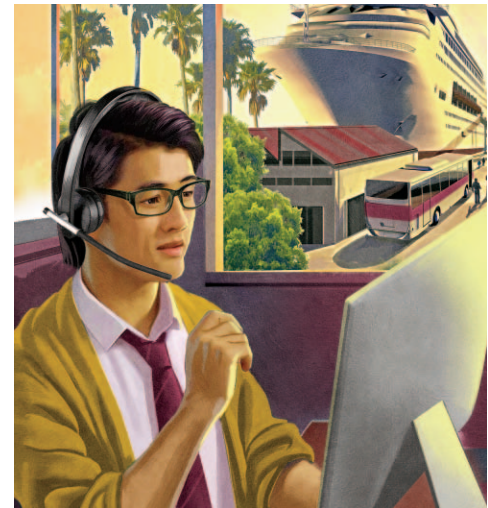
■ Content

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

S40. **Content—Advertising or Campaign Management Platform:** Recognizes the best platforms that help companies manage their marketing and advertising. The platforms may include integrated planning, execution and attribution, and campaign management that enable the user to adjust/optimize advertising spend.

S41. **Content—Aggregation Platform:** Recognizes services that make the best use of information aggregated from disparate sources for business users or consumers.

S42. **Content—Business Directory:** Recognizes the best Business Directories for use by consumers or other business professionals. Nominees may submit solutions developed for online or for mobile applications and can be developed for the broader market or customized based on a specific user community or vertical market.

S43. **Content — Business Information Solution:** Recognizes the best information solutions that help business professionals with their daily job functions: sales, marketing, strategy, business development, research or other corporate functions.

S44. **Content — Content Analytics Solution:** Recognizes the best content and data analytics solutions that help providers understand content utilization and data. Nominees may submit analytics solutions that include proprietary platforms and algorithmic software that measure, evaluate and analyze content and data. May include mobile tracking and analytics.

S45. **Content — Content Marketing Solution:** Recognizes the best solutions for creating compelling and engaging content and distributing that content in a targeted manner across various media.

S46. **Content — Content Rights and Delivery Solution:** Recognizes innovative Content Delivery solutions that best enable the secure electronic transfer of information or software for rental or purchase, including subsequent secure distribution and reuse with the fewest barriers to usage.

S47. **Content — Crowd Sourced Information Solution:** Recognizes the best Crowd Sourcing products or services designed for use by media companies, publishers and information providers. Nominees may submit solutions that are managed services, enterprise platforms or those that supply labor pools. The nominees' solutions can address micro-tasking, creative or engineering needs and the like.

S48. **Content — eCommerce & Billing Platform:** Recognizes the best eCommerce & Billing Platforms specifically designed for media, publishers and information providers. Nominees may submit solutions that support revenue collection such as subscription billing, single issue and content sales and/or specialty billing for media, publishers and information providers. Solutions may include online, mobile, social media and other channels their end-users and customers utilize.

S49. **Content — Financial & Market Data Information Solution:** Recognizes the Best Financial & Market Data Solutions designed for professionals in the financial and capital markets industries. Nominees may submit solutions that provide financial, market data and related information for market practitioners. Includes real-time data services, reference data solutions, or historical data, financial news services, market analysis & research, credit services, capital markets, commodities & energy, foreign exchange, fixed income and/or merger and acquisition information.

S50. **Content — General Reference Service:** Recognizes the best reference tools for use by business professionals and researchers. Tools and/or solutions provide data, answers, articles and/or abstracts via online, mobile or other platforms.

S51. **Content — Health & Medical Information Solution:** Recognizes the best information solutions for medical and health professionals or consumers. Nominees may submit solutions for consumers, medical and healthcare professionals, or both.

S52. **Content — Information Service Delivered as Mobile App or Platform:** Recognizes the most popular or innovative information services delivered in a mobile platform or an app, providing any kind of digital content in an information-as-a-service solution that saves users of any job function time and money over traditional delivery methods. Nominees can also be in specialized verticals or media categories.

S53. **Content — Legal Information Solution:** Recognizes the best Legal Information Solutions designed for the legal professional. Nominees may submit solutions that provide access to primary and secondary legal research sources; business & practice performance development tools as well as litigation support, workflow, and e-discovery solutions designed for the legal profession.

S54. **Content — Media & Information Monitoring Solution:** Recognizes the best solutions for monitoring, analyzing and drawing insights from a wide range of content, including news, opinions and conversations. The best solution will capture content across various forms of digital and traditional media, including web, mobile, social, TV, print, etc.

S55. **Content — Multichannel Publishing Technology:** Recognizes the best vehicles disseminating multiple forms of content (e.g. text, video, data, etc.), through multiple channels (e.g. web, mobile, print, broadcast etc.).

S56. **Content — Sales & Marketing Intelligence Solution:** Recognizes the best Sales & Marketing Intelligence solutions, which empower sales and marketing professionals with key data, insights and analytics to help drive business development and target potential sales prospects.

S57. **Content — Scholarly Publishing Information Solution:** Recognizes the best research information solutions that provides high quality content while meeting the rigorous standards for academic and scientific researchers and professionals.

S58. **Content — Science and Technology Information Solution:** Recognizes the best information solutions for science, engineering, and technology professionals or consumers.

S59. **Content — Search Technology Solution:** Recognizes the enterprise search solutions designed for media, publishers, and information providers that best facilitate the finding of information by end-users.

S60. **Content — Semantic Technology Platform, Tools and Applications:** Recognizes the semantic technology platforms with the best tooling and enterprise features.

S61. **Content — Service Using Aggregated Content:** Recognizes the products or services that make the best use of information aggregated from disparate sources. Nominees may include solutions that directly serve business users or consumers, or that package content for reuse, resale, or redistribution.

S62. **Content — Solution for Integrating Content into the Workflow:** Recognizes the best solutions for integrating content into an end-user workflow. Nominees may include complete end-to-end user applications or integration of content and/or new features into an existing solution for any professional audience (e.g., Sales, Legal, Financial, Scientific, Medical, etc.).

S63. **Content — Subscription Management Solution:** Recognizes the best solutions to help companies manage all aspects of the subscription lifecycle. Subscription management includes onboarding, assisted or unassisted subscription sales, pricing and packaging, billing, invoicing, payments, reporting, and financial management.

S64. **Content — Video Platform for Media & Publishers:** Recognizes the best video platforms specifically designed for media, publishers and information providers dedicated to publishing, distributing and/or monetizing video assets.

■ 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:** Recongizes the best software solutions or digital tools designed for PK–12 or postsecondary learners. The solutions support educational goals within all media arts, music, theater, and visual arts areas, and helps develop fine arts skills, knowledge, and creative practices that enhance learning practices for multiple content areas.

S02. **Education — Career and Workforce Readiness Solution:** Recognizes the best software solutions or digital services that develop skills and knowledge needed in the 21st Century workforce. Includes applications that help close the gap between a learner's current interest and skills and the needs and expectations in the workplace.

S03. **Education — Classroom Management Solution:** Recognizes the best systems designed for PK–12 educators that provide any or all of the following: student information systems, data management and reporting tools, gradebooks, standards (including Common Core) alignment tools, packages that link data and resources to instruction, and other platform tools that take user content.

S04. **Education — Collaborative Social Media Solution for Educators:** Recognizes the best online systems designed to provide social learning, collaborative and community support for PK–12 or postsecondary education faculty and administration. Includes tools for communication, professional learning experiences, resource centers, collaboration and planning tools,and other interactive, social media solutions.

S05. **Education — Cross-Curricular Solution:** Recognizes the best software tools for students, educators or administrators that can be used in multiple curriculum areas in the PK–12 or postsecondary market. Includes language literacy or productivity and creativity solutions that support instruction or management across different courses or subject areas, such as career planning, document creation, graphic design, problem solving or web development.

S06. **Education — Education Cloud-based Solution:** Recognizes the best cloud-based solutions that are always available to educational users regardless of location, are multi-platform, and provide ubiquitous access to faculty, administration, and students. Provide all applications and files for anywhere, anytime availability with an Internet connection, using devices at home or at school, from desktops to laptops to tablet or smartphones.

S07. **Education — ELL/World Language Acquisition Instructional Solution:** Recognizes the best instructional solutions for English as a Second Language (ESL), English Language Learners (ELL), and World Languages for students in the PK – 12 or postsecondary market. Includes language learning curricula and content that can be managed classroom/course-based instruction or online supplemental instruction.

S08. **Education — Game-based Curriculum Solution:** Recognizes the best curriculum solutions that use gaming elements as an integral component of a curriuculm or assessment product. Designed for PK – 12, postsecondary, or adult students to enable them to learn/apply concepts by using a compelling game environment that is academically and pedagogically sound.

S09. **Education — Instructional Solution in Other Curriculum Areas:** Recognizes the best applications focusing on non-core curriculum areas for students in the PK – 12 or postsecondary market. These areas include (but are not limited to) art, music, health, technology, engineering, computer science or business.

S10. **Education — K – 12 Course or Learning Management Solution:** Recognizes the best digital learning environment/ systems designed for K – 12 educators to manage curriculum-based content, student access and use, diagnostic and remediation programs, data management and reporting tools. Enables the teacher to register, access, and build course materials, communicate with students, and acquire content, developed by students, colleagues or a provider. Includes course and content-based learning management systems used by students.

S11. **Education — K – 12 Enterprise Solution:** Recognizes the best non-instructional, business management applications or services that support education enterprises in the PK – 12 market, including transportation, human resources, talent management, security, food services, digital communication/security solutions, scheduling and registration services, data mining, data analysis, student information systems, network services, special ed funding tracking, IEP tracking, etc. These solutions, delivered by the Internet or a network, will also best enable data exchange, processing, and reporting.

S12. **Education — Learning Capacity-Building Solution:** Recognizes the best tools for learners that can be used to increase responsibility, independence and engagement in their learning tasks. Includes digital tools that leverage up-to-date research in learning sciences to improve the efficiency and effectiveness of the learner's skills, interest, and time on task by optimizing engagement. For use in multiple curriculum areas in either the PK – 12 or postsecondary market.

S13. **Education — Learning Relationship Management Solution:** Recognizes the best digital services that manage and facilitate student-led learning to maximize learning engagement, achievement, outcome, retention and long-term success. The technology facilitates personalized learning, individualized learning paths and transparent relationships with student's support network critical to student outcomes and long-term success.

S14. **Education — Mathematics Instructional Solution:** Recognizes the best instructional products that offer mathematics curriculum and content for students in the PK – 12 or postsecondary market. Includes managed classroom/course-based instruction or online supplemental instruction for students so they can learn and apply mathematics concepts and methods. Provides for deep learning experiences for students, supports standards alignment, and reflects current curriculum practice.

S15. **Education — K – 12 Personalized Learning Solution:** Recognizes the best education solutions that are specifically developed to personalize learning for PK – 12 students. The solution must provide for adaptive, anytime/anywhere learning, competency-based progression, and/or student-driven learning paths and support seamless integration with other content, assessment. or data systems.

S16. **Education — PreK/Early Childhood Learning Solution:** Recognizes the best digital products providing or supporting learning for children ages 3 – 5. Includes applications designed for tablets and/or desktop computers, in areas such as literacy and numeracy content, assessment and reporting, for use at home or in early childhood development settings.

S17. **Education — Postsecondary Enterprise Solution:** Recognizes the best non-instructional business management applications or services that support postsecondary education enterprises. Included are class/lecture capture solutions, network services, human resources/talent management, digital communication/security solutions, scheduling and registration services, data mining, data analysis or student information systems.

S18. **Education — Postsecondary Learning Management Solution:** Recognizes the best teaching and learning platforms designed for postsecondary faculty to manage curriculum-based content, student access, and use, diagnostic and remediation programs, data management and reporting tools. Includes enterprise e-Learning platform or course and content-based learning management systems used by students.

S19. **Education—Postsecondary Learning Solution:** Recognizes the best broad-based, multi-disciplinary teaching solutions for curricula and content that are specifically targeted toward students in college (graduate and undergraduate) and trade/professional school learning environments. Includes solutions that deliver blended or custom-crafted materials, digitally on a number of devices. Helps students navigate their digital/ebooks and reference content in a format that fits the way they learn with interactive media, collaboration tools, and course content.

S20. **Education—Postsecondary Personalized Learning Solution:** Recognizes the best education solutions that are specifically developed to personalize learning for postsecondary students. The solution must provide for adaptive, anytime/anywhere learning, competency-based progression, and/or student-driven learning paths and support seamless integration with other content, assessment, or data systems.
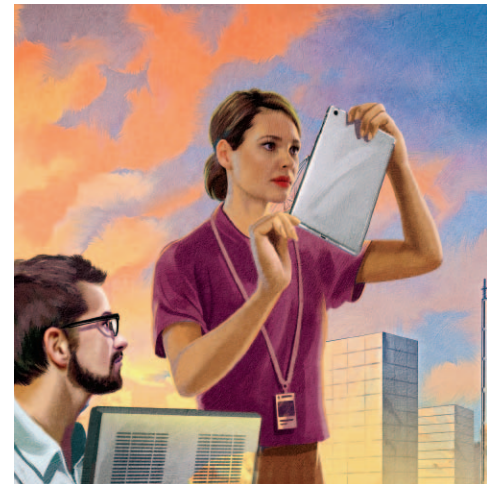
S21. **Education—Professional Learning Solution for Education:** Recognizes the best educational applications or services designed to support PK–12 or postsecondary education institutions in the development of faculty and administrative staff. Includes professional development programs, learning management systems, and content development, with video-based delivery and packaging tools.

S22. **Education—Reading/English/Language Arts Instructional Solution:** Recognizes the best reading/English/language arts instructional solutions.

S23. **Education—Science Instructional Solution:** Recognizes the best instructional solutions for science and health curricula and content for students in the PK–12 or postsecondary market. Includes managed classroom/course-based instruction or online supplemental instruction for individuals. Provides for deep learning experiences for students, supports standards alignment and reflects current curriculum practice.

S24. **Education—Social Sciences or Social Studies Instructional Solution:** Recognizes the best instructional solutions for social sciences / social studies curricula and content for students in the PK–12 or postsecondary markets. Includes managed classroom/course-based instruction, online supplemental instruction for individuals. Provides for deep learning experiences for students, supports standards alignment and reflects current curriculum practice.

S25. **Education—Solution for Special Needs Students:** Recognizes the best applications specifically designed to benefit students with unique educational needs, including those with physical or learning disabilities, those on the autism spectrum or those who are gifted and talented in the PK–12 or postsecondary market.

S26. **Education—Source for Reference or Education Resources:** Recognizes the services that best package reference, original source materials, library or research information, or disaggregated media assets for educational purposes in the PK–12 and/or postsecondary markets. This service can include content such as encyclopedias, maps, databases, and source material.

S27. **Education—Student Assessment Solution:** Recognizes the best applications or solutions for high-stakes assessments/preparation for high-stakes tests in the PK–12 or postsecondary market for use in either formative or summative assessments.

S28. **Education—Virtual Learning Solution:** Recognizes the educational solutions that best deliver course support, full courses, or degree programs online, in either subcription-based or massive, open environments. Can be designed for tutoring, self-paced digital instruction, home-schooling, advance placement course work, credit recovery, instructional support, personalized learning environments, or college credit and targets the PK–12 or postsecondary market.

■ **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 2018 ABAs will include:

a. An essay of up to 650 words describing the nominee's accomplishments since January 1, 2017.

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 2017.

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 2018 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**

F61. **Fashion & Beauty**

F62. **Financial Services / Banking**

F63. **Fitness & Recreation**

F64. **Food & Drink**

F65. **Games**

F66. **Guides / Ratings / Reviews**

F67. **Health**

F68. **Integrated Mobile Experience**

F69. **Lifestyle**

F70. **Magazine / Editorial**

F71. **Marketing**

F72. **Messaging**

F73. **Music**

F74. **News**

F75. **Productivity**

F76. **Professional Education**

F77. **Professional Services**

F78. **Public Service & Activism**

F79. **Real Estate**

F80. **School/University**

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, 2017.

Information to be submitted online for entries in these categories for the 2018 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, 2017, 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, 2017, 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.

F06. **Best White Paper or Research Report.** **(New category for 2018)**

Live Event Awards Categories

These categories recognize excellence in live events staged since January 1, 2017.

Information to be submitted online for entries in these categories for the 2018 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**

G10. **Best Event — Other** **(New category for 2018)**

Entry Kit for
The **16**th Annual
American
Business
AwardsSM

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, 2017.

Information to be submitted online for entries in these categories for the 2018 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**

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 2018 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

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**

F41. **Best User Interface**

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.

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 **Hcl_Ovations@hcl.com**.

T01. **Cloud Innovator of the Year**

T02. **Digital Transformer of the Year**

T03. **Leader in Transforming Customer Engagement**

T04. **Best DevOps Success Story**

T05. **Leader in Driving Business Innovation & Experience Through Analytics**

T06. **Excellence in Application Modernization**

T07. **Excellence in Business and IT Alignment**

T08. **Leader in Operational Excellence Through Autonomics**

T09. **The Visionary for Creating Ecosystems of Tomorrow**

T10. **Connected Enterprise of the Year**

T11. **Enabling Outstanding Employee Experiences**

T12. **Transformational Sourcing Relations Leadership**

❯ 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 2018 American Business Awards extends from January 1, 2017 through March 14, 2018. (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.

THE AMERICAN
BUSINESS AWARDS℠