

**DEADLINE  
EXTENDED  
TO APRIL 5**

# Entry Kit for The 21<sup>st</sup> Annual American Business Awards®



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

## The 21<sup>st</sup> Annual American Business Awards

We invite your organization to submit nominations to The 2023 (21st 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. Despite the lingering after-effects of the COVID-19 pandemic and the uncertainties of the new work-from-home/return-to-office dilemma, the 2022 competition attracted more than 3,700 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 organizations 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. You'll find new categories sprinkled through the various category groups, and we encourage you to explore them. Although we've eliminated the COVID-19 Response categories we introduced in 2021 and continued in 2022, we've kept one change we instituted in 2021: the two-year eligibility window. Eligibility extends from January 1, 2021, through the date on which you submit your nominations. Nominations that won in the 2022 ABAs may be resubmitted for consideration in the 2023 ABAs. If they have not been updated they must be submitted to categories different from those in which they won.

**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](http://www.StevieAwards.com/ABA). All of this information is also available on the website.**

All Stevie Award placements will be announced on April 27, prior to the June 13 awards banquet in New York. We hope your organization will submit entries to The 2023 American Business Awards. Please don't hesitate to contact us with your questions about how to participate.

Cordially,

Maggie Gallagher Miller  
President, The Stevie Awards



Entry Kit for  
The 21<sup>st</sup> Annual  
American Business  
Awards®

## Table of Contents

|   |    |
|---|----|
| Calendar  | 3  |
| Summary of the 2022 Awards                      | 3  |
| How to Submit Your Entries                      | 4  |
| How the Stevie Award Winners Will Be Determined | 4  |
| The Best of the ABA Awards                      | 4  |
| Entry Fees                                      | 5  |
| Categories                                      | 7  |
| Achievement Awards Categories                   | 7  |
| App & Mobile Website Awards Categories          | 9  |
| Company/Organization Awards Categories          | 10 |
| Customer Service Awards Categories              | 12 |
| Entrepreneur Awards Categories                  | 12 |
| Event Awards Categories                         | 14 |
| Human Resources Awards Categories               | 17 |
| Management Awards Categories                    | 17 |
| Marketing Awards Categories                     | 19 |
| New Product Awards Categories                   | 23 |
| PR Awards Categories                            | 35 |
| Publication Awards Categories                   | 38 |
| Social Media Awards Categories                  | 39 |
| Support Awards Categories                       | 39 |
| Technology Awards Categories                    | 40 |
| Thought Leadership Awards Categories            | 41 |
| Video Awards Categories                         | 42 |
| Web Achievement Awards Categories               | 43 |
| Entry Preparation Tips                          | 45 |
| Resources to Help Prepare Your Entries          | 45 |
| Terms and Conditions of Entry                   | 46 |
| 10 Reasons to Enter                             | 47 |

# Entry Kit for The 21<sup>st</sup> Annual American Business Awards®



## Revised Calendar for the 2023 Awards

**FINAL  
DEADLINE  
EXTENDED TO  
APRIL 5**

|                                      |   |
|--------------------------------------|---|
| November 16, 2022                    | First early-bird entry deadline   |
| December 14, 2022                    | Second early-bird entry deadline ( <i>Entry fees are discounted through this date</i> )         |
| <del>February 8, 2023</del>          | <del>Entry deadline (<i>Late fees will apply to entries submitted after this date</i>)</del>    |
| February 13, 2023-<br>April 17, 2023 | Judging   |
| March 8, 2023                        | Last day that late entries will be accepted   |
| April 26, 2023                       | Winners notified for The 2023 American Business Awards  |
| April 28, 2023                       | Public voting opens for People's Choice Stevie Awards for Favorite New Products                 |
| May 26, 2023                         | Public voting closes at 11:59 pm ET for People's Choice Stevie Awards for Favorite New Products |
| June 13, 2023                        | Awards banquet at Marriott Marquis Hotel in New York, NY  |

Monitor Stevie® Awards Social Media for Updates to the Calendar



## Summary of the 2022 Awards

- ▶ [Download the Official Program Book of the June 13 Awards Banquet](#)
- ▶ [Watch the Full Recording of the June 13 Awards Presentations](#)
- ▶ [Browse Photographs of the Awards Banquet & Presentations](#)
- ▶ [Watch the Individual Awards Presentation Video Clips](#)
- ▶ [Watch Interviews with Stevie Award Winners](#)



## 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:

- 1 Visit the website at [www.StevieAwards.com/ABA](http://www.StevieAwards.com/ABA) and click on **READY? ENTER NOW** button at the top of any page.
- 2 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.
- 3 From your Account Home page click the ADD NOMINATIONS button, choose the first category you'll enter, and complete and save the entry form for that category.
- 4 Repeat the process as necessary to create and save additional entries.
- 5 When you've created all of your entries, select them and click the SUBMIT SELECTED NOMINATIONS button to begin the submission process.
- 6 Review and agree to the Terms and Conditions of Entry, and choose to pay your entry fees by credit card or check.

## 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 7.50 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 7.50 will win a Silver Stevie Award medal. Other nominations with an average score of at least 7.25 will win Bronze Stevie Award medals.

The judges will be many of the world's top managers, creators, and experts in their fields. See the 2022 juries [here](#).



Entry Kit for  
The 21<sup>st</sup> Annual  
American  
Business  
Awards®

## The Best of the ABA Awards

The Best of the ABA Awards are five best-of-competition prizes that will be 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.**

**Organization of the Year:** Will be presented to the organization with the most award points earned in the 2022 competition

**Most Honored Marketing Agency:** Will be presented to the marketing agency that garnered the most award points, in their own name or in the names of one or more clients

**Most Honored Public Relations Agency:** Will be presented to the PR agency that garnered the most award points, in their own name or in the names of one or more clients

*These three 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).*

**Highest-Rated Nomination of the Year:** Will be presented to the organization that submitted the highest-scoring nomination in the entire competition, regardless of category

**Highest-Rated New Product or Service Nomination of the Year:** Will be presented to the organization that submitted the highest-scoring new product or service nomination in the New Product or Service categories

Entry Kit for  
The 21<sup>st</sup> Annual  
American Business  
Awards<sup>®</sup>



Entry Fees

|   | Submitted Before November 17 | Submitted Before December 15 | Submitted Before February 9 | Submitted After February 8<br><small>Includes \$55 Late Fee</small> |
|---|------------------------------|------------------------------|-----------------------------|---|
| <b>Achievement Categories</b>   |                              |                              |                             |   |
| Achievement in All Types of Organizations Categories (B55 - B67)  | \$450                        | \$485                        | \$520                       | \$575   |
| <b>Company / Organization Categories</b>  |                              |                              |                             |   |
| Company/Organization of the Year Categories (B01 - B35)   | \$450                        | \$485                        | \$520                       | \$575   |
| Startup of the Year Categories (B36 - B37)  | FREE                         | FREE                         | FREE                        | \$55  |
| Innovation Categories (B38 - B41)   | \$450                        | \$485                        | \$520                       | \$575   |
| B42. CSR Program of the Year Categories   | \$450                        | \$485                        | \$520                       | \$575   |
| Fastest-Growing Company Categories (B43 - B44)  | \$450                        | \$485                        | \$520                       | \$575   |
| B45. Minority-Owned Business of the Year  | \$450                        | \$485                        | \$520                       | \$575   |
| B46. Veteran-Owned Business of the Year   | \$450                        | \$485                        | \$520                       | \$575   |
| B47. Student-Run Business of the Year   | FREE                         | FREE                         | FREE                        | \$55  |
| B48. Energy Industry Innovation of the Year   | FREE                         | FREE                         | FREE                        | \$55  |
| <b>Corporate Communications, Investor Relations, &amp; Public Relations Categories</b>                    |                              |                              |                             |   |
| PR Campaign of the Year categories (C07 - C51)  | \$450                        | \$485                        | \$520                       | \$575   |
| CO6. PR Innovation of the Year  | \$450                        | \$485                        | \$520                       | \$575   |
| C01. Public Relations Agency of the Year  | \$450                        | \$485                        | \$520                       | \$575   |
| C02. Communications Department of the Year  | \$450                        | \$485                        | \$520                       | \$575   |
| C03. Communications Team of the Year  | \$450                        | \$485                        | \$520                       | \$575   |
| C04. Communications, Investor Relations, or PR Executive of the Year                                      | \$215                        | \$250                        | \$285                       | \$340   |
| C05. Communications Professional of the Year (for non-executive communications, PR, and IR professionals) | FREE                         | FREE                         | FREE                        | \$55  |
| <b>Customer Service Categories</b>  |                              |                              |                             |   |
| J01. Customer Service Department of the Year  | \$450                        | \$485                        | \$520                       | \$575   |
| J02. Customer Service Team of the Year  | \$450                        | \$485                        | \$520                       | \$575   |
| J03. Customer Service Executive of the Year   | \$215                        | \$250                        | \$285                       | \$340   |
| <b>Entrepreneur Categories</b>  |                              |                              |                             |   |
| Individual Entrepreneur Categories (D01 - D35)  | \$285                        | \$320                        | \$325                       | \$380   |
| D40. Founding Team of the Year  | \$450                        | \$485                        | \$520                       | \$575   |
| <b>Human Resources Categories</b>   |                              |                              |                             |   |
| L01. Human Resources Department of the Year   | \$450                        | \$485                        | \$520                       | \$575   |
| L02. Human Resources Team of the Year   | \$450                        | \$485                        | \$520                       | \$575   |
| L03. Human Resources Executive of the Year  | \$215                        | \$250                        | \$285                       | \$340   |
| <b>Management Categories</b>  |                              |                              |                             |   |
| Achievement in Management Categories (A01 - A40)  | \$285                        | \$320                        | \$355                       | \$410   |

Continued ->

## Entry Fees *Continued*

|  | Submitted Before<br>November 17 | Submitted Before<br>December 15 | Submitted Before<br>February 9 | Submitted After<br>February 8<br><i>Includes \$55 Late Fee</i> |
|--|---------------------------------|---------------------------------|--------------------------------|--|
| <b>Marketing Categories</b>  |                                 |                                 |                                |  |
| Marketing Campaign of the Year categories (E01 - E62)                                | \$450                           | \$485                           | \$520                          | \$575  |
| E65. Marketing or Advertising Agency of the Year                                     | \$450                           | \$485                           | \$520                          | \$575  |
| E66. Marketing Department of the Year  | \$450                           | \$485                           | \$520                          | \$575  |
| E67. Marketing Team of the Year  | \$450                           | \$485                           | \$520                          | \$575  |
| E68. Marketing Executive of the Year   | \$215                           | \$250                           | \$285                          | \$340  |
| E69. Marketing Professional of the Year <i>(for non-executive professionals)</i>     | FREE                            | FREE                            | FREE                           | \$55   |
| <b>Media Categories</b>  |                                 |                                 |                                |  |
| Apps & Mobile Websites   | \$245                           | \$280                           | \$315                          | \$370  |
| Events   | \$245                           | \$280                           | \$315                          | \$370  |
| Publications   | \$245                           | \$280                           | \$315                          | \$370  |
| Videos   | \$245                           | \$280                           | \$315                          | \$370  |
| Web Achievement  | \$245                           | \$280                           | \$315                          | \$370  |
| <b>Products &amp; Product Management Categories</b>                                  |                                 |                                 |                                |  |
| New Product or Service of the Year categories (P01 - P89, S01 - S65)                 | \$450                           | \$485                           | \$520                          | \$575  |
| P96. Product Development/Management Department or Team of the Year                   | \$450                           | \$485                           | \$520                          | \$575  |
| P97. Product Development/Management Executive of the Year                            | \$215                           | \$250                           | \$285                          | \$340  |
| P98. Product Developer of the Year <i>(for non-executive professionals)</i>          | FREE                            | FREE                            | FREE                           | \$55   |
| <b>Social Media Categories</b>   |                                 |                                 |                                |  |
| Social Media Channel Categories (V01 - V07)  | \$245                           | \$280                           | \$315                          | \$370  |
| Social Media Professional Categories (V10 - V12)                                     | \$215                           | \$250                           | \$285                          | \$340  |
| <b>Support Categories</b>  |                                 |                                 |                                |  |
| R01. Best Support Department of the Year   | \$450                           | \$485                           | \$520                          | \$575  |
| R02. Best Support Team of the Year   | \$450                           | \$485                           | \$520                          | \$575  |
| R03. Best Support Staffer of the Year <i>(e.g. office manager, admin. assistant)</i> | FREE                            | FREE                            | FREE                           | \$55   |
| <b>Technology Categories</b>   |                                 |                                 |                                |  |
| N01. Technology Department of the Year   | \$450                           | \$485                           | \$520                          | \$575  |
| N02. Technology Team of the Year   | \$450                           | \$485                           | \$520                          | \$575  |
| N03. Technology Executive of the Year  | \$215                           | \$250                           | \$285                          | \$340  |
| N04. Technical Professional of the Year <i>(for non-executive IT professionals)</i>  | FREE                            | FREE                            | FREE                           | \$55   |
| N05. Best Business Technology Pivot  | \$450                           | \$485                           | \$520                          | \$575  |
| N06. Best Technical Support Strategy and Implementation                              | \$450                           | \$485                           | \$520                          | \$575  |
| N07. Best Technical Support Solution   | \$450                           | \$485                           | \$520                          | \$575  |
| <b>Thought Leadership Categories</b>   |                                 |                                 |                                |  |
| W01. Achievement in Thought Leadership   | \$450                           | \$485                           | \$520                          | \$575  |
| Thought Leadership Campaign of the Year (W02 a-e)                                    | \$450                           | \$485                           | \$520                          | \$575  |
| Thought Leader of The Year (W03 a-d)   | \$215                           | \$250                           | \$285                          | \$340  |
| Thought Leader of The Year (W03 e)   | FREE                            | FREE                            | FREE                           | \$55   |



# Entry Kit for The 21<sup>st</sup> Annual American Business Awards®

## 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.

*Nominations that won in the 2022 ABAs may be resubmitted for consideration in the 2023 ABAs. If they have been updated with recent achievements they may be submitted to the same categories in which they won. If they have not been updated they must be submitted to categories different from those in which they won.*

## Achievement Categories

Recognizing singular achievements of various types 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 in the 2023 competition include

- 1** **Written answers to the following questions, describing the nominated organization's achievements since January 1, 2021, OR a video of up to five (5) minutes in length that answers all of the same questions:**
  - a. Briefly describe the nominated organization: history and past performance (up to 200 words). *Required*
  - b. Outline the organization's achievements since the beginning of 2021 that you wish to bring to the judges' attention (up to 250 words). *Required*
  - c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words). *Required*
  - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*
- 2** **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. These might be planning documents, press clippings, work samples, photographs, video clips, etc.



## Achievement Categories *Continued*

### **B55. Achievement in Corporate Social Responsibility - *new for 2023***

Successful nominations in this category will describe one or more of your organization's CSR initiatives since the beginning of 2021 that demonstrate your commitment to making a meaningful impact on the lives and wellbeing of the communities you serve and in which you operate.

### **B56. Achievement in Customer Satisfaction**

Successful nominations in this category will describe one or more of your organization's initiatives since the beginning of 2021 that have demonstrably increased customer satisfaction, over a prior period.

### **B57. Achievement in Diversity & Inclusion**

Successful nominations in this category will describe one or more of your organization's initiatives since the beginning of 2021 to make your organization more diverse and inclusive for customers, employees, partners, suppliers, and/or other stakeholders.

### **B58. Achievement in Environment, Social, and Government - *new for 2023***

Successful nominations in this category will describe how the nominated organization has taken steps to lower pollution, CO2 output, and reduce waste, and to achieve a diverse and inclusive workforce.

### **B59. Achievement in Finance**

Successful nominations in this category will describe one or more of your organization's finance-related achievements since the beginning of 2021. Applicable achievement(s) may relate to start-up funding, investor relations, refinancing, financial management, budgeting, etc.

### **B60. Achievement in Growth**

Successful nominations in this category will describe one or more of your organization's growth-related achievements since the beginning of 2021. Applicable achievement(s) may relate to corporate expansion, mergers and acquisitions, divestitures, etc.

### **B61. Achievement in Human Resources**

Successful nominations in this category will describe one or more of your organization's initiatives since the beginning of 2021 that have demonstrably improved the organization's relationship with its employees, over a prior period.

### **B62. Achievement in International Expansion**

Successful nominations in this category will describe one or more of your organization's initiatives since the beginning of 2021 to grow its business or operations in nations other than the U.S.A.

### **B63. Achievement in Product Innovation**

Successful nominations in this category will describe one or more product-related achievements since the beginning of 2021. Applicable achievement(s) may relate to innovation in product design or redesign, manufacturing processes or operations, branding, etc.

### **B64. Achievement in Organization Recovery**

This is the "business turnaround" category. Successful nominations in this category will describe one or more of your organization's initiatives since the beginning of 2021 that have demonstrably improved the organization's financial or operational performance, over a prior period.

### **B65. Achievement in Sales or Revenue Generation**

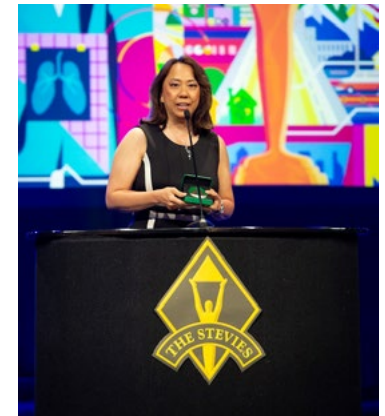
Successful nominations in this category will describe one or more of your organization's initiatives since the beginning of 2021 that have demonstrably increased sales or other revenue, over a prior period.

### **B66. Achievement in Science or Technology**

Successful nominations in this category will describe one or more of your organization's initiatives since the beginning of 2021 that have initiated or promoted one or more advances in scientific or technological understanding or practice.

### **B67. Achievement in Technology Innovation - *new for 2023***

Successful nominations in this category will describe the genesis, development, and practical implementation of new, breakthrough technologies.





## App & Mobile Site Awards Categories

These categories recognize excellence in mobile websites and apps.

**Information to be submitted online for entries in these categories for the 2023 ABAs will include:**

- An essay of up to 200 words describing the mobile site or app's purpose and results to date.
- 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.
- 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. Arts & Culture - *new for 2023***

**F56. Business/Government**

**F57. Education & Reference**

**F58. Entertainment**

**F59. Events**

**F60. Experimental & Innovation**

**F61. Family & Kids**

**F62. Fashion & Beauty**



**F63. Financial Services / Banking**

**F64. Fitness & Recreation**

**F65. Food & Drink**

**F66. Games**

**F67. Guides/Ratings/Reviews**

**F68. Health & Wellness**

**F69. HR & Employee Experience**

**F70. Integrated Mobile Experience**

**F71. Learning & Education**

**F72. Lifestyle**

**F73. Magazine / Editorial**

**F74. Marketing**

**F75. Messaging**

**F76. Music**

**F77. News**

**F78. Productivity**

**F79. Professional Services**

**F80. Public Service & Activism**

**F81. Real Estate**

**F82. School / University**

**F83. Shopping**

**F84. Social**

**F85. Sports**

**F86. Training**

**F87. Travel**

**F88. Utilities & Services**

**F89. Best User Experience**

**F90. Best Use of AI & Machine Learning**

**F91. Best Use of Augmented Reality**

**F92. Best Use of Voice Technology - *new for 2023***

## 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 in the 2023 competition include**

- 1** **Written answers to the following questions, describing the nominated organization's achievements since January 1, 2021, OR a video of up to five (5) minutes in length that answers all of the same questions:**
  - a. Briefly describe the nominated organization - its purpose, history, and operations (up to 200 words). *Required*
  - b. Outline the organization's achievements since the beginning of 2021 that you wish to bring to the judges' attention (up to 250 words). *Required*
  - c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to your past performance (up to 250 words). *Required*
  - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination. At the very least, provide a link to your organization's homepage (up to 250 words). *Optional*
- 2** **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-size** (≤ 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**



## Company / Organization Awards Categories *Continued*

- B36. Startup of the Year:** For companies that began operations since January 1, 2020. Your nomination should describe the company's achievements since the beginning of 2021. **There are no entry fees for these categories.**
- Business Product Industries
  - Business Service Industries
  - Consumer Product Industries
  - Consumer Service Industries
- B37. Tech Startup of the Year:** For companies that began operations since January 1, 2020. Your nomination should describe the company's achievements since the beginning of 2021. **There is no entry fee for these categories.**
- Hardware/Peripherals
  - Services
  - Software
- B38. Most Innovative Company of the Year:** recognizing overall achievement in product and/or marketing, sales, manufacturing, management, etc. innovation
- Up to 100 Employees
  - Up to 2,500 Employees
  - 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
- Up to 100 Employees
  - Up to 2,500 Employees
  - More Than 2,500 Employees
- B40. Innovation of the Year:** recognizing singular innovations in business model, product and/or marketing, sales, manufacturing, management, etc., by an organization or an individual
- Business Product Industries
  - Business Service Industries
  - Consumer Product Industries
  - Consumer Service Industries
- B41. Technical Innovation of the Year:** recognizing singular innovations in technology, new products, etc., by an organization or an individual
- At Organizations With Up to 100 Employees
  - At Organizations With Up to 1,000 Employees
  - At Organizations With 1,000 or More Employees
- B42. Corporate Social Responsibility Program of the Year:** recognizing organizations' contributions to society
- At Organizations With Up to 100 Employees
  - At Organizations With Up to 2,500 Employees
  - At Organizations With 2,500 or More Employees
- B43. Fastest-Growing Company of the Year:** recognizing outstanding revenue growth since the beginning of 2021 over 2020
- Up to 100 Employees
  - Up to 2,500 Employees
  - 2,500 or More Employees
- B44. Fastest-Growing Tech Company of the Year:** recognizing outstanding revenue growth since the beginning of 2021 over 2020
- Up to 100 Employees
  - Up to 2,500 Employees
  - 2,500 or More Employees
- B45. Minority-Owned Business of the Year:** This category will recognize the achievements since January 1, 2021 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, 2021 of businesses in the U.S.A. that are owned by veterans of the U.S. Armed Forces
- B47. Student-Run Business of the Year:** This category will recognize the achievements since January 1, 2021 of businesses run by current undergraduate university students in the U.S.A. This is not a category for business plans. It's intended to recognize operating, functional businesses that are selling products and services to actual customers. **There is no entry fee for this category.**
- B48. 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, 2021. **There is no entry fee for this category.**

## Customer Service Awards Categories

Includes all customer service functions.

### **Information to be submitted online for entries in these categories for the 2023 ABAs will include**

- An essay of up to 650 words describing the nominee's accomplishments since January 1, 2021, OR a video of up to five (5) minutes in length describing the same.
- 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 2021.
- 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**

If you wish to nominate your entire customer service organization, enter this category.

#### **J02. Customer Service Team of the Year**

If you wish to nominate some subset of your customer service organization, such as a particular call center or client relations team, nominate them in this category.

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



## Entrepreneur Awards Categories

These categories will recognize the achievements since the beginning of 2021 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 2021.

### **Information to be submitted online for entries in these categories for the 2023 ABAs will include**

- An essay of up to 650 words describing the nominee's accomplishments since January 1, 2021, OR a video of up to five (5) minutes in length describing the same.
- In bullet-list form, a brief summary of up to ten (10) of the chief accomplishments of the nominee since January 1 2021.
- 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**

- Business Products Industries
- Business Services Industries
- Consumer Products Industries
- Consumer Services Industries

## Entrepreneur Awards Categories *Continued*

**Best Entrepreneur** (*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 100 Employees

b. 100 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/New 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**



## Event Awards Categories

These categories recognize excellence in events staged since January 1, 2021. Live, virtual, and hybrid events may be nominated.

### **Information to be submitted online for entries in these categories for the 2023 ABAs will include**

- a. An essay of up to 525 words describing the event: its genesis, goals, development, and results, OR a video of up to five (5) minutes in length describing the same.
- 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. Art, Entertainment & Public**

- a. **Art Event:** dance, music, literature, street art, exhibitions, installations, performances, etc.
- b. **Celebration Event:** for events created to celebrate an occasion, anniversary, milestone or anything that is important to an organization, community, or brand.
- c. **Cultural Event:** all events that promote culture or cultural sensitivity including parades, shows, art events or exhibitions, music or dance events, festivals, fairs, theaters etc.
- d. **Entertainment Event:** all events intended to entertain or bring joy are eligible to be nominated here.
- e. **eSports Event:** gaming events, championships, tournaments, competitions or contests either played in front of an audience or live-streamed.
- f. **Fashion Event:** fashion shows, fairs, pop ups, parties and other fashion events.
- g. **Festival:** music, film, art, food, dance or any other public or community festival that celebrates a specific theme can compete in this category..
- h. **Live Event:** events that take place in front of a live audience, including, live performances and shows, fashion shows, competitions, games, comedy, theater, circus, concerts, live TV and radio broadcasts etc.

- i. **Municipal Event:** all public events organized for/by a specific municipality including celebrations, concerts, festivals, shows, parades, art events etc.
- j. **Music Event:** all events where music is the focal point belong here including concerts, music festivals, live vocal or instrumental performances and shows, etc.
- k. **Pop-Up Event:** impromptu gatherings, spontaneous celebrations, anticipated but unexpected happenings or experiences which ultimately impress audiences and draw new crowds.
- l. **Public Event:** all events open to the general public including all kinds of entertainment events, art exhibitions or installations, cultural or leisure events, fairs, festivals, sporting events, etc.
- m. **Roadshow:** all events that represent a series of shows or events taking place in different places around a country, a region or the world. Could be entertainment event, art exhibitions, music events, information or educational campaigns, product launches, brand engagement events, celebrations, shows, fairs, etc.
- n. **Sporting Event:** all competitions, tournaments, marathons, races, games, team sports, team buildings including sport activities and other sporting events are eligible for this award.

### **G02. Brand & Experiences**

- a. **At-Home Experience - new for 2023:** Brand activations or experiences that engage people at their homes and might involve physically delivered products / samples / items / tech such as online cooking classes, at-home-DIY activities, at-home food/drink tasting, at-home sampling kits experiences etc.
- b. **Brand Activation:** any event or experience that enables your brand to engage directly with consumers and build a loyal brand community around your product or service, belongs in this category.
- c. **Brand Engagement Event:** events that drive customers' engagement to a brand, built great customer relationships and have strong post-event impact fall into this category.
- d. **CSR Event:** this category offers an opportunity to showcase your fundraisers, sustainable initiative events, educational and training events and any other event that contributes to the improvement of the social, environmental and economic development of local communities and society at large.

## Event Awards Categories *Continued*

- e. **Exhibition Experience:** this category is for experiences that are part of an exhibition, trade, or consumer show (event, show booth, stand, pavillion, or brand display) or whole exhibitions or consumer shows dedicated specifically to a brand/product.
- f. **Experiential Event:** events organized to create engaging experiences and emotional draw towards a brand, product or service are welcome to this category.
- g. **Gamified Experience - new for 2023:** Brand experiences or events that use gamification to engage the audience belong in this exciting category. Both in-person and hybrid formats are accepted here.
- h. **Guerrilla Marketing Experience - new for 2023:** Brand experiences/events using experiential guerrilla marketing, flashmobs, short/one-off live performances, publicity or street stunts to drive brand engagement.
- i. **Immersive Experience - new for 2023:** Brand experiences that immerse the audience into an illusory environment with the use of VR, AR, MR, Holography, Telepresence, FPV drone flight, 3D displays, haptic, spatial sensing technologies etc..
- j. **In-Store Experience:** any in-store events and experiences belong in this category including product launches, brand activations, brand engagement events, promotions etc.
- k. **Interactive Outdoor Event:** this category includes literally any type of experiential event as long as it takes place outdoors and features interactive elements.
- l. **Launch Event:** brand experiences or activations created to launch or re-launch a brand, product or service, should be submitted to this category.
- m. **Pop-up Experience- new for 2023:** Masterfully planned impromptu gatherings, exquisite spontaneous celebrations, anticipated but unexpected happenings or experiences which ultimately impress audiences and draw new crowds.
- n. **Retail Experience - new for 2023:** Retail brand experiences that enhance the purchasing process are welcome here, including in-store events, pop-up shops, street vendor experiences, experiential retail, retailtainment, etc.
- o. **Small-Budget Event (Less Than \$10,000):** this category honours the events on a budget who manage to create a high impact and deliver great results.
- p. **Sponsorship Experience:** this category recognises partnerships/ sponsorships that create immediate and long-term brand experiences at an event. All experiences created to promote a brand at an event as a part of partnership or sponsorship agreement belong to this category including experiences at big sporting events, entertainment events, festivals, concerts, conventions, trade shows etc.
- q. **Thought Leadership:** any event that invites high profile speakers to express expert opinions around a topic of discussion with a goal to present a brand's authority in a particular domain.

### G03. Cause & Green

- a. **Cause Event:** events which support or raise awareness about special causes will be recognized in this awards category.
- b. **CSR Experience - new for 2023:** An opportunity to showcase your corporate social responsibility! Any event or experience that contributes to the improvement of the social, environmental and economic development of local communities or society at large is welcome. Both in-person and hybrid formats are accepted here.
- c. **Employee Giving & Volunteerism- new for 2023:** Events and experiences that actively involve an organization's employees in charity initiatives, volunteerism and employee giving. Both in-person and hybrid formats are accepted here.
- d. **Fundraising Event:** this category showcases the most meaningful and effective fundraising and charity events around the USA.
- e. **Sustainable Event:** this category recognises the most sustainable events, events using green practices and innovative strategies to event planning that show environmental consciousness.

### G04. Conferences & Meetings

- a. **Association Meeting:** any professional association event, no matter the industry, length or frequency can compete in this category.
- b. **Conference:** any conference, regardless of topic, location, size and target audience, may be nominated.
- c. **Consumer Show:** this category includes B2C expos, fairs, exhibits, demos and showcases of any size, intended to introduce consumers to relevant products or services.

## Event Awards Categories *Continued*

- d. **Convention:** this category is for large conferences and meetings based upon a specific industry, profession or fandom.
- e. **Educational Event:** any internal or external training sessions, workshops, seminars, masterclasses and educational courses are eligible to be nominated in this category.
- f. **Fair:** all kinds of fairs are welcome here, including thematic fairs such as art & craft fairs, food fairs, book fairs, Christmas fairs, career fairs, university fairs, etc.
- g. **Healthcare & Wellness Event:** events dedicated to the topics of healthcare, wellness and well-being, mental health, healthy habits and lifestyle, and more. From conferences and expos to workshops and group activities, various types of events can enter this category.
- h. **Medical Congress:** this category is for Medical, pharmaceutical and healthcare events.
- i. **Networking Event:** any event that aims to be effective for networking among participants, including b2b matchmaking, speed meetings, thematic networking events, memberships gatherings etc.
- j. **Scientific Congress:** this category is dedicated to the scientific community and their professional gatherings, including congresses, conferences, conventions, symposia, forums, etc.
- k. **Summit:** events or meetings of highest-level officials, leaders or experts in a particular field (government or business) that gather to discuss an important matter or topic.
- l. **Tech Event:** all technology-related events, from geeky gatherings to high-tech trade shows, may be entered in this category.
- m. **Trade Show:** all B2B trade shows and expos of all sizes and themes, nationwide, are welcome in this category.
- n. **Community Engagement Event:** any event created to engage, reinforce or celebrate a community belong to this category. That includes all interest-related conferences or meetings (like social media conferences, cooking classes etc), professional-interest events (like marketers summits, women entrepreneurs meetings etc.), cause events, customer, employee or partner engagement events etc.
- o. **Corporate Event:** any business event intended to reward, honor, engage or educate the employees, partners, shareholders or customers (e.g. conferences, seminars, incentives, cycle meetings, corporate parties, retreats, team buildings, awards etc.).
- p. **Customer Engagement Event:** any type of customer-centric event created to foster the relationship and brand loyalty with existing customers or engage target customers (e.g. incentives, corporate parties, consumer shows, promotional events, product launch events, celebrations etc.)
- q. **Employee Engagement Event:** this category is for internal events such as incentive trips, reward programmes, team-building, employee training programs, employee appreciation, awards, celebrations, parties, etc.
- r. **Gala:** this category is for celebratory events with spectacular entertainments, unique performances, splendid themes and featuring special guests.
- s. **Hackathon:** hackathons, datathons or coding competitions.
- t. **Incentive Event:** for corporate events intended to reinforce the relationship or achieve higher goals with customers, employees or partners through providing any kind of incentive, belongs to this category. This may include events part of reward, recognition or loyalty programs, corporate parties, retreats, incentive trips etc.
- u. **Partner Engagement Event:** any corporate event intended to reinforce the relationship with partners, sponsors and stakeholders may be nominated in this category (e.g. corporate parties, celebrations, incentive trips, galas, trade shows etc.)
- v. **Team Building Event:** events designed to increase motivation and promote cooperation in a team or company could compete in this category (e.g. retreats, corporate parties, training programs, business runs, team outings etc.)

### G05. Corporate & Community

- a. **B2B Event:** a category for all events created to build and reinforce business relationships including trade shows, conferences, corporate parties or shows, galas etc.
- b. **B2C Event:** events created to engage the end consumer belong to this category, such as consumers shows, exhibitions, promotional events (in-store, outdoors), celebrations, etc.



## Human Resources Awards Categories

Includes all human resources functions.

### **Information to be submitted online for entries in these categories for the 2023 ABAs will include**

- An essay of up to 650 words describing the nominee's accomplishments since January 1 2021, OR a video of up to five (5) minutes in length describing the same.
- 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 2021.
- 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**

If you wish to nominate your entire HR organization, enter this category.

#### **L02. Human Resources Team of the Year**

If you wish to nominate some subset of your entire HR organization, such as a particular training or benefits-management team, nominate them in this category.

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



## Management Awards Categories

Recognizing the achievements of entire managements teams, groups of managers, and individual executives.

### **Information to be submitted online for entries in these categories for the 2023 ABAs will include**

- An essay of up to 650 words describing the achievements of the nominated management team, group, or individual since January 1, 2021, OR a video of up to five (5) minutes in length describing the same. Nominations in the Lifetime Achievement Award category may describe the nominee's lifetime of achievement.
- In bullet-list form, a brief summary of up to ten (10) of the chief accomplishments of the nominee(s) since January 1, 2021.
- 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.

## Management Awards Categories *Continued*

### Achievement in Management

The ABAs no longer feature “Executive of the Year” categories to recognize the recent achievements of individual executives at the VP level or higher. Instead, we now have the following Achievement in Management categories, in 35 industry groups, in which you can nominate the achievements (since the beginning of 2021) of your organization’s entire management team, a specific group of managers within your organization, or an individual executive.

**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 100 Employees

b. 100 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/New Media**

**A24. Legal**

**A25. Manufacturing**

**A26. Materials & Construction**

**A27. Media & Entertainment**

**A28. Metals & Mining**

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

**A30. Pharmaceuticals**

**A31. Real Estate**

**A32. Retail**

**A33. Telecommunications**

**A34. Transportation**

**A35. Utilities**

**A36. Maverick of the Year:** recognizing the individual executive or manager who’s affected the most positive change on his or her company and/or industry since the beginning of 2021

a. Business Products Industries

b. Business Services Industries

c. Consumer Products

d. Consumer Services

**A37. Tech Innovator of the Year:** recognizing the individual executive or manager who’s contributed most to innovation, within their organization and/or industry, in the U.S.A. since the beginning of 2021

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 2021

a. Business Products Industries

b. Business Services Industries

c. Consumer Products

d. Consumer Services

**A40. Lifetime Achievement Award:** 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 2021.

a. Business Products Industries

b. Business Services Industries

c. Consumer Products Industries

d. Consumer Services Industries

## Marketing Awards Categories

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

*Marketing professionals may 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 [event awards categories](#).*

### Marketing Campaign of the Year - Industry

**Information to be submitted online for entries in these categories in the 2023 competition include**

- 1** **Written answers to the following questions, OR a video of up to five (5) minutes in length that answers all of the same questions:**
  - a. Specify the date on which this campaign was launched. *Required*
  - b. Describe the genesis of the nominated campaign: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words). *Required*
  - c. Describe the development of the campaign: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words). *Required*
  - d. Outline the activities and concrete results of this campaign since the beginning of 2021. Even if your campaign started before 2021, limit your response to activities and results since the beginning of 2021 only (up to 250 words). *Required*
  - e. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*
- 2** **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. These might be planning documents, press clippings, work samples, photographs, video clips, etc.

- 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. Business & Office Supplies:** business cards and professional printing, office equipment includes printers, copiers, supplies, furniture, etc.
- 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. Delivery Services:** couriers, package freight/shipping, food and drink delivery, grocery delivery, flower/gift delivery, overnight delivery, package tracking, international service, etc.



## Marketing Awards Categories *Continued*

- E11. Education & Training:** includes all educational institutions and organizations, training programs, job/career sites, etc.
- E12. Electronics:** TVs, radios, mobile devices, home entertainment, laptops, tablets, cameras, smart home devices, computer hardware, game consoles, drones, external or integrated VR/AR devices, sound systems, etc. Electronic devices may be targeted to consumers or business.
- E13. 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.
- E14. Entertainment & Sports:** includes all forms of entertainment, including movies, TV shows, podcasts, books, music, comics, games, toys, entertainment apps, sporting events, sports teams, etc.
- E15. Fashion & Style:** brands of clothing, eyewear, footwear, hosiery, jewelry, accessories, etc.
- E16. Financial Cards:** credit, charge, debit, reward, phone and other cards.
- E17. 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.
- E18. Food:** fresh, packaged, or frozen foods.
- E19. Gaming & E-Sports:** all forms of e-sports and single and multi-player games, including virtual reality, arcade, console, mobile, online and computer games.
- E20. Government / Institutional / Recruitment:** municipal or state economic development, lotteries, utilities, civil, diplomatic or armed forces, parks, libraries, public services, etc. Includes political messages and recruitment efforts.
- E21. Health, Fitness & Wellness:** unregulated products/services focused on consumer health and/or promoting a healthy lifestyle. Includes digital health products, fitness trackers, health/fitness apps, exercise equipment, nutraceuticals, vitamins, energy bars and drinks, etc.; fitness studios; weight loss and fitness programs/camps, training camps and facilities, etc.
- E22. 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.
- E23. Healthcare - OTC:** communications efforts for products that may be purchased without a prescription that address a specific illness, disease, or health issue, whether to healthcare professionals, patients, and/or consumers.
- E24. Healthcare - Rx:** communications efforts for products that may be purchased with a prescription that address a specific illness, disease, or health issue, whether to healthcare professionals, patients, and/or consumers.
- E25. 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.
- E26. Home Furnishings & Appliances:** kitchen appliances, air conditioners, carpeting, furniture, decorator's supplies, paint, wallpaper, etc.
- E27. Household Supplies:** cleaning products, waxes, detergents, floor-care products, fabric softeners, paper products, domestic services, mowers, fertilizers, lawn care, etc.
- E28. 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.).
- E29. 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).
- E30. Leisure & Recreation:** Products and services aimed at hobbies, leisure, and recreation, including, but not limited to: dating services/apps, wedding planning platforms, personal development/improvement programs/apps, genetics/ancestry testing services, sporting and camping goods/services, etc.
- E31. Media & Entertainment Companies:** TV networks, streaming services, websites, magazines, newspapers, consumer or trade media, radio stations, broadcasters, etc.

## Marketing Awards Categories *Continued*

- E32. Non-Profit:** not for profit organizations of all types: include charitable, social, civic, advocacy, trade, special interest, religious, etc.
- E33. Personal Care:** soap, dental products, face & body lotions and cleansers, cotton swabs, deodorants, feminine hygiene products, razors, shaving cream, etc.
- E34. Pet Care:** animal care products and services of all types, including food, toys, veterinary and boarding services, training, and breeders.
- E35. Real Estate:** homes, real estate brokers, malls, etc.
- E36. Restaurants:** quick service, casual dining, mid-scale, white table cloth and other restaurants.
- E37. 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.).
- E38. Snacks / Desserts / Confections:** ice cream, candy, chips, cookies, bakery items, nut, fruit & vegetable snacks, popcorn, etc.
- E39. Software:** software, groupware, operating systems, SaaS/laaS and Cloud-based services, etc.
- E40. Transportation:** air, train, bus/trolley, taxi, subway systems, bike shares, scooter shares, car rentals, leasing not including automobile sales/leasing, ferries, etc.
- E41. 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

*Information to be submitted online for entries in these categories in the 2023 competition include*

- 1** **Written answers to the following questions, OR a video of up to five (5) minutes in length that answers all of the same questions:**
- Specify the date on which this campaign was launched. *Required*
  - Describe the genesis of the nominated campaign: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words). *Required*
  - Describe the development of the campaign: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words). *Required*
  - Outline the activities and concrete results of this campaign since the beginning of 2021. Even if your campaign started before 2021, limit your response to activities and results since the beginning of 2021 only (up to 250 words). *Required*
  - Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*
- 2** **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. These might be planning documents, press clippings, work samples, photographs, video clips, etc.
- E50. Best Use of Data to Drive Brand Strategy - *new for 2023*:** Recognizing campaigns that have effectively developed from the successful use of data and technology to identify and match the right audiences to the right message at the right moments.
- E51. 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.

## Marketing Awards Categories *Continued*

- E52. 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.
- E53. 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.
- E54. 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, and how it was communicated to its audience, and the results achieved.
- E55. 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.
- E56. Influencer Marketing Campaign of the Year:** Recognizing campaigns that targeted influencers who have an exponential effect on the brand's audience - one to many vs. one to one influencers. This category spotlights efforts that took on the challenge to properly identify the ultimate influencers and turn them into brand enthusiasts.
- E57. Marketing Disruptor of the Year - *new for 2023*:** For campaigns that grew their business/brand by changing the marketing model in ways that drive the industry forward. This includes marketing disruptors of any size. Nominations will detail the marketing challenge, the competitive landscape, and how they succeeded by changing the existing marketing model for the brand/category.
- E58. New Product or Service Introduction of the Year:** For campaigns conducted to introduce a new product or service to the U.S. market.
- E59. Re-Branding / Brand Renovation of the Year:** For campaigns that recreated or repositioned an existing brand.
- E60. Small-Budget Marketing Campaign of the Year (<\$3 million)**
- E61. 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.
- E62. Youth Marketing Campaign of the Year:** For campaigns that targeted the youth market (up to age 24).

## Marketing Professional Categories

*Information to be submitted online for entries in these categories in the 2023 competition include*

- 1** **Written answers to the following questions, describing the nominated department's, team's, or individual's achievements since January 1, 2021, OR a video of up to five (5) minutes in length that answers all of the same questions:**
  - Briefly describe the nominated department, team, or individual: history and past performance (up to 200 words). *Required*
  - Outline the nominee's achievements since the beginning of 2021 that you wish to bring to the judges' attention (up to 250 words). *Required*
  - Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words). *Required*
  - Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*
- 2** **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. These might be planning documents, press clippings, work samples, photographs, video clips, etc.

**E65. Marketing or Advertising Agency of the Year**

**E66. Marketing Department of the Year**

**E67. Marketing Team of the Year**

**E68. Marketing Executive of the Year**

**E69. Marketer of the Year:** Recognizing non-executive marketing professionals. **There is no entry fee for this category.**

## 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 2021 are eligible to be nominated. Both brand-new and new-version products are eligible.

**PEOPLE'S  
CHOICE  
STEVIE AWARDS**  
FOR FAVORITE  
NEW PRODUCTS

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 April 28 through May 26, and the winners will be recognized at our 2023 awards ceremony June. 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.



## Product Management Categories

**Information to be submitted online for entries in these categories in the 2023 competition include**

- 1** **Written answers to the following questions, describing the nominated department's, team's, or individual's achievements since January 1, 2021, OR a video of up to five (5) minutes in length that answers all of the same questions:**
  - Briefly describe the nominated department, team, or individual: history and past performance (up to 200 words). *Required*
  - Outline the nominee's achievements since the beginning of 2021 that you wish to bring to the judges' attention (up to 250 words). *Required*
  - Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words). *Required*
  - Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*
- 2** **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. These might be planning documents, press clippings, work samples, photographs, video clips, etc.

**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

## New Product Awards Categories *Continued*

### Product & Service Categories

For products and services introduced to the marketplace since January 1, 2021. Nominees may be brand new or new versions.

**Information to be submitted online for entries in these categories in the 2023 competition include**

**1** **Written answers to the following questions, describing the nominated product or service since January 1, 2021, OR a video of up to five (5) minutes in length that answers all of the same questions:**

- a. If this is a brand-new product, state the date on which the product or service was released. If this is a new version of an existing product or service, state the date on which the update was released. *Required*
- b. Describe the features, functions, and benefits of the nominated product or service (up to 350 words). *Required*
- c. Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words). *Required*
- d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*

**2** **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. These might be planning documents, press clippings, work samples, photographs, video clips, etc.

**P01. Business-to-Business Products:** Recognizes tangible B2B products. Do not enter business technology products in this category, enter them in one of the business technology 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. This category has four breakouts:  
a. Durables (appliances, furniture, etc.)  
b. Food & Beverage  
c. Household Products  
d. Other

**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.



## New Product Awards Categories *Continued*

- 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.

## Technology Solution Categories

**Information to be submitted online for entries in these categories in the 2023 competition include**

- 1** **Written answers to the following questions, describing the nominated product or service since January 1, 2021, OR a video of up to five (5) minutes in length that answers all of the same questions:**
- If this is a brand-new solution, state the date on which the solution was released. If this is a new version of an existing solution, state the date on which the update was released. *Required*
  - Describe the features, functions, and benefits of the nominated solution (up to 350 words). *Required*
  - Outline the market performance, critical reception, and customer satisfaction with the solution to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory solution reviews. Include some customer testimonials, if applicable (up to 350 words). *Required*

- Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*

- 2** **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. These might be planning documents, press clippings, work samples, photographs, video clips, etc.
- P21. 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. 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.
- P23. Asset Management Solution:** Recognizes the best solutions for managing large amounts of digital assets, across various formats. Digital assets may include analytics, usage data, images, content, etc.
- P24. 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. Blockchain Solution:** Recognizes the best solutions for creating and managing shared, immutable ledgers for recording the history of transactions.
- P26. 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. Cloud Application/Service:** Recognize the best solutions that operate in the cloud.

## New Product Awards Categories *Continued*

- P28. 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. Cloud Infrastructure:** Recognizes the best infrastructure solutions for the deployment of cloud-based offerings.
- P30. Cloud Platform:** Recognizes the best overall platforms for the deployment of cloud-based offerings.
- P31. 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. 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. Compliance Solution - *new for 2023*:** Recognizes the best compliance solution to address regulatory rules, ethics, sustainability and governance. The winning solutions provide audit, risk and compliance solutions and/or expert insights that enable businesses to connect regulatory developments with internal policy systems, organizational risks and controls, and regulatory training.
- P34. Construction Management Solution:** Recognizes the best software solutions that manage construction projects, resources, and teams to increase efficiency and productivity.
- P35. Content Management Solution:** Recognizes the best tools, platforms or services that allow users to sort through vast amounts of content and present technology in a meaningful and organized way. Solutions allow users to arrange, display, collect, organize, co-create, share and manipulate content.
- P36. 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.
- P37. Customer Data Platform:** Recognizes the best CDP marketer-managed systems that offer a persistent, unified customer database that is accessible to other systems. CDPs should create a comprehensive view of each customer by capturing data from multiple systems, linking information related to the same customer, and storing the information to track behavior over time. The CDP contains personal identifiers used to target marketing messages and track individual-level marketing results, offering marketing teams relevant insights needed to run marketing campaigns.
- P38. Best Customer Education LMS - *new for 2023*:** Recognizes the best customer education or extended enterprise Learning Management Systems (LMS) that help users engage with the product and elevate customer engagement.
- P39. Best Customer Service Solution - *new for 2023*:** Recognizes the best tools, platforms, or services that help businesses enhance their customer service and support. Includes help-desk services, live chat, social media tools, technology enabled service providers, etc.
- P40. Data Tools & Platforms:** Recognizes the platforms that best enable organizations to develop, deploy, operate and manage a big data infrastructure/environment including deep analytics, AI and machine learning.
- P41. 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.
- P42. Digital Process Automation Solution:** Recognizes the best solutions that create process applications to automate complex workflows and digital business processes for application development and deployment professionals.
- P43. 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.
- P44. Emerging Technology:** Recognizes the best emerging technology products, tools or solutions that are solving big problems, changing the status quo and opening up new opportunities. Products must be less than three years old or have put out a new version that includes new technology that is disruptive and/ or relatively underdeveloped in potential.

## New Product Awards Categories *Continued*

- P45. 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.
- P46. 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, inventory management, HR functions, product planning, purchasing, manufacturing, and service delivery.
- P47. 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.
- P48. 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.
- P49. Financial & Market Data Solution - *new for 2023*:** 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.
- P50. 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.
- P51. 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.
- P52. 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.
- P53. Human Capital or Talent Management 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.
- P54. 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.
- P55. 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.
- P56. 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.
- P57. Integration Platform as a Solution (IPaaS):** 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.
- P58. International Data Protection Solution:** Recognizes the best solutions that protect data across multiple platforms and locations, globally.
- P59. Internet of Things (IoT) Analytics Solution:** Recognizes the best applications for measuring and transforming Internet of Things (IoT) data into business intelligence.
- P60. Lead Generation Solution:** Recognizes the best solutions that enable organizations to efficiently collect, manage, grade, distribute and respond to sales leads.
- P61. Legal Solution:** Recognizes the best information-based solutions designed for the legal professional.
- P62. 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 Product Awards Categories *Continued*

- P63. 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.
- P64. 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.
- P65. 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.
- P66. 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.
- P67. 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.
- P68. News Monitoring Solution:** Recognizes the best solutions for monitoring, analyzing and drawing insights from a wide range of content, including news, opinions and conversations.
- P69. No Code/Low Code Platform:** Recognizes the best No Code/ Low Code solutions that allow users to create applications with little knowledge of traditional programming languages, machine code or development work.
- P70. Operations Management Solution:** Recognizes the best solutions for joining financial, contractual, licensing, and inventory functions to support the technology environment.
- P71. Payments Solution:** Recognizes the best solutions for processing and/or facilitating payments.
- P72. Personal Information (PI) Regulatory Compliance Solution:** Recognizes the best solutions for the management of regulatory compliance as technology effects controller/ processor relationships, data subject access requests, risk mitigation, and ongoing logging and documentation in a domestic and cross border environment.
- P73. 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.
- P74. 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.
- P75. Ransomware Removal Tool:** Recognizes the best solutions for identifying, isolating and removing ransomware from technology systems.
- P76. Real Estate or Construction Management Solution:** Recognizes the best solutions that automate and improve the planning, design, construction and operation of facilities.
- P77. 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.
- P78. Remote Working Solution:** Recognizes the best technology-based solutions that aid collaboration, communication, file sharing, and the process of managing, engaging, empowering, and problem-solving for teams working together over geographic distances.
- P79. 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.
- P80. Service Management Solution:** Recognizes the best solutions that align the delivery of technology services with the needs of the business to deliver best services to employees and clients.

## New Product Awards Categories *Continued*

- P81. 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.
- P82. 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. technology operates independent of any hardware-specific dependencies and is programmatically extensible.
- P83. 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.
- P84. Subscription Billing Solution - *new for 2023*:** 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, recurring billing, auto-renewing, paywall management, invoicing, reporting, and financial management.
- P85. 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.
- P86. Virtual Event Technology Solution:** Recognizes the best solutions for managing the production and execution for virtual events. Includes registration and ticketing, payment processing, sponsor and attendee management, event marketing, reporting, event program, budgeting, etc.
- P87. Wellness Solution:** Recognizes the best solutions that promote wellness and wellbeing by applying technology in innovative ways to help employees thrive in their work and daily lives.
- P88. Work Management Platform:** Recognizes the best digital tools that allow users to plan, track, organize, and review both projects and non-project tasks to improve business results and team performance.
- P89. Other:** Recognizes the best business technology products and solutions that don't fit into one of the many other categories listed here.

## Content & Content Technology Solution Categories

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

**Information to be submitted online for entries in these categories in the 2023 competition include**

- 1** **Written answers to the following questions, describing the nominated product or service since January 1, 2021, OR a video of up to five (5) minutes in length that answers all of the same questions:**
    - a. If this is a brand-new product, state the date on which the solution was released. If this is a new version of an existing solution, state the date on which the update was released. *Required*
    - b. Describe the features, functions, and benefits of the nominated product or service (up to 350 words). *Required*
    - c. Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words). *Required*
    - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*
  - 2** **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. These might be planning documents, press clippings, work samples, photographs, video clips, etc.
- 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.

## New Product Awards Categories *Continued*

- 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 Authoring Development or Curation Solution:** Recognizes the best software solutions designed for users to be able to create, modify, design, alter, combine, customize, curate multiple content sources and formats, and share digital content for effective and engaged learning in the PreK-20 learning areas.
- S46. 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.
- S47. 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.
- S48. 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.
- S49. 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.
- S50. 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.
- S51. 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.
- S52. 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.
- S53. 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.
- S54. 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.

## New Product Awards Categories *Continued*

- S55. 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.
- S56. 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.).
- S57. 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.
- S58. 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.
- S59. Content - Science and Technology Information Solution:** Recognizes the best information solutions for science, engineering, and technology professionals or consumers.
- S60. 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.
- S61. Content - Semantic Technology Platform, Tools and Applications:** Recognizes the semantic technology platforms with the best tooling and enterprise features.
- S62. 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.
- S63. 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.).

- S64. 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.
- S65. 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 & Education Technology Categories

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.

**Information to be submitted online for entries in these categories in the 2023 competition include**

- 1** **Written answers to the following questions, describing the nominated product or service since January 1, 2021, OR a video of up to five (5) minutes in length that answers all of the same questions:**
  - a. If this is a brand-new product, state the date on which the solution was released. If this is a new version of an existing product, state the date on which the update was released. *Required*
  - b. Describe the features, functions, and benefits of the nominated product or service (up to 350 words). *Required*
  - c. Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words). *Required*
  - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*

## New Product Awards Categories *Continued*

- 2 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. These might be planning documents, press clippings, work samples, photographs, video clips, etc.
- S01. Education - Administrative Solution:** Recognizes the best non-instructional business management applications or services that support education. Includes privacy tools, class/lecture capture solutions, network services, human resources/talent management, enterprise management, digital communication/ security solutions, scheduling and registration services or student information systems.
- S02. Education - Arts & Creativity Solution:** Recognizes 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.
- S03. 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.
- S04. 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.
- S05. 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.
- S06. 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.
- S07. 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.
- S08. Education - Education Platform for PK-20:** Recognizes the best educational platforms or solutions for faculty, administration and students in grades PK-20. Provides all applications and files for anywhere, anytime availability, using any device at home or at school.
- S09. Education - Emerging Technology Solution for Administrators:** Recognizes new and innovative technology solutions that are designed to solve administrative problems or improve operational efficiency and processes for schools or campuses. These new tools could support administrators in their education management or communication functions.
- S10. 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.
- S11. Education - Game-based Curriculum Solution:** Recognizes the best curriculum solutions that use gaming elements as an integral component of a curriculum 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.



## New Product Awards Categories *Continued*

**S12. 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.

**S13. 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.

**S14. 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.

**S15. 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.

**S16. 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.

**S17. 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.

**S18. Education - PK-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.

**S19. 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.

**S20. 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.

**S21. 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.

## New Product Awards Categories *Continued*

- S22. 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.
- S23. 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.
- S24. 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.
- S25. Education - Reading/English/Language Arts Instructional Solution:** Recognizes the best reading/English/language arts instructional solutions.
- S26. Education - Scholastic Esports Solution K-20:** Recognizes the best products helping implement scholastic esports to schools and colleges. This includes tournament/league management software, CTE curriculum focused on gaming, and efforts to make esports safer and more inclusive.
- S27. 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.
- S28. 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.
- S29. 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.
- S30. 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.
- S31. 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.
- S32. Education - Use of Artificial Intelligence in EdTech:** Recognizes the best artificial intelligence, machine or deep learning solutions, platforms or products that improve learning outcomes and implements solutions that help students succeed.
- S33. Education - Virtual Lab:** Recognizes the best online laboratories that take place remotely at home, online via computerized robotics, or virtually through simulations or software. Winning solutions offer the same learning outcomes as traditional laboratories, in a virtual format.
- S34. Education - Virtual Learning Solution:** Recognizes the educational solutions that best deliver course support, full courses, or degree programs online, in either subscription-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.

## PR Awards Categories

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

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 event awards categories.

### Agency, Department, Team, Individual, and Innovation Categories

Information to be submitted online for entries in these categories in the 2023 competition include

**1** Written answers to the following questions, describing the nominated department's, team's, or individual's achievements since January 1, 2021, OR a video of up to five (5) minutes in length that answers all of the same questions:

- a. Briefly describe the nominated agency, department, team, or individual: history and past performance (up to 200 words). *Required*
- b. Outline the nominee's achievements since the beginning of 2021 that you wish to bring to the judges' attention (up to 250 words). *Required*
- c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words). *Required*
- d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*

**2** **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. These might be planning documents, press clippings, work samples, photographs, video clips, etc.



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

**C02. Communications Department of the Year:** For in-house communications departments, across all communications functions.

**C03. Communications Team of the Year:** For communications teams focused on a particular project, client, or objective. Nominated teams may be in-house, within an agency, or across a client and agency.

**C04. Communications, Investor Relations, or PR Executive of the Year:** For executive-level (VP or higher) communications, PR, and IR professionals.

**C05. Communications Professional of the Year:** For non-executive (director-level or lower) communications, PR, and IR professionals. **There is no entry fee for this category.**

**C06. PR Innovation of the Year:** this category will recognize singular innovations in communications practice, research, technology, or management since the beginning of 2021.

## PR Awards Categories *Continued*

### Communications or PR Campaign/Program of the Year Categories

*Information to be submitted online for entries in these categories in the 2023 competition include*

**1** **Written answers to the following questions, OR a video of up to five (5) minutes in length that answers all of the same questions:**

- a. Specify the date on which this campaign or program was launched. *Required*
- b. Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words). *Required*
- c. Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words). *Required*
- d. Outline the activities and concrete results of this campaign or program since the beginning of 2021. Even if your initiative started before 2021, limit your response to activities and results since the beginning of 2021 only (up to 250 words). *Required*
- e. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*

**2** **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. These might be planning documents, press clippings, work samples, photographs, video clips, etc.

**C07. Arts & Entertainment:** Campaigns/programs undertaken to promote or raise awareness of an artistic or entertainment endeavor, event, or program.

**C08. Brand / Reputation Management:** Campaigns/programs designed to enhance, promote or improve the reputation of an organization with its publics or key elements of its publics.

**C09. Climate Change - *new for 2023*:** Campaigns/programs addressing, issues relevant to, or awareness of, global climate change.

**C10. Communications Research:** Recognizing research conducted for the development of business / communication strategies.

**C11. Community Engagement:** Recognizing campaigns that helped to engage or activate a community in some specific way.

**C12. Community Relations:** Campaigns/programs that aim to improve relations with communities in which the sponsoring organization has an interest, need or opportunity.

**C13. Consumer PR for an Existing Product:** Campaigns/programs/activities around a consumer product.

**C14. Consumer PR for an Existing Service:** Campaigns/programs/activities around a consumer service.

**C15. Content Marketing - *new for 2023*:** Campaigns that effectively demonstrate a strategic program that includes creating and distributing valuable content to attract, acquire, and engage target audience(s).

**C16. Corporate Communications:** Campaigns/programs that enhance a company's overall reputation through corporate communications.

**C17. Corporate Responsibility:** Campaigns/programs demonstrating excellence in corporate social responsibility.

**C18. Country, Region or City:** Campaigns/programs developed to promote a country, a region, or a city.

**C19. Crisis Communications Online:** For excellence in the use of social media during a crisis.

**C20. Crisis Management:** Recognizing excellent communications management during a crisis.

**C21. Digital Creativity - *new for 2023*:** Recognizing excellence in purely digital PR campaigns showing creativity in their use of the digital world.

**C22. Digital Media Relations:** For PR campaigns showing creativity in its use of social media.

**C23. Diversity, Equity & Inclusion:** Campaigns/programs devoted to promoting inclusivity and/or dismantle discrimination for racial, ethnic, religious or sexual orientation and gender differences.

## PR Awards Categories *Continued*

- C24. Environmental:** Campaigns/programs focused on an environmental issue with substantial results for society.
- C25. ESG - *new for 2023*:** Campaigns/programs that enhances an organization's reputation and demonstrate a business approach to initiatives that positively impact society. Campaigns to highlight the positive impact that they have had delivering environmental and social benefits to stakeholders.
- C26. Events & Observances:** Campaigns/programs that generate awareness of or document commemorations, observances, openings, celebrations, and other types of events.
- C27. Financial Services & Investor Relations:** For use of PR for a financial product or service or in investor relations.
- C28. Food & Beverage:** For a PR campaign to promote a new or existing food or beverage.
- C29. Gaming & Virtual Reality:** For a PR campaign that launched a development in the gaming or VR industry.
- C30. Global Issues:** Campaigns/programs that demonstrate effective global communications implemented in at least two countries.
- C31. Healthcare:** Campaign/programs in the healthcare sector, including business-to-business and consumer campaigns.
- C32. Influencer Management:** For a PR campaign that made use of identified influencers beyond traditional media.
- C33. Influencer Marketing:** Campaigns/programs that established or furthered the reach and reputation of social media influencers.
- C34. Integration of Traditional and New Media:** For the creative integration of traditional and social media in a PR campaign.
- C35. 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
- C36. Issues Management:** Campaigns/programs undertaken to deal with issues that could extraordinarily affect ongoing business strategy.
- C37. Low Budget (under \$10,000):** Campaigns/programs that cost no more than \$10,000 to plan and implement.
- C38. Marketing – Business to Business:** Campaigns/programs designed to introduce new products or promote existing products or services to a business audience.
- C39. Marketing – Consumer Products:** Campaigns/programs designed to introduce new products or promote existing products to a consumer audience.
- C40. Marketing – Consumer Services:** Campaigns/programs designed to introduce new services or promote existing services to a consumer audience.
- C41. Media Relations:** Recognizing effective traditional media relations in a PR campaign.
- C42. Multicultural:** Campaigns/programs specifically targeted to a cultural group.
- C43. New Product or Service Launch:** Campaigns/programs undertaken to introduce a new product or service to the marketplace.
- C44. Non-Profit / Charity:** Campaigns/programs that communicate the mission or activities of non-profit or charitable organizations.
- C45. Public Affairs:** Campaigns/programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies.
- C46. Public Service:** Campaigns/programs that advance public understanding of societal issues, problems or concerns.
- C47. Social Media Focused:** Campaigns/programs designed to be implemented primarily through online social media.
- C48. Sponsorship:** Campaigns/programs that promote or create awareness of sponsorship of an event or activity.
- C49. Sport:** For a PR campaign to promote a sport for itself or to a community.
- C50. Technology:** Campaign/programs in the technology sector, including business-to-business and consumer campaigns.
- C51. Travel & Tourism:** Campaigns/programs designed to advance the interests of clients in the transport, travel, hotel or tourism industries.

## 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, 2021.

### **Information to be submitted online for entries in these categories for the 2023 ABAs will include**

- a. An essay of up to 200 words describing the work's purpose and results to date
- b. A link to an electronic version of your nominated publication, or an upload of a file (PDF preferred) via the file uploader tool on the online entry form
- c. Optionally, you may list creative and production credits for your work - a list of the people and organizations that contributed to its development

#### **F01. Best Annual Report**

- a. Publicly-Held Corporations
- b. Privately-Owned Companies
- c. Government Agencies
- d. Non Profit Organizations
- e. Associations

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

#### **F03. Best House Organ (internal publication)**

- a. For General Audience
- b. For Employees
- c. For Customers (Business)
- d. For Customers (Public Enterprise, Government, Association)

#### **F04. Best Newsletter**

#### **F05. Other Publication**

- a. Company
- b. Government
- c. Association or Non-Profit
- d. Public Relations

**F06. Best E-Book:** All e-books published by persons or organizations in the U.S.A. since January 1, 2021, dealing with a subject related to business - finance, careers, professional education, training, business journalism, corporate history, personal growth, etc. - are eligible to be nominated.



**F07. Best Business Book:** All books published by persons or organizations in the U.S.A. since January 1, 2021, 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.

**F08. Best Business Podcast:** For this category, upload two or three (no more) editions of your podcast through our uploader tool.

**F09. Best White Paper or Research Report**

## Social Media Categories

These categories recognize innovation in social media content creation and moderation, management, and marketing since January 1, 2021.

### Innovation in Social Media Channels

**Information to be submitted online for entries in these categories for the 2023 ABAs will include**

- An essay of up to 625 words describing the innovations expressed through the nominated channel, feed, or site since January 1, 2021, OR a video of up to five (5) minutes in length describing the same.
- 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.

**V01. Most Innovative Business Podcast**

**V02. Most Innovative Business Blog**

**V03. Most Innovative Facebook Page**

**V04. Most Innovative Twitter Feed**

**V05. Most Innovative Instagram Feed**

**V06. Most Innovative YouTube Channel**

**V07. Most Innovative TikTok Channel**

### Most Innovative Social Media Professionals

**Information to be submitted online for entries in these categories include**

- An essay of up to 625 words describing the innovative achievements of the nominated person since January 1 2021, OR a video of up to five (5) minutes in length describing the same.
- 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.

**V10. Best Business Influencer of the Year**

**V11. Best Business Blogger of the Year**

**V12. Social Media Manager of the Year**



## 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. Note that these categories are not for customer service-related support functions. There are separate customer service categories available.

**Information to be submitted online for entries in these categories for the 2023 ABAs will include**

- An essay of up to 650 words describing the nominee's accomplishments since January 1 2021, OR a video of up to five (5) minutes in length describing the same.
- 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 2021.
- 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

## Technology Awards Categories

Includes all technology, software, web development, etc. functions.

### **Information to be submitted online for entries in these categories for the 2023 ABAs will include**

- An essay of up to 650 words describing the nominee's accomplishments since January 1, 2021, OR a video of up to five (5) minutes in length describing the same.
- 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 2021.
- 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. Technology Department of the Year:** If you wish to nominate your entire tech organization, enter this category.

**N02. Technology Team of the Year:** If you wish to nominate some subset of your entire tech organization, such as a particular network-management or software development team, nominate them in this category.

**N03. Technology Executive of the Year:** For executive-level (VP or CXO and higher) tech professionals.



**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

**N05. Best Business Technology Pivot - new for 2023:** Recognizes the achievements of organizations that best adapted their business model since January 2021 by creating new value, exceeding customer and employee support, and evolving with the rapid shift in environment.

**N06. Best Technical Support Strategy and Implementation:** Recognizes technical support organizations with the best comprehensive strategy and innovative solutions, tools, and/or services to meet customer and business needs.

**N07. Best Technical Support Solution:** Recognizes best technical support product, solution, or service that improves efficiency for resolving issues; improving customer experience; and/or increasing problem avoidance.

- Computer Services
- Computer Technologies





## Thought Leadership Awards Categories

Recognizing organizations and individuals for their thought leadership-related achievements since January 1, 2021.

### W01. Achievement in Thought Leadership

This category will recognize the achievements since January 1, 2021 of organizations in the U.S.A. that have taken active measures to develop their executives and employees as thought leaders and promote their thought leadership to audiences inside and outside the organization.

**Information to be submitted online for entries in this category in the 2023 competition include**

- 1** **Written answers to the following questions, describing the nominated organization's achievements since January 1 2021, OR a video of up to five (5) minutes in length that answers all of the same questions:**
  - a. Briefly describe the nominated organization: history and past performance (up to 200 words). *Required*
  - b. Outline the organization's thought leadership achievements since the beginning of January 2021 that you wish to bring to the judges' attention (up to 250 words). *Required*
  - c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words). *Required*
  - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*
- 2** **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. These might be planning documents, press clippings, work samples, photographs, video clips, etc.

### W02. Thought Leadership Campaign of the Year

These categories will recognize the achievements since January 1, 2021 of thought leadership programs and campaigns created and performed in the USA.

- a. Business Products
- b. Business Services
- c. Consumer Products
- d. Consumer Services
- e. Government or Non-Profit

**Information to be submitted online for entries in these categories in the 2023 competition include**

- 1** **Written answers to the following questions, OR a video of up to five (5) minutes in length that answers all of the same questions:**
  - a. Specify the date on which this campaign or program was launched. *Required*
  - b. Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words). *Required*
  - c. Describe the development of the campaign or program: the planning process, the goal setting, the subject and content development, the scheduling, etc. (up to 250 words). *Required*
  - d. Outline the activities and concrete results of this campaign or program since the beginning of January 2021. Even if your initiative started before January 2020, limit your response to activities and results since the beginning of January 2021 only (up to 250 words). *Required*
  - e. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*
- 2** **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. These might be planning documents, press clippings, work samples, photographs, video clips, etc.

## Thought Leadership Awards Categories *Continued*

### W03. Thought Leader of The Year

This category will recognize the achievements since January 1, 2021 of individuals who have demonstrated excellence in thought leadership on behalf of themselves and/or their organizations.

- a. Business Products
- b. Business Services
- c. Consumer Products
- d. Consumer Services
- e. Government or Non-Profit **(there is no entry fee for this subcategory)**

**Information to be submitted online for entries in these categories in the 2023 competition include:**

- 1** **Written answers to the following questions, describing the nominated individual's achievements since January 1 2021, OR a video of up to five (5) minutes in length that answers all of the same questions:**
  - a. Briefly describe the nominated individual: history and past performance (up to 200 words). *Required*
  - b. Outline the nominee's thought leadership achievements since January 1, 2021 that you wish to bring to the judges' attention (up to 250 words). *Required*
  - c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words). *Required*
  - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*
- 2** **Optional (but highly recommended),** add supporting materials to your nomination. Provide any number of weblinks, and/or upload any number of files, that you believe will support your case to the judges. These might be press articles, press releases, videos, work samples, internal or external reviews, or employee feedback, for example.

## 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, 2021.

**Information to be submitted online for entries in these categories for the 2023 ABAs will include**

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

H01. Automotive - *new for 2023*

H02. Beauty, Fashion & Lifestyle - *new for 2023*

H03. Branded Entertainment

- a. Business-to-Business
- b. Consumer

H04. Cause Marketing - *new for 2023*

H05. Charitable - *new for 2023*

H06. Corporate Social Responsibility

H07. Corporate Overview

H08. Diversity & Inclusion

H09. Documentary

H10. Educational Institution - *new for 2023*

H11. Events & Webcasts

H12. Financial Services - Banking - *new for 2023*

H13. Fitness, Health & Wellness

H14. Food & Drink

H15. Games - *new for 2023*

H16. Government Relations - *new for 2023*

H17. Influencer & Celebrity - *new for 2023*

H18. Internal/Employee Communications

H19. Low Budget (up to \$25,000) - *new for 2023*

## Video Awards Categories *Continued*

- H20. Motivational
- H21. News & Politics
- H22. Not-for-Profit - *new for 2023*
- H23. Orientation
- H24. Pharmaceutical - *new for 2023*
- H25. P.R. - Annual Reports
- H26. P.R. - Government
- H27. P.R. - Industrial
- H28. P.R. - Media & Entertainment
- H29. P.R. - Non-profit Fund Raising
- H30. P.R. - Other
- H31. P.R. - Technology
- H32. Public Service & Activism
- H33. Sales - Direct Response Marketing
- H34. Sales - Government
- H35. Sales - Industrial
- H36. Sales - Media & Entertainment
- H37. Sales - Other
- H38. Sales - Technology
- H39. Sales - Product Sales
- H40. Sales - Service Sales
- H41. Science & Technology
- H42. Security/Safety
- H43. Social Video
- H44. Sustainability & Environment
- H45. Sports
- H46. Training / Instructional
- H47. Travel & Tourism
- H48. Viral
- H49. Virtual Events & Experiences - *new for 2023*
- H50. Workplace Culture - *new for 2023*



## Web Achievement Awards Categories

Recognizing achievement in web sites and blogs. These categories will recognize your web-related achievements since the beginning of 2021. You may focus on any sort of achievement, including technical improvements, creative enhancements, increased visibility and viewership, complete or partial redesign, writing, user engagement - whatever you and your team have done since the beginning of 2021 that you want to crow about.

### ***Information to be submitted online for entries in these categories for the 2023 ABAs will include***

- a. An essay of up to 525 words describing the nominated achievements, OR a video of up to five (5) minutes in length describing the same. Make sure that your entry focuses on your web-related accomplishments since the beginning of 2020, or the judges won't rate your nomination highly.
- 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 URLs, video clips, photographs, press reviews, news articles, and so on
- c. Optionally, you may list creative and production credits for your nominated achievement(s): a list of people on your team who contributed to its success.

## Web Achievement Awards Categories *Continued*

### Industry Categories

- F10. Accounting
- F11. Advertising, Marketing, & Public Relations
- F12. Aerospace & Defense
- F13. Automotive & Transport Equipment
- F14. Banking
- F15. Business Services
- F16. Chemicals
- F17. Computer Hardware
- F18. Computer Software
- F19. Computer Services
- F20. Conglomerates
- F21. Consumer Products - Durables
- F22. Consumer Products - Non-Durables
- F23. Diversified Services
- F24. Electronics
- F25. Energy
- F26. Financial Services
- F27. Food & Beverage
- F28. Health Products & Services
- F29. Hospitality & Leisure
- F30. Insurance
- F31. Legal
- F32. Manufacturing
- F33. Materials & Construction
- F34. Media & Entertainment
- F35. Metals & Mining
- F36. Non-Profit Organizations
- F37. Pharmaceuticals
- F38. Real Estate
- F39. Retail
- F40. Telecommunications
- F41. Transportation
- F42. Utilities



### Specialty Web Categories

- F43. **Achievement in Data Visualization - *new for 2023***: Only data visualization aspects of a site will be judged. Websites that demonstrate best-in-class use of data visualization by representing complex datasets in innovative, visually appealing, and easily comprehensible ways.
- F44. **Achievement in Navigation/Structure - *new for 2023***: Sites that offer the best-possible user experience through superior navigation and site structure. Only information architecture will be judged.
- F45. **Achievement in Online Training**
- F46. **Achievement in User Experience**
- F47. **Achievement in User Interface Design**
- F48. **Achievement in Web Writing/Content**
- F48. **Achievement in Web Design**
- F50. **Achievement in the Use of Photography - *new for 2023***
- F51. **Achievement in the Use of Video or Moving Image**
- F52. **Technical Achievement of the Year - *new for 2023***: This category is for any site that sets an industry standard by using new, innovative web technology in an outstanding way that improves the overall experience.

## Entry Preparation Tips

### 1. Write Your Entries Offline

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. Judges tend to give lower scores to nominations that have no supporting materials or links

### 3. Focus on Achievements During the Eligibility Period

The eligibility period for The 2023 American Business Awards® extends from January 1, 2021 through March 8, 2023. 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.



## 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 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. Six we can recommend are:

**Business Awards Consulting, Cagatay Kayabas,**  
[awards@kuzeygelisim.com](mailto:awards@kuzeygelisim.com)

**Chris Robinson, Boost Awards,**  
[info@boost-awards.co.uk](mailto:info@boost-awards.co.uk)

**Martha Hooper,** [marthahooper04@gmail.com](mailto:marthahooper04@gmail.com)

**Melissa Sones,** [melissasonesconsulting@gmail.com](mailto:melissasonesconsulting@gmail.com)

**Susan Turkell,** [info@pairelations.com](mailto:info@pairelations.com)

**The Audacious Agency, Lauren Clemett & Annette Densham,** [info@theaudaciousagency.com](mailto:info@theaudaciousagency.com)

### 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.

### 7. Giving Titles to Your Entries

When titling your entries it is not necessary to include the category name in the title—the category will be very apparent to judges when they review your entries. When titling the nomination of an individual person, the ideal title is just the person's name and job title, such as "Jane Doe, President." Unless you have other text that qualifies the nomination in a meaningful way, keep it simple.

## Terms & Conditions of Entry

The following are the terms and conditions of entry to The 2023 American Business Awards®. By submitting entries to the competition you assent that you have read and agree to abide by these terms and conditions.

### Entry Fees

Entry Fees differ per category and are listed on the ABA website. Entry fees must be paid before entries will be submitted to judges for review.

You may withdraw one or more entries from the competition and receive a refund of entries fees paid for those entries through February 8, 2023. After that date entries may still be withdrawn, but no refunds will be issued. If for extraordinary circumstances after February 8 we must submit your entries for judging before entry fees are paid, your entries will be nonrevokable and entry fees will be payable.

### Acceptance of Stevie Awards Correspondence

Every entrant has a designated point of contact: a single person with whom we communicate about the disposition of entries submitted. We will send regular email correspondence to your organization's point of contact, especially after winners are announced in late April. Your organization's point of contact agrees to:

- Whitelist the email address [help@stevieawards.com](mailto:help@stevieawards.com), from which most of our email correspondence will come
- Read all email correspondence from us promptly and respond as requested or required

### Maintenance of Your Entry Account Information

Your organization's entry-submission account on The American Business Awards website, through which your entries are submitted, will contain the contact information for your point of contact, including that person's name, postal mailing address, email address, and telephone number. Your organization's point of contact agrees to maintain the information in this entry-submission account and update it if and when necessary. The entry-submission account may be logged into at any time at <https://aba.stevieawards.com/member>.

### Final Decision

In the event of a dispute as to the category in which an entry(s) will be judged, the decision of the Stevie Awards staff will prevail. Judges may recommend that an entry be switched to a different category, and at their discretion Stevie Awards staff may change an entry's category.

Any offline materials submitted as part of your entries will not be returned.

### Payment of Shipping Fees

Gold, Silver, and Bronze Award winners who are not represented at the June 13 awards banquet in New York to accept their award(s) will be offered the opportunity to opt-in to pay shipping fees to receive their physical awards. Those who do not opt-in will still be winners in good standing, but will not be shipped their awards.

Shipping fees payable will be as follows:

#### Shipments within the USA

- U.S. \$40 per Gold Stevie Award trophy
- U.S. \$17 per Silver or Bronze Medal

#### Shipments to Canada

Trophies will be shipped by FedEx International Economy, DHL Express, or UPS and fees include all customs fees and taxes

- U.S. \$90 per Gold Stevie Award trophy
- U.S. \$38 per Silver or Bronze Medal

#### Shipments to All Other Nations

Trophies will be shipped by FedEx International Economy, DHL Express, or UPS and fees include all customs fees and taxes

- U.S. \$325 per Gold Stevie Award trophy
- U.S. \$45 per Silver or Bronze Medal

Shipping fee invoices would be issued or charges placed during the final week of June, and awards shipped to those who opted-in in mid-July.

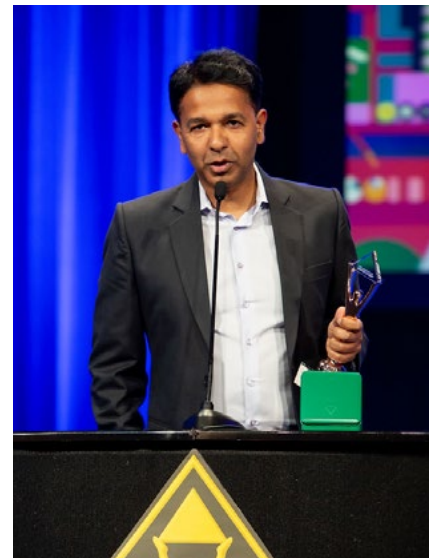
### Publication of Stevie-winning Entries

The full-text of Gold Stevie Award-winning entries will be published on The American Business Awards web site approximately three months after the final results are announced. Gold Stevie Award winners will be given the opportunity to redact any confidential or non-public information from their entries before publication. If you should have one or more Gold Stevie Award-winning entries in The 2023 American Business Awards, you agree to respond promptly to our request for edits or redactions to those entries before publication.

**Failure to comply with these Terms & Conditions will render your entries ineligible. Entry fees will not be refunded.**

## 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 Humana, IBM and MetLife 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 80,000 visitors to our site every month, have more than 50,000 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 70 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.

## About The 2023 American Business Awards® Theme Illustration

The theme art of the 21st annual ABAs is inspired by the work of artist Ed Mell, whose work is inspired by the Colorado Plateau and the Sonoran Desert. Learn more about him and his work at <https://edmellgallery.com>.



THE AMERICAN  
BUSINESS AWARDS®

### | USA Headquarters

The Stevie Awards

10560 Main Street, Suite 519, Fairfax, VA 22030 U.S.A.

Telephone: +1 703-547-8389 | Fax: +1-703-991-2397 | Email: [help@StevieAwards.com](mailto:help@StevieAwards.com)

[www.StevieAwards.com](http://www.StevieAwards.com)