Entry Kit for The 2017 International Business Awards℠

Complete instructions about how to prepare and submit nominations
to the world's premier business awards program

THE STEVIES℠

THE INTERNATIONAL BUSINESS AWARDS℠

We invite your organization to submit nominations to The 2017 (14th Annual) International Business Awards℠, the world's top honors for achievement in the workplace.

All organizations worldwide are eligible to submit nominations to the IBAs: large and small, public and private, for-profit and non-profit. Nominations may be submitted by individuals or organizations. The 2016 competition attracted more than 3,800 nominations from organizations of all types, in more than 60 nations.

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

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

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

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

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

Cordially,

Michael Gallagher
President
The Stevie Awards

Stevie Awards president talks about the
2017 International Business Awards.

Monitor Stevie® Awards Social Media for Updates to the Calendar

1 February	**Entries open for 2017 International Business Awards**
12 April	**Early-bird entry deadline** Entry fees are discounted through this deadline
10 May	**Final entry deadline** Late fees will be charged for entries submitted after this date
May – July 15 – 31	**Judging**
14 June	**Last day to submit late entries** Late entries will not be penalized in any way in the judging process
10 August	**Stevie winners announced** Winners will be notified the day prior
14 August	**Voting opens for People's Choice Stevie Awards for Favorite Companies** Worldwide public vote is part of The International Business Awards
15 September	**Voting closes at 11:59 pm ET for the People's Choice Stevie Awards for Favorite Companies**
21 October	**14th International Business Awards gala presentations** W Hotel, Barcelona, Spain

FINAL DEADLINE EXTENDED TO 12 JULY

A few of the 2016 Stevie® Award Winners
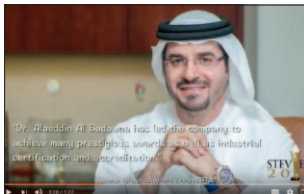
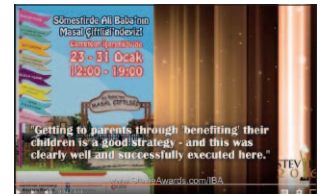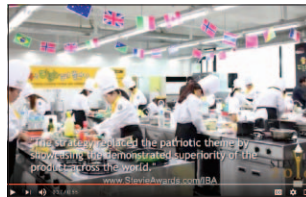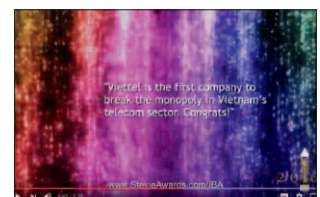|			
Abu Dhabi Marine Operating Co.	Arkadin	AXA	CEFIC
Crystal Lagoons	Hanwoo Board	MSLGROUP	Noguchi Porter Novelli
Odea Bank A.S.	Passion Film	PPC Ltd.	Resolute Forest Products
Telkom Indonesia	Thomson Reuters	TradeMark Now	Viettel Group
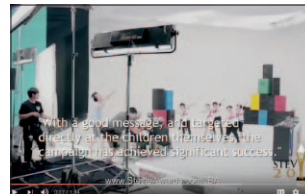
How the Stevie® Award Winners Will Be Determined

Judging of entries will be conducted in June–August by the members of specialized judging committees. Judges will be recruited worldwide, and will be assigned to judging committees based on their industry, function and experience. More than 150 professionals around the world will participate in the judging process in 2017.

Judges will login to our secure judging system to review and rate entries online, at their convenience.

All entries that receive a final average score of at least 7.0 out of 10 from the judges will be eligible to receive Stevie Award recognition. The eligible nomination with the highest average score in a category will be designated the Gold Stevie Award winner, and will receive a Gold Stevie Award trophy. Other eligible nominations with a final average score of at least 8.0 will be designated as Silver Stevie winners, and will receive silver medals. All other eligible nominations will be designated as Bronze Stevie winners, and will receive bronze medals.

The Best of the IBA Awards

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

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

The prizes are for the following:

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

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

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

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

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

These awards cannot be applied for directly. Winners will be determined by a points system based on the total number of awards won in the IBAs, 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 IBA winners (i.e., points won by an agency in its client's name cannot be counted a second time in the agency's name).

How to Submit Your Entries

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

1. Visit the website at **www.StevieAwards.com/IBA** and click the ENTER NOW button at the top of the page.

2. Follow the instructions to complete the registration form that will create your entry-submission account.

3. Within your entry-submission account, 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.

Entry Fees

	Submitted Before 13 April	Submitted Before 11 May	Submitted After 10 May (includes $55 late fee)
Websites, Apps, Publications, Video, & Live Event Categories	$270	$295	$350
Management Categories			
Executive of the Year Categories (A01–A35)	$270	$295	$350
A36. Chairman of the Year	$270	$295	$350
A37. Maverick of the Year	$270	$295	$350
A38. Innovator of the Year	$270	$295	$350
A39. Woman of the Year	$270	$295	$350
A40. Management Team of the Year	$470	$495	$550
Company/Organization Categories			
Company of the Year Categories (B01–B35, a–c)	$470	$495	$550
B36 a–d. Startup of the Year	FREE	FREE	$55
B37 a–d. Tech Startup of the Year	FREE	FREE	$55
B38 a–f. Most Innovative Company of the Year	$470	$495	$550
B39 a–f. Most Innovative Tech Company of the Year	$470	$495	$550
B40 a–f. Innovation of the Year	$470	$495	$550
B41 a–f. Technical Innovation of the Year	$470	$495	$550
B42 a–f. CSR Program of the Year	$470	$495	$550
B43 a–f. Fastest-Growing Company of the Year	$470	$495	$550
B44 a–f. Health, Safety & Environment Program of the Year	$470	$495	$550
B45. Energy Industry Innovation of the Year	FREE	FREE	$55
Corporate Communications, Investor Relations, & Public Relations Categories			
Communications or PR Campaign Categories (C05 a–x)	$470	$495	$550
C01 a–f. Public Relations Agency of the Year	$470	$495	$550
C02. Communications Department of the Year	$470	$495	$550
C03. Communications Team of the Year	$470	$495	$550
C04. Communications, IR or PR Executive of the Year	$250	$275	$330
C06. PR Innovation of the Year	$470	$495	$550
Creative Categories			
D01. Advertising or Design Agency of the Year	$470	$495	$550
D02. Creative Department of the Year	$470	$495	$550
D03. Creative Team of the Year	$470	$495	$550
D04. Creative Executive of the Year	$250	$275	$330
Customer Service Categories			
E01. Customer Service Department of the Year	$470	$495	$550
E02. Customer Service Team of the Year	$470	$495	$550
E03. Customer Service Executive of the Year	$250	$275	$330
Human Resources Categories			
F01. Human Resources Department of the Year	$470	$495	$550
F02. Human Resources Team of the Year	$470	$495	$550
F03. Human Resources Executive of the Year	$250	$275	$330
Information Technology Categories			
H01. Information Technology Department of the Year	$470	$495	$550
H02. Information Technology Team of the Year	$470	$495	$550
H03. Information Technology Executive of the Year	$250	$275	$330
Marketing Categories			
Marketing Campaign of the Year Categories (G04–G55)	$470	$495	$550
G01. Marketing Department of the Year	$470	$495	$550
G02. Marketing Team of the Year	$470	$495	$550
G03. Marketing Executive of the Year	$250	$275	$330
Products & Product Management Categories			
New Product or Service of the Year Categories (J01–J68)	$470	$495	$550
J52. Product Development/Management Department or Team of the Year	$470	$495	$550
J53. Product Development/Mgmt Executive of the Year	$250	$275	$330
Support Categories			
L01. Support Department of the Year	$470	$495	$550
L02. Support Team of the Year	$470	$495	$550

Categories

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

COMPANY/ORGANIZATION AWARDS CATEGORIES

Recognizing the achievements of entire organizations. These categories are open to all organizations worldwide — for-profit and non-profit, large and small, public and private.

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

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

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

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

PEOPLE'S CHOICE STEVIE AWARDS FOR FAVORITE COMPANIES

How to Win Twice the Recognition for Your Organization

Every organization that is honored with a Gold, Silver or Bronze Stevie Award in the following Company of the Year categories (categories B01–B35) will automatically be included in voting for the **People's Choice Stevie Awards for Favorite Companies**. Voting will be conducted by the general public worldwide in August–September, and the winners will be honored at the IBA awards banquet in October 2017. When the results of the IBAs' peer-conducted judging are announced in August, honorees in the Company of the Year categories will receive instructions on how to promote People's Choice voting to their own customers and stakeholders. *Note that only nominees that receive at least 100 public votes are eligible to win a People's Choice Stevie Award.*

Company of the Year

May be for-profit or non-profit, public or private, large or small. **Each of these industry categories has three sub-categories:**

- **Small** (≤ 50 employees and turnover ≤ €10 m/$11 million)
- **Medium-size** (≤ 250 employees and turnover ≤ €50 m/$55 million)
- **Large** (> 250 employees and turnover > €50 m/$55 million)

B01. Advertising, Marketing, & Public Relations
B02. Aerospace & Defense
B03. Apparel, Beauty & Fashion **(a new category for 2017)**
B04. Automotive & Transport Equipment
B05. Banking
B06. Business or Professional Services
B07. Chemicals
B08. Computer Hardware
B09. Computer Software
B10. Computer Services
B11. Conglomerates
B12. Consumer Products — Durables
B13. Consumer Products — Non-Durables
B14. Consumer Services **(a new category for 2017)**
B15. Diversified Services
B16. Electronics
B17. Energy

B18. Financial Services
B19. Food & Beverage
B20. Health Products & Services
B21. Hospitality & Leisure
B22. Insurance
B23. Internet/New Media
B24. Legal
B25. Manufacturing
B26. Materials & Construction
B27. Media & Entertainment
B28. Metals & Mining
B29. Non-Profit or Government Organizations
B30. Pharmaceuticals
B31. Real Estate
B32. Retail
B33. Telecommunications
B34. Transportation
B35. Utilities

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

B37. **Tech Startup of the Year** (for companies that began operations since 1 January 2015). **New categories for 2017. There are no entry fees for these categories.**
  a. Hardware/Peripherals
  b. Services
  c. Software

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

B39. **Most Innovative Tech Company of the Year** (recognizing overall achievement in product and/or marketing, sales, manufacturing, management, etc. innovation) **New categories for 2017.**
  a. Up to 100 Employees
  b. Up to 2,500 Employees
  c. More Than 2,500 Employees

B40. **Innovation of the Year** (recognizing singular innovations in product and/or marketing, sales, manufacturing, management, etc., by an organization or an individual) **New categories for 2017.**
  a. Business Product Industries
  b. Business Service Industries
  c. Consumer Product Industries
  d. Consumer Service Industries

B41. **Technical Innovation of the Year** (recognizing singular innovations in technology, new products, etc., by an organization or an individual) **New categories for 2017.**
  a. At Organizations With Up to 100 Employees
  b. At Organizations With Up to 1,000 Employees
  c. At Organizations With 1,000 or More Employees

B42. **Corporate Social Responsibility Program of the Year** (recognizing organizations' contributions to society)
   a. In Asia, Australia and New Zealand
   b. In Asia (China, Japan and Korea)
   c. In Europe
   d. In the Middle East and Africa
   e. In Canada and the U.S.A.
   f. In Mexico, Central and South America

B43. **Fastest-Growing Company of the Year** (recognizing outstanding revenue growth since the start of 2016 over 2015)
   a. In Asia, Australia and New Zealand
   b. In Asia (China, Japan and Korea)
   c. In Europe
   d. In the Middle East and Africa
   e. In Canada and the U.S.A.
   f. In Mexico, Central and South America

B44. **Health, Safety & Environment Program of the Year** (recognizing organizations' successful implemention of policies to prevent workplace accidents and injuries, increase safety awareness, and meet the requirements of environmental and occupational health and safety laws and requirements)
   a. In Asia, Australia and New Zealand
   b. In Asia (China, Japan and Korea)
   c. In Europe
   d. In the Middle East and Africa
   e. In Canada and the U.S.A.
   f. In Mexico, Central and South America

B45. **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 anywhere in the world, since 1 January 2016) **There is no entry fee for this category.**

MANAGEMENT AWARDS CATEGORIES

Recognizing the achievements of executive managers, chairmen, and management teams.

The information requirements for entries in these categories in the 2017 competition include:

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

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

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

Executive of the Year (e.g. CEO, President, Managing Director). These categories recognize the achievements of executives at the VP level or above.

A01. Advertising, Marketing, & Public Relations
A02. Aerospace & Defense
A03. Apparel, Beauty & Fashion **(a new category for 2017)**
A04. Automotive & Transport Equipment
A05. Banking
A06. Business or Professional Services
A07. Chemicals
A08. Computer Hardware
A09. Computer Software
A10. Computer Services
A11. Conglomerates
A12. Consumer Products – Durables
A13. Consumer Products – Non-Durables
A14. Consumer Services **(a new category for 2017)**
A15. Diversified Services
A16. Electronics
A17. Energy
A18. Financial Services
A19. Food & Beverage
A20. Health Products & Services
A21. Hospitality & Leisure
A22. Internet/New Media
A23. Insurance
A24. Legal
A25. Manufacturing
A26. Materials & Construction
A27. Media & Entertainment
A28. Metals & Mining
A29. Non-Profit or Government Organizations
A30. Real Estate
A31. Retail
A32. Pharmaceuticals
A33. Telecommunications
A34. Transportation
A35. Utilities

A36. **Chairman of the Year:** recognizing the achievements of board chairmen.
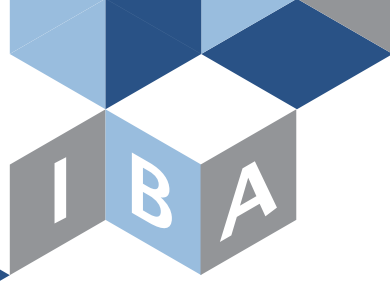
A37. **Maverick of the Year:** recognizing the individual who's affected the most positive change on his or her organization and/or industry since the beginning of 2016.

A38. **Innovator of the Year:** recognizing the individual who's contributed most to innovation, within their organization and/or industry, since the beginning of 2016.

A39. **Woman of the Year:** recognizing the achievements of women in the workplace since the beginning of 2016.

A40. **Management Team of the Year:** through this category you can nominate your entire management team with one nomination.

CORPORATE COMMUNICATIONS, INVESTOR RELATIONS, & PUBLIC RELATIONS AWARDS CATEGORIES

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

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

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

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

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

C01. **Public Relations Agency of the Year**
Enter one or more of these categories if you wish to recognize everyone who works at your PR agency, regardless of their function, location, seniority or position.
a. In Asia, Australia and New Zealand
b. In Asia (China, Japan and Korea)
c. In Europe
d. In the Middle East and Africa
e. In Canada and the U.S.A.
f. In Mexico, Central and South America

C02. **Communications Department of the Year**
Enter this category if you wish to recognize everyone who works in communications functions in your organization, regardless of function, location, seniority or position.

C03. **Communications Team of the Year**
Enter this category if you wish to recognize some subset of your entire communications organization, such as a specific investor relations, community relations, crisis communications or social media team, for example. The team may be multidisciplinary, may stretch across multiple organizations (your own organization, client organizations, and agency or vendor organizations, for example), and may be a permanent team or a temporary team that was assembled only for a specific task or assignment.

C04. **Communications, Investor Relations, or PR Executive of the Year**
Enter this category to recognize the achievements of individual communications executives at the VP level or above.

C05. **Communications or PR Campaign/Program of the Year**
a. **Arts & Entertainment:** campaigns/programs undertaken to promote or raise awareness of an artistic or entertainment endeavor, event, or program.
b. **Communications Research:** recognizing research conducted for the development of business/communication strategies. **(new category for 2017)**
c. **Community Relations:** campaigns/programs that aim to improve relations with communities in which the sponsoring organization has an interest, need or opportunity.
d. **Crisis Communications:** campaigns/programs undertaken to deal with an unplanned event and requiring immediate response.
e. **Events & Observances:** campaigns/programs that generate awareness of or document commemorations, observances, openings, celebrations, and other types of events.
f. **Global Issues:** campaigns/programs that demonstrate effective global communications implemented in at least two countries.
g. **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

h. **Healthcare:** campaign/programs in the healthcare sector, including business-to-business and consumer campaigns. **(new category for 2017)**
i. **Investor Relations:** campaigns/programs undertaken to communicate information to a company's investors and the investment community and/or to manage the company's relationship with investors.
j. **Issues Management:** campaigns/programs undertaken to deal with issues that could extraordinarily affect ongoing business strategy.
k. **Low Budget** (under $10,000/€8900): campaigns/programs that cost no more than $10,000/€8900 to plan and implement.
l. **Marketing — Business to Business:** campaigns/programs designed to introduce new products or promote existing products or services to a business audience.
m. **Marketing — Consumer Products:** campaigns/programs designed to introduce new products or promote existing products to a consumer audience.
n. **Marketing — Consumer Services:** campaigns/programs designed to introduce new services or promote existing services to a consumer audience.
o. **Media Relations:** recognizing effective traditional media relations in a PR campaign.
p. **Multicultural:** campaigns/programs specifically targeted to a cultural group.
q. **New Product Launch:** campaigns/programs undertaken to introduce a new product or service to the marketplace.
r. **Reputation/Brand Management:** campaigns/programs designed to enhance, promote or improve the reputation of an organization with its publics or key elements of its publics.
s. **Public Affairs:** campaigns/programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies.
t. **Public Service:** campaigns/programs that advance public understanding of societal issues, problems or concerns.
u. **Social Media Focused:** campaigns/programs designed to be implemented primarily through online social media.
v. **Sponsorship:** campaigns/programs that promote or create awareness of sponsorship of an event or activity.
w. **Technology:** campaign/programs in the technology sector, including business-to-business and consumer campaigns.
x. **Travel & Tourism:** campaigns/programs designed to advance the interests of clients in the transport, travel, hotel or tourism industries.

C06. **PR Innovation of the Year:** this category will recognize singular innovations in communications practice, research, technology, or management since the beginning of 2016.

There are a number of other IBA categories that should be of interest to communications professionals, including many of the publication awards categories, website awards categories, app awards categories, video awards categories, and live event awards categories.
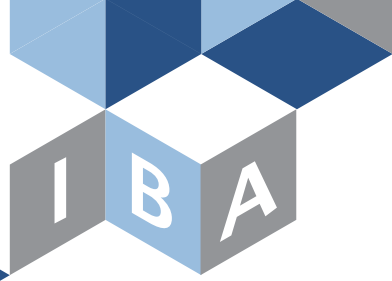
CUSTOMER SERVICE AWARDS CATEGORIES

Includes all customer service functions.

The information requirements for entries in these categories in the 2017 competition include:

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

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

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

E01. **Customer Service Department of the Year**
Enter this category if you wish to recognize everyone who works in customer service functions in your organization, regardless of function, location, seniority or position.

E02. **Customer Service Team of the Year**
Enter this category if you wish to recognize some subset of your entire customer service organization, such as a specific front-line, back-office, customer-complaints, or problem-resolution team, for example. The team may be multidisciplinary, may stretch across multiple organizations (your own organization, client organizations, and agency or vendor organizations, for example), and may be a permanent team or a temporary team that was assembled only for a specific task or assignment.

E03. **Customer Service Executive of the Year**
Enter this category to recognize the achievements of individual customer service executives at the VP level or above.

HUMAN RESOURCES AWARDS CATEGORIES

Includes all human resources functions.

The information requirements for entries in these categories in the 2017 competition include:

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

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

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

F01. **Human Resources Department of the Year**
Enter this category if you wish to recognize everyone who works in HR functions in your organization, regardless of function, location, seniority or position.

F02. **Human Resources Team of the Year**
Enter this category if you wish to recognize some subset of your entire HR organization, such as a specific benefits management, recruiting, orientation or training team, for example. The team may be multidisciplinary, may stretch across multiple organizations (your own organization, client organizations, and agency or vendor organizations, for example), and may be a permanent team or a temporary team that was assembled only for a specific task or assignment.

F03. **Human Resources Executive of the Year**
Enter this category to recognize the achievements of individual HR executives at the VP level or above.

INFORMATION TECHNOLOGY AWARDS CATEGORIES

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

The information requirements for entries in these categories in the 2017 competition include:

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

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

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

H01. **Information Technology Department of the Year**
Enter this category if you wish to recognize everyone who works in technology functions in your organization, regardless of function, location, seniority or position.
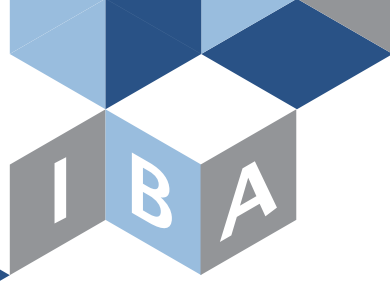
H02. **Information Technology Team of the Year**
Enter this category if you wish to recognize some subset of your entire IT organization, such as a specific web maintenance, software development, or infrastructure planning team, for example. The team may be multidisciplinary, may stretch across multiple organizations (your own organization, client organizations, and agency or vendor organizations, for example), and may be a permanent team or a temporary team that was assembled only for a specific task or assignment.

H03. **Information Technology Executive of the Year**
Enter this category to recognize the achievements of individual IT executives at the VP level or above.

Marketing Awards Categories

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

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

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

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

Marketing Organization/Professional Categories

G01. **Marketing Department of the Year**
Enter this category if you wish to recognize everyone who works in marketing functions in your organization, regardless of function, location, seniority or position.

G02. **Marketing Team of the Year**
Enter this category if you wish to recognize some subset of your entire marketing organization, such as a specific product marketing, brand marketing, social media or creative team, for example. The team may be multidisciplinary, may stretch across multiple organizations (your own organization, client organizations, and agency or vendor organizations, for example), and may be a permanent team or a temporary team that was assembled only for a specific task or assignment.

G03. **Marketing Executive of the Year**
Enter this category to recognize the achievements of individual marketing executives at the VP level or above.

Marketing Campaign of the Year — Industry Categories.

G04. **Agricultural/Industrial/Building:** for all related products, materials, tools and services.

G05. **Automotive — Aftermarket:** gasoline, motor oil, tires, batteries, paint, quick-lube, oil change, muffler, transmission, windshield wipers, enhancements, etc.

G06. **Automotive — Vehicles:** cars, trucks, motorcycles, both brand and model advertising.

G07. **Beauty:** cosmetics, fragrances, hair products, nail products, beauty services such as salons, spas, etc.

G08. **Beverages — VAlcohol:** beer, champagne, liquor, wine, wine coolers, after dinner drinks, etc.

G09. **Beverages — VNon-Alcohol:** diet and non-diet soda, coffee, tea, juices, milk, milk substitutes, bottled water, sparkling water, etc.

G10. **Breakfast Foods:** cereals and other foods intended primarily for breakfast consumption.

G11. **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.

G12. **Culture & The Arts:** plays, museums, music organizations, concert series, cultural festivals, theater festivals, etc.

G13. **Electronics:** audio and/or video devices such as TVs, radios, mobile devices, home entertainment (DVD/Blu-ray players), cameras, computer hardware, game consoles, laptops, tablets, sound systems, etc.

G14. **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.

G15. **Entertainment & Sports:** includes entertainment and sporting events. Sporting events such as the Super Bowl, sports teams, etc. All forms of entertainment including specific films, books, DVDs, videogames, games (online, mobile, social, board, card, etc.), entertainment apps, greeting cards, online, radio and TV programming, etc.

G16. **Fashion & Style:** brands of clothing, eyewear, footwear, hosiery, jewelry, accessories, etc.

G17. **Financial Cards:** credit, charge, debit, reward, phone and other cards.

G18. **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.

G19. **Government/Institutional/Recruitment:** municipal or state economic development, lotteries, utilities (i.e. electricity conservation messages), membership drives, armed forces marketing communications. Includes political messages and special interest/trade group communications.

G20. **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.

G21. **Healthcare — OTC:** communications efforts for products that may be purchased *without* a subscription that address a specific illness, disease, or health issue, whether to healthcare professionals, patients, and/or consumers.

G22. **Healthcare — Rx:** communications efforts for products that may be purchased *with* a subscription that address a specific illness, disease, or health issue, whether to healthcare professionals, patients, and/or consumers.

G23. **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.

G24. **Home Furnishings & Appliances:** kitchen appliances, air conditioners, carpeting, furniture, decorator's supplies, paint, wallpaper, etc.

G25. **Home Supplies & Services:** cleaning products, waxes, detergents, floor-care products, fabric softeners, paper products, domestic services, mowers, fertilizers, lawn care, gardening services, etc.

G26. **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.).

G27. **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).

G28. **Leisure Products & Services:** recreational, sporting, and camping goods/services and other items/services intended for leisure activity.

G29. **Media Companies:** broadcasters, magazines, newspapers, web sites, consumer or trade media, radio and television stations, including networks.

G30. **Office & Delivery Products & Services:** delivery — overnight delivery, packagetracking, international service, etc. Office — printers, physical servers, fax machines, copiers, supplies, office furniture, etc.

G31. **Packaged Food:** packaged and frozen foods both regular and diet/light.

G32. **Personal Care:** soap, dental products, face & body lotions and cleansers, cotton swabs, deodorants, feminine hygiene products, razors, shaving cream, etc.

G33. **Pet Care:** animal care products and services of all types, including food, toys, veterinary and boarding services, training, and breeders.

G34. **Real Estate:** homes, real estate brokers, malls, etc.

G35. **Restaurants:** quick service, casual dining, mid-scale, white table cloth and other restaurants.

G36. **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.).

G37. **Snacks/Desserts/Confections:** ice cream, candy, chips, cookies, bakery items, nut, fruit & vegetable snacks, popcorn, etc.

G38. **Software:** software, groupware, operating systems, or software stored locally on a computer, tablet, or mobile device.

G39. **Transportation:** air, train, bus/trolley, taxi, subway systems, bike shares, car rentals, leasing not including automobile sales/leasing, ferries, etc.

G40. **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

G45. **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.

G46. **Brand Experience of the Year — Consumer:** experiences, and unique connections with their brands.

G47. **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. **(New category for 2017)**

G48. **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.

G49. **Mobile Marketing Campaign of the Year:** for campaigns targeted to consumers' mobile devices.

G50. **Online Marketing Campaign of the Year:** for campaigns conducted entirely online.

G51. **New Product or Service Introduction of the Year:** for campaigns conducted to introduce a new product or service to the U.S. market.

G52. **Re-Branding / Brand Renovation of the Year:** for campaigns that recreated or repositioned an existing brand.

G53. **Small-Budget Marketing Campaign of the Year** (< €3 m/$3 million)

G54. **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.

G55. **Youth Marketing Campaign of the Year:** for campaigns that targeted the youth market (up to age 24).

There are a number of other IBA categories that should be of interest to marketing professionals, including many of the publication awards categories, website awards categories, app awardscategories, video awards categories, and live event awards categories.

www.StevieAwards.com/IBA

New Product Awards Categories

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

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

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

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

Best New Product or Service of the Year (for products and services introduced to the marketplace since 1 January 2016. Nominees may be brand new or new versions.)

J01. **Business-to-Business Products**
J02. **Business-to-Business Services**
J03. **Consumer Electronics**
J04. **Consumer Products**
J05. **Consumer Services**
J06. **Financial Services**
J07. **Hardware — Computer**
J08. **Hardware — Networking**
J09. **Hardware — Peripheral**
J10. **Hardware — Semiconductor or Other Electronic Component**
J11. **Hardware — Storage**
J12. **Hardware — Other**
J13. **Health & Pharmaceuticals — Product**
J14. **Health & Pharmaceutical — Service**
J15. **Industrial Products & Services**
J16. **Media & Entertainment — Product**
J17. **Media & Entertainment — Service**
J18. **Software — Application Programming Interface (API) Management Solution (new category for 2017)**
J19. **Software — Asset Management Solution**
J20. **Software — Big Data Solution**
J21. **Software — Business or Competitive Intelligence Solution**
J22. **Software — Cloud Application/Service**
J23. **Software — Cloud Enterprise Resource Planning (ERP) Solution (new category for 2017)**
J24. **Software — Cloud Infrastructure**
J25. **Software — Cloud Platform**
J26. **Software — Cloud Storage & Backup Solution**
J27. **Software — Collaboration/Social Networking Solution**
J28. **Software — Content Management Solution**
J29. **Software — Corporate Learning/Workforce Development Solution**
J30. **Software — Data Visualization Technology (new category for 2017)**
J31. **Software — Electronic Commerce Solution**
J32. **Software — Endpoint Security Management Solution (new category for 2017)**
J33. **Software — Event Management Solution (new category for 2017)**
J34. **Software — Financial Management Solution**
J35. **Software — FinTech Solution (new category for 2017)**
J36. **Software — Governance, Risk & Compliance Solution**
J37. **Software — Healthcare Technology Solution (new category for 2017)**
J38. **Software — Human Capital Management Solution**
J39. **Software — Identity & Access Security Solution (new category for 2017)**
J40. **Software — Infrastructure as a Service (new category for 2017)**
J41. **Software — Integration Solution**

J42.   **Software — International Data Protection Solution**
J43.   **Software — IoT Analytics Solution** (new category for 2017)
J44.   **Software — IT Operations Management Solution** (new category for 2017)
J45.   **Software — IT Service Management Solution** (new category for 2017)
J46.   **Software — Lead Generation Solution**
J47.   **Software — Marketing/Public Relations Solution**
J48.   **Software — Migration as a Service** (new category for 2017)
J49.   **Software — Mobile Development Solution**
J50.   **Software — Mobile On-Demand Application**
J51.   **Software — Mobile Operations Management Solution**
J52.   **Software — Network Security Solution** (new category for 2017)
J53.   **Software — News Monitoring Solution** (new category for 2017)
J54.   **Software — Payments Solution** (new category for 2017)
J55.   **Software — Platform as a Service** (new category for 2017)
J56.   **Software — Project Management Solution**
J57.   **Software — Real Estate or Construction Management Solution** (new category for 2017)
J58.   **Software — Relationship Management Solution**
J59.   **Software — SaaS Enablement as a Service** (new category for 2017)
J60.   **Software — Social Business Solution**
J61.   **Software — Software Development Solution**
J62.   **Software — Supply Chain Management Solution**
J63.   **Software — Systems Management Solution**
J64.   **Software — Web Services Solution**
J65.   **Software — Other**
J66.   **Telecommunications — Product**
J67.   **Telecommunications — Service**
J68.   **Transportation**

J69.   **Product Development/Management Department or Team of the Year**
       Enter this category if you wish to recognize everyone who works in product development or product management in your organization, regardless of function, location, seniority or position — **OR** — if you you wish to recognize some subset of your entire product development/management organization, such as a specific product development, product marketing, or product support team, for example. The team may be multidisciplinary, may stretch across multiple organizations (your own organization, client organizations, and agency or vendor organizations, for example), and may be a permanent team or a temporary team that was assembled only for a specific task or assignment.

J70.   **Product Development/Management Executive of the Year**
       Enter this category to recognize the achievements of product development and product management executives at the VP level or above.

SUPPORT AWARDS CATEGORIES

Includes all administrative support, production support, security, maintenance, research, etc. functions.

The information requirements for entries in these categories in the 2017 competition include:

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

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

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

L01. **Support Department of the Year**
Enter this category if you wish to recognize everyone who works in support functions in your organization, regardless of function, location, seniority or position.

L02. **Support Team of the Year**
Enter this category if you wish to recognize some subset of your entire support organization, such as a *specific* maintenance, research, security, or production support team, for example. The team may be multidisciplinary, may stretch across multiple organizations (your own organization, client organizations, and agency or vendor organizations, for example), and may be a permanent team or a temporary team that was assembled only for a specific task or assignment.

CREATIVE AWARDS CATEGORIES

Includes all creative management, copywriting, art direction, editorial, audio-visual production, animation, illustration, photography, etc., functions.

The information requirements for entries in these categories in the 2017 competition include:

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

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

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

D01. **Advertising or Design Agency of the Year**
Enter this category if you wish to recognize everyone who works at your advertising, marketing or design agency, regardless of of their function, location, seniority or position.

D02. **Creative Department of the Year**
Enter this category if you wish to recognize everyone who works in creative functions in your organization, regardless of function, location, seniority or position.

D03. **Creative Team of the Year**
Enter this category if you wish to recognize some subset of your entire creative organization, such as a specific animation, video, event-production, or client-creative team, for example. The team may be multidisciplinary, may stretch across multiple organizations (your own organization, client organizations, and agency or vendor organizations, for example), and may be a permanent team or a temporary team that was assembled only for a specific task or assignment.

D04. **Creative Executive of the Year**
Enter this category to recognize the achievements of individual creative executives at the VP level or above.
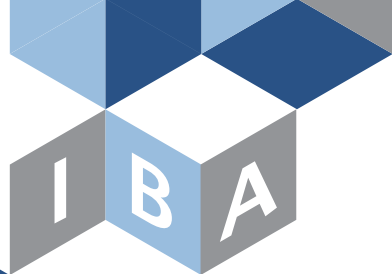
Mobile Site & App Awards Categories

These categories recognize excellence in mobile websites and apps.

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

a. An essay of up to 200 words describing the mobile site or app's purpose and results to date

b. The mobile site or app itself, in the form of a demonstration video of up to three (3) minutes in length. You must attach the video to your entry through our attachment/link uploading tool

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

P60. Auction **(new category for 2017)**
P61. Business/Government
P62. Education & Reference
P63. Entertainment
P64. Events
P65. Experimental & Innovation
P66. Family & Kids **(new category for 2017)**
P67. Fashion & Beauty **(new category for 2017)**
P68. Financial Services/Banking **(new category for 2017)**
P69. Fitness & Recreation **(new category for 2017)**
P70. Food & Drink **(new category for 2017)**
P71. Games
P72. Guides/Ratings/Reviews
P73. Health **(new category for 2017)**
P74. Integrated Mobile Experience
P75. Lifestyle
P76. Magazine/Editorial **(new category for 2017)**
P77. Marketing
P78. Messaging **(new category for 2017)**
P79. Music
P80. News
P81. Productivity **(new category for 2017)**
P82. Professional Education
P83. Professional Services **(new category for 2017)**
P84. Public Service & Activism **(new category for 2017)**
P85. Real Estate **(new category for 2017)**
P86. School/University **(new category for 2017)**
P87. Shopping
P88. Social
P89. Sports
P90. Training
P91. Travel
P92. Utilities & Services
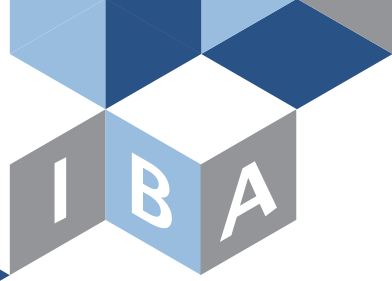
Live Event Awards Categories

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

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

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

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

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

R01. Best Brand Experience Event
R02. Best Consumer Event
R03. Best Exhibition Display, Stand or Feature
R04. Best Tradeshow or Convention
R05. Best Association Event or Meeting
R06. Best Corporate Image Event
R07. Best New Product Introduction Event
R08. Best Internal Recognition/Motivational Event
R09. Best Sales Meeting
R10. Best Sales Presentation
R11. Best Public Relations Event
R12. Best Low-Budget Event (Under $20,000/€15000)
R13. Best Non-Profit/Charity Fundraising Event

IBA

Publication Awards Categories

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

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

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

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

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

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

N01. **Best Annual Report**
   a. Online/Electronic
   b. Print

N02. **Best House Organ** (internal publication)
   a. For General Audience
   b. For Employees
   c. For Customers (Business)
   d. For Customers (Public Enterprise, Government, Association)

N03. **Best Marketing or Sales Brochure or Kit**
   a. Online/Electronic
   b. Print

N04. **Company History Publication**
   a. Up to 50 Years
   b. More Than 50 Years

N05. **Other Publication**
   a. Company
   b. Government
   c. Association or Non-Profit
   d. Public Relations

N06. **Best E-Book:** All e-books published by persons or organizations since 1 January 2016, dealing with a subject related to business — finance, careers, professional education, training, business journalism, corporate history, personal growth, etc. — are eligible to be nominated.

N07. **Best Business Book:** All books published by persons or organizations since 1 January 2016, dealing with a subject related to business — finance, careers, professional education, training, business journalism, corporate history, personal growth, etc. — are eligible to be nominated.

VIDEO AWARDS CATEGORIES

These categories recognize excellence in videos produced for a business- or work-related purpose that were first released or otherwise made public since 1 January 2016.
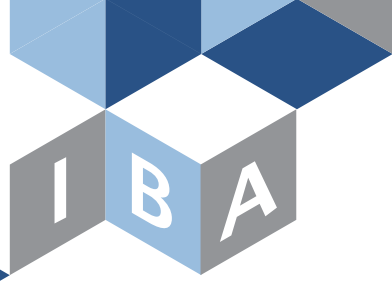
Information to be submitted online for entries in these categories in the 2017 competition include:

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

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

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

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

Q01. Branded Entertainment
Q02. Corporate Overview
Q03. Events & Webcasts
Q04. Internal/Employee Communications
Q05. Magazine Format
Q06. Meeting Modules
Q07. Motivational
Q08. Orientation
Q09. P.R.: Annual Reports
Q10. P.R.: Government
Q11. P.R.: Industrial
Q12. P.R.: Media & Entertainment
Q13. P.R.: Non-Profit Fund Raising
Q14. P.R.: Other
Q15. P.R.: Technology
Q16. Sales: Direct Response Marketing
Q17. Sales: Government
Q18. Sales: Industrial
Q19. Sales: Media & Entertainment
Q20. Sales: Other
Q21. Sales: Technology
Q22. Sales: Product Sales
Q23. Sales: Service Sales
Q24. Security/Safety
Q25. Tourism/Travel
Q26. Training
Q27. Viral

WEBSITE AWARDS CATEGORIES

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

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

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

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

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

Industry Categories

P05. Accounting
P06. Advertising, Marketing, & Public Relations
P07. Aerospace & Defense
P08. Automotive & Transport Equipment
P09. Banking
P10. Business or Professional Services
P11. Chemicals
P12. Computer Hardware
P13. Computer Software
P14. Computer Services
P15. Conglomerates
P16. Consumer Products — Durables
P17. Consumer Products — Non-Durables
P18. Diversified Services
P19. Electronics
P20. Energy
P21. Financial Services
P22. Food & Beverage
P23. Health Products & Services
P24. Hospitality & Leisure
P25. Insurance
P26. Legal
P27. Manufacturing
P28. Materials & Construction
P29. Media & Entertainment
P30. Metals & Mining
P31. Non-Profit Organizations, including Charities and Government
P32. Pharmaceuticals
P33. Real Estate
P34. Retail
P35. Telecommunications
P36. Transportation
P37. Utilities

Specialty Categories

P40. Best Blog
P41   Best Email Newsletter
P42. Best Events Website
P43. Best User Experience **(new category for 2017)**
P44. Best User Interface **(new category for 2017)**
P45. Best Web Writing/Content
P46. Best Home/Welcome Page
P47. Best Investor Relations Site
P48. Best Overall Web Design
P49. Best Online Press Room
P50. Best Training Site
P51. Best Use of Video or Moving Image
F52. Best Facebook Fanpage or Group
F53. Best Use of Instagram
P54. Best Twitter Feed

Entry Preparation Tips

1. Write Your Entries Before Submitting Them

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

2. Include Supporting Materials and Links

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

3. Focus on Achievements During the Eligiblity Period

The eligibility period for The 2017 International Business Awards extends from 1 January 2016 through 14 June 2017. (There is no eligibility timeframe for website or app entries.) While your entries may make reference to achievements from before this period, they should focus extensively on achievements during the eligibility period. The judges will not give high scores to your entries if they don't.

4. How to Submit Entries for Multiple Clients

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

5. Test Your Links

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

6. Video Entries and Other Media Materials

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

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

10 Reasons to Enter

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

2. The **entry fees** are nominal compared to the publicity boon your firm can reap when you become a Stevie® winner.

3. Small organizations have just as much chance to win a Stevie as big companies do. Every year, household-name companies such as BT, Procter & Gamble, and Unilever are joined in the winners' circle by small and medium-size organizations that are still building their brands.

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

5. If you're an advertising agency, marketing consultancy or media production company, your work will be reviewed and honored by potential *clients*, not just your competitors, and there are many **categories** for marketing campaigns, web sites and blogs, smartphone and tablet apps, publications, video productions, live events, and other media.

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

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

8. When you win a Stevie Award you'll get to make a **30-second acceptance speech**...before an audience of 400+ executives from around the world...during an internationally-broadcast awards dinner. This year's event will take place in October in Barcelona, Spain.

9. The **Stevie Award** is one of the world's most coveted prizes. It was designed by the same company that makes the Oscar, the Emmy, and other major awards.

10. As Stevie winner you'll get a range of **free tools** that you can use to promote your award.

Rules & Terms & Conditions of the Competition

The following are the terms and conditions of entry to The 2017 International 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 IBA web site**. 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 10 May 2017. After that date entries may still be withdrawn, but no refunds will be issued. If for extraordinary circumstances after 10 May 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 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 Stevie Award winners are announced in August. Your organization's point of contact agrees to:

- Whitelist the email address **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 International 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 **http://www.stevieawards.com/iba**.

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.

Disposition of Submitted Materials

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

Payment of Shipping Fees

Stevie Award winners who are not represented at the October awards banquet in Barcelona, Spain to accept their award(s) will be assessed a shipping fee for their award(s). Only sponsors and honorary nominees will not have to pay shipping fees. Shipping fees payable will be as follows:

Stevie Award Winners in the U.S.A.
- U.S. $30 per Gold Stevie Award trophy
- U.S. $12 per Silver or Bronze Medal

Stevie Award Winners in Canada
Trophies will be shipped by FedEx International Ground and fees include customs fees and taxes
- U.S. $50 per Gold Stevie Award trophy
- U.S. $22 per Silver or Bronze Medal

Stevie Award Winners in All Other Nations
Trophies will be shipped by FedEx International Economy or DHL Express and fees includes customs fees and taxes
- U.S. $300 per Gold Stevie Award trophy
- U.S. $32 per Silver or Bronze Medal

If you are liable to pay shipping fees, they will be automatically charged to the credit card to which entry fees were charged, approximately 10 days after the awards banquet, unless you first provide us with an alternate means of payment. Your organization's point of contact with us will receive an email in advance of the charge, noting the date that the charge will be made. If entry fees were not charged to a credit card, you will be invoiced for your shipping fees and payment is due upon receipt of your invoice. That invoice will be emailed to your point of contact.

Non-payment of shipping fees is *not* an option: if you submit entries to the IBAs, you agree to pay the fees due if any awards you win are not accepted at the awards event at which they are presented. You may not opt out of paying them by asking to *not* receive your awards.

See the section above headed **Maintenance of Your Entry Account Information**. We reserve the right to charge you shipping fees *twice* if your award shipment is returned to us because the shipping address in your entry-submission account is wrong, or you otherwise did not provide us with an alternate shipping address, and your awards are returned as undeliverable to us or to one of our award manufacturers.

Publication of Stevie-winning Entries

The full-text of Gold Stevie Award-winning entries will be published on The International Business Awards web site approximately one month after the awards banquet. 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 2017 International 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.

What's New & Different for 2017

Eligibility Timeframe:

- Eligibility for the 2017 IBAs extends from 1 January 2016 through 14 June 2017, the last day that late entries will be accepted. Nominations should cite achievements during this eligibility window. Videos, publications, live events, and other media premiered since that date are eligible to be entered. There is no eligibility timeframe for app and website entries — it doesn't matter when they were first published.

Entry Deadlines

- There are three entry deadlines, including an early-bird deadline by which the entry fees are discounted:
  - 12 April 2017: early-bird deadline, entry fees are discounted by $45
  - 10 May 2017: deadline
  - 14 June 2017: late entry deadline, $55/entry late fee due in addition to entry fees

Language of Submission

- All entries to The International Business Awards must now be submitted in English.

Entry Fees

- **Entry fees** have been raised $10 per entry from 2016.

New Categories

- There are a great many new categories in the 2017 IBAs. **Explore the lists of categories** to find them.
- The App category grouping has been renamed Mobile Sites & Apps, in recognition that many organizations deploy specially-designed mobile websites in lieu of apps.

Additional Text Permitted for Media Entries

- The word limit for the essay portion of nominations in the Mobile Site & App, Publication, Video and Website categories has been increased from 125 to 200 words.

IBA

The Stevie® Award

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

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

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

THE STEVIES

THE INTERNATIONAL
BUSINESS AWARDS℠

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