Entry Kit for The 2016 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 2016 (13th 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 2015 competition attracted more than 3,700 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 2016 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
2016 International Business Awards.

## Monitor Stevie® Awards Social Media for Updates to the Calendar

13 April	Early-bird entry deadline, with discounted entry fees
11 May	Final entry deadline
~~**15 June**~~	~~Last day entries will be accepted with payment of $55/entry late fee~~
May - August	Judging
10 August	Gold, Silver and Bronze Stevie Award winners announced
11 August	Worldwide voting opens for the People's Choice Stevie® Awards for Favorite Companies. All Stevie Award winners in the Company of the Year categories will be included in the people's choice competition
9 September	Voting closes for the People's Choice Stevie Awards for Favorite Companies
21 October	Awards banquet, Rome, Italy

FINAL ENTRY DEADLINE EXTENDED TO 13 JULY
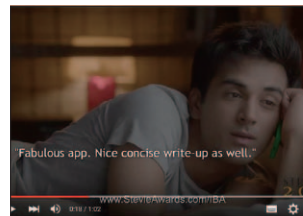
A Few of the 2015 Stevie® Award Winners
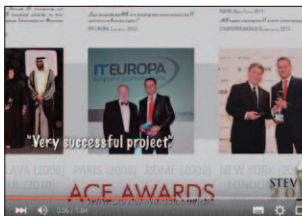
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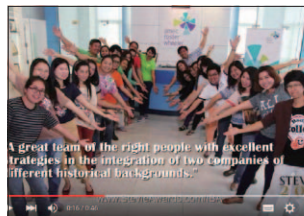
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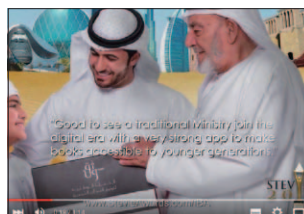IBM

KEPCO Nuclear Fuel Company
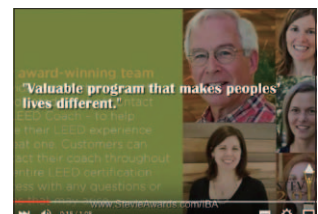
M3 Communications Group

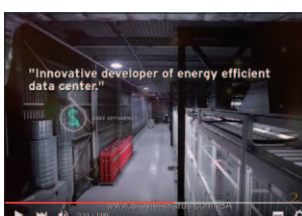Manila Electric

MapAction

National Archives (Abu Dhabi)

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U.S. Green Building Council

Verne Global

Viettel Timor Leste Unipessoal Lda

Zeno Stratcom Indonesia

Ziehm Imaging GmbH

How the Stevie® Award Winners Will Be Determined

Judging of entries will be conducted in two phases: preliminary and final. Preliminary judging will be conducted in May-July. Preliminary judges will be recruited worldwide, will apply to judge on The International Business Awards web site, and if accepted will be assigned categories by Stevie® Awards staff, based on their industry, function, and experience.

All entries that receive an average score of at least 7.0 in the preliminary round of judging, regardless of category, will automatically be designated as Finalists, and will be eligible for Gold, Silver, or Bronze Stevie Award status, to be determined in final judging.

In late July, members of the final judging committees will perform the final judging, and their average scores will determine the Stevie Award placements. The Finalist entry in each category with the highest average score after final judging will receive a Gold Stevie Award. Any Finalist entries with a final average score of at least 8.0 will be designated as Silver Stevie winners, and will receive a silver medal. All other Finalists will be designated as Bronze Stevie winners, and will receive a bronze medal.

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.

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

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

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

Top 10: Will be awarded to the 10 organizations with the most award points in the 2016 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 ABA winners (i.e., points won by an agency in its client's name cannot be counted a second time in the agency's name).

How to Submit Your Entries

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

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

2. Follow the instructions and click the REGISTER button 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 14 April	Submitted Before 12 May	Submitted After 11 May (includes $55 late fee)
Websites, Apps, Publications, Video, & Live Event Categories	$260	$285	$340
Management Categories			
Executive of the Year Categories (A01 - A34)	$260	$285	$340
A35. Chairman of the Year	$260	$285	$340
A36. Maverick of the Year	$260	$285	$340
A37. Innovator of the Year	$260	$285	$340
A38. Woman of the Year	$260	$285	$340
A39. Management Team of the Year	$460	$485	$540
Company/Organization Categories			
Company of the Year Categories (B01 - B34)	$460	$485	$540
B35 a-d. Startup of the Year	FREE	FREE	$55
B36 a-f. Most Innovative Company of the Year	$460	$485	$540
B37 a-f. CSR Program of the Year	$460	$485	$540
B38 a-f. Fastest-Growing Company of the Year	$460	$485	$540
B39 a-f: Health, Safety & Environment Program of the Year	$460	$485	$540
B40. Energy Industry Innovation of the Year	FREE	FREE	$55
Corporate Communications, Investor Relations, & Public Relations Categories			
Communications or PR Campaign Categories (C05 a-v)	$460	$485	$540
C01 a-f. Public Relations Agency of the Year	$460	$485	$540
C02. Communications Department of the Year	$460	$485	$540
C03. Communications Team of the Year	$460	$485	$540
C04. Communications, IR or PR Executive of the Year	$240	$265	$320
C06. PR Innovation of the Year	$460	$485	$540
Creative Categories			
D01. Advertising or Design Agency of the Year	$460	$485	$540
D02. Creative Department of the Year	$460	$485	$540
D03. Creative Team of the Year	$460	$485	$540
D04. Creative Executive of the Year	$240	$265	$320
Customer Service Categories			
E01. Customer Service Department of the Year	$460	$485	$540
E02. Customer Service Team of the Year	$460	$485	$540
E03. Customer Service Executive of the Year	$240	$265	$320
Human Resources Categories			
F01. Human Resources Department of the Year	$460	$485	$540
F02. Human Resources Team of the Year	$460	$485	$540
F03. Human Resources Executive of the Year	$240	$265	$320
Information Technology Categories			
H01. Information Technology Department of the Year	$460	$485	$540
H02. Information Technology Team of the Year	$460	$485	$540
H03. Information Technology Executive of the Year	$240	$265	$320
Marketing Categories			
Marketing Campaign of the Year Categories (G04 - G54)	$460	$485	$540
G01. Marketing Department of the Year	$460	$485	$540
G02. Marketing Team of the Year	$460	$485	$540
G03. Marketing Executive of the Year	$240	$265	$320
Products & Product Management Categories			
New Product or Service of the Year Categories (J01 - J51)	$460	$485	$540
J52. Product Development/Management Department or Team of the Year	$460	$485	$540
J53. Product Development/Mgmt Executive of the Year	$240	$265	$320
Support Categories			
L01. Support Department of the Year	$460	$485	$540
L02. Support Team of the Year	$460	$485	$540

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 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 2016 competition include :

a. An essay of up to 650 words describing the nominated organization's achievements since 1 January 2015

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 2015

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

Every organization that is honored with a Gold, Silver or Bronze Stevie Award in the following Company of the Year categories (categories B01 - B34) 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 Rome, Italy in October 2016. 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.

Company of the Year

May be for-profit or non-profit, public or private, large or small. **New for 2016, each of these industry categories now has three sub-categories:**

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

B01. Accounting
B02. Advertising, Marketing, & Public Relations
B03. Aerospace & Defense
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. Diversified Services
B15. Electronics
B16. Energy
B17. Financial Services
B18. Food & Beverage

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

B35.   **Startup of the Year** (for companies that began operations since 1 January 2014). **There are no entry fees for these categories.**
    a. Business Product Industries
    b. Business Service Industries
   c. Consumer Product Industries
    d. Consumer Service Industries

B36.   **Most Innovative Company of the Year** (recognizing product and/or marketing, sales, manufacturing, management, etc. innovation in the past year)
    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

B37.   **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

B38.   **Fastest-Growing Company of the Year** (recognizing outstanding revenue growth since the start of 2015 over 2014)
    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

B39.   **Health, Safety & Environment Program of the Year** (recognizing organizations' successful implementation 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

B40.   **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 2015. **There is no entry fee for this category.**
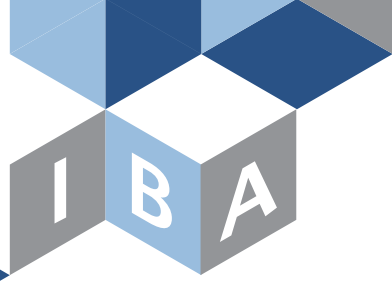
Management Categories

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

The information requirements for entries in these categories in the 2016 competition include :

a. An essay of up to 650 words describing the nominee's achievements since 1 January 2015

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 2015

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 in the following industry groupings.

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

A35. **Chairman of the Year:** recognizing the achievements of board chairmen.

A36. **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 2015.

A37. **Innovator of the Year:** recognizing the individual who's contributed most to innovation, within their organization and/or industry, since the beginning of 2015.

A38. **Woman of the Year:** recognizing the achievements of women in the workplace since the beginning of 2015.

A39. **Management Team of the Year:** Through this category you can nominate your entire management team with one nomination.

CORPORATE COMMUNICATIONS / PUBLIC RELATIONS 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 2016 competition include :

a. An essay of up to 650 words describing the nominee's achievements since 1 January 2015. 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 2015. 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. **Community Relations:** campaigns/programs that aim to improve relations with communities in which the sponsoring organization has an interest, need or opportunity.

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

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

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

f. **Internal Communications:** campaigns/programs undertaken to inform or educate an internal audience, such as employees or members. There are two subcategories to this category:

- At organizations with up to 100 employees

- At organizations with 100 or more employees

g. **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.

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

i. **Low Budget** (under $10,000 / € 8900): campaigns/programs that cost no more than $10,000 / € 8900 to plan and implement.

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

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

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

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

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

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

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

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

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

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

u. **Technology:** campaign/programs in the technology sector, including business-to-business and consumer campaigns. **A new category for 2016.**

v. **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 2015.

CUSTOMER SERVICE CATEGORIES

Includes all customer service functions.

The information requirements for entries in these categories in the 2016 competition include :

a. An essay of up to 650 words describing the nominee's achievements since 1 January 2015

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 2015

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 CATEGORIES

Includes all human resources functions.

The information requirements for entries in these categories in the 2016 competition include :

a, An essay of up to 650 words describing the nominee's achievements since 1 January 2015

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 2015

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.
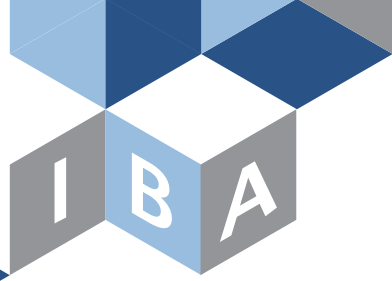
INFORMATION TECHNOLOGY CATEGORIES

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

The information requirements for entries in these categories in the 2016 competition include :

a, An essay of up to 650 words describing the nominee's achievements since 1 January 2015

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 2015

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 CATEGORIES

Information to be submitted online for entries in these categories in 2016 include :

a. An essay of up to 650 words describing the nominee's accomplishments since 1 January 2015. 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 2015. 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: c**ars, trucks, motorcycles, both brand and model advertising.

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

G08. **Beverages - Alcohol:** beer, champagne, liquor, wine, wine coolers, after dinner drinks, etc.

G09. **Beverages - Non-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. (See category E24 for Saas/IaaS or Cloud-based services, and category E12 for online and mobile games.)

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:** recognizing work that reaches out to consumer audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections with their brands.

G47. **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.

G48. **Mobile Marketing Campaign of the Year:** for campaigns targeted to consumers' using their mobile devices.

G49. **Online Marketing Campaign of the Year:** for campaigns conducted entirely online.

G50. **New Product or Service Introduction of the Year:** for campaigns conducted to introduce a new product or service to the marketplace.

G51. **Re-Branding / Brand Renovation of the Year:** for campaigns that recreated or repositioned an existing brand. **A new category for 2016.**

G52. **Small-Budget Marketing Campaign of the Year** (< € 3 m / $3 million)

G53. **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.

G54. **Youth Marketing Campaign of the Year:** for campaigns that targeted the youth market (up to age 24).

NEW PRODUCT CATEGORIES

Information to be submitted
online for entries in these categories in 2016 will include :

a. An essay of up to 650 words describing the nominee's achievements since 1 January 2015 - 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 2015 - 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 2015. 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 - Asset Management Solution**
J19.   **Software - Big Data Solution**
J20.   **Software - Business or Competitive Intelligence Solution**
J21.   **Software - Cloud Application/Service**
J22.   **Software - Cloud Infrastructure**
J23.   **Software - Cloud Platform**
J24.   **Software - Cloud Storage & Backup Solution**
J25.   **Software - Collaboration/Social Networking Solution**
J26.   **Software - Content Management Solution**
J27.   **Software - Corporate Learning/Workforce Development Solution**
J28.   **Software - Electronic Commerce Solution**
J29.   **Software - Financial Management Solution**
J30.   **Software - Governance, Risk & Compliance Solution**
J31.   **Software - Human Capital Management Solution**

J32. **Software - Integration Solution**

J33. **Software - International Data Protection Solution**

J34. **Software - Lead Generation Solution**

J35. **Software - Legal Information Solution**

J36. **Software - Marketing/Public Relations Solution**

J37. **Software - Mobile Development Solution**

J38. **Software - Mobile On-Demand Application**

J39. **Software - Mobile Operations Management Solution**

J40. **Software - Project Management Solution**

J41. **Software - Relationship Management Solution**

J42. **Software - Security Solution**

J43. **Software - Social Business Solution**

J44. **Software - Software Development Solution**

J45. **Software - Supply Chain Management Solution**

J46. **Software - Systems Management Solution**

J47. **Software - Web Services Solution**

J48. **Software - Other**

J49. **Telecommunications - Product**

P50. **Telecommunications - Service**

P51. **Transportation**

J52. **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 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.

J53. **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 CATEGORIES

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

The information requirements for entries in these categories in the 2016 competition include :

a, An essay of up to 650 words describing the nominee's achievements since 1 January 2015

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 2015

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 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 2016 competition include :

a. An essay of up to 650 words describing the nominee's achievements since 1 January 2015

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 2015

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.

App Categories

These categories recognize excellence in apps for smartphone and tablet devices.

Information to be submitted online for entries in these categories in the 2016 competition include :

a. An essay of up to 125 words describing the app's purpose and results to date. Include here the platforms your app supports.

b. The app itself, in the form of a demonstration video of up to three (3) minutes in length, or a URL to the app. In either case you must attach the demonstration video or the URL to your entry through our attachment/link uploading tool. **Note that demonstration videos are preferred to app downloads.**

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

P60. Business/Government

P61. Education & Reference

P62. Entertainment

P63. Events

P64. Experimental & Innovation

P65. Games

P66. Guides/Ratings/Reviews

P67. Integrated Mobile Experience

P68. Lifestyle

P69. Marketing

P70. Music

P71. News

P72. Professional Education

P73. Shopping

P74. Social

P75. Sports

P76. Training

P77. Travel

P78. Utilities & Services

LIVE EVENT CATEGORIES

These categories recognize excellence in live events staged since 1 January 2015.

Information to be submitted online for entries in these categories in the 2016 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

Publication Categories

These categories recognize excellence in annual reports, brochures, marketing and sales kits, house organs (corporate magazines), and other publications issued since 1 January 2015.

Information to be submitted online for entries in these categories in the 2016 competition include :

a. An essay of up to 125 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 2015, 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 2015, 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 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 2015.
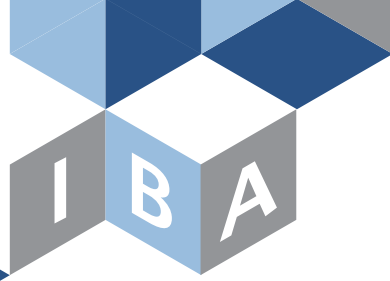
Information to be submitted online for entries in these categories in the 2016 competition include :

a. An essay of up to 125 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 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 2016 competition include :

a. An essay of up to 125 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

Specialty Categories

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 INTERNATIONAL
BUSINESS AWARDS