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

Entry Kit for
The **14**th Annual
American
Business
AwardsSM

NEW
EMPLOYEE
ORIENTATION

ANNUAL REPORT 2015

Open

THE STEVIES

THE AMERICAN
BUSINESS AWARDSSM

We invite your organization to submit nominations to The 2016 (14th Annual) American Business AwardsSM, the top honors in the U.S.A. for achievement in the workplace.

All organizations operating in the U.S.A. are eligible to submit nominations to the ABAs: large and small, public and private, for-profit and non-profit. Nominations may be submitted by individuals or organizations. The 2015 competition attracted more than 3,300 nominations from organizations of all types, all across America.

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

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

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

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

New for 2016, all Stevie Award placements will be announced before the June 20 awards banquet in New York.

We hope your organization will submit entries to The 2016 American Business Awards. Please don't hesitate to **contact us** with your questions about how to participate.

Cordially,

Michael Gallagher
President
The Stevie Awards

Stevie Awards president talks about the 2016 ABAs

Monitor Stevie® Awards Social Media for Updates to the Calendar

|	
November 19, 2015	First early-bird entry deadline
December 16	Second early-bird entry deadline
February 18, 2016	**Final entry deadline**
~~March 16~~	~~Last day to submit late entries with payment of $55/entry late fee~~
April 22	**Final day of judging**
May 2	**Gold, Silver and Bronze Stevie® Award winners announced and notified**
May 3	Public voting opens for People's Choice Stevie Awards for Favorite New Products (See page 16 for details)
June 3	Final day of voting for the People's Choice Stevie Awards for Favorite New Products
June 7	Winners announced in People's Choice Stevie Awards for Favorite New Products
June 13	Last day to purchase tickets for awards banquet
June 20	Awards banquet, Marriott Marquis Hotel, New York
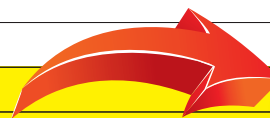
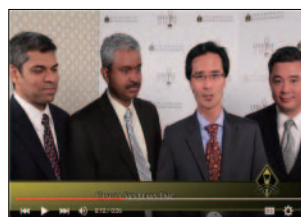**ENTRY DEADLINE EXTENDED TO APRIL 19**

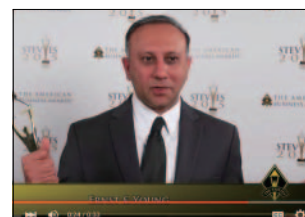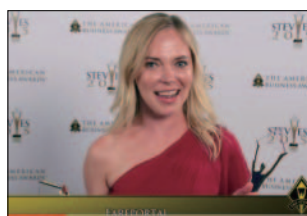## What Some Past Stevie® Winners Say About Their Awards
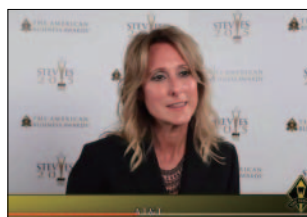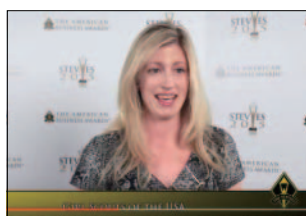
AT&T
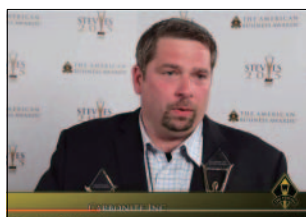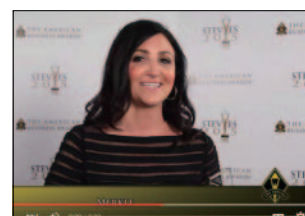
Carbonite Inc.

Cisco Systems
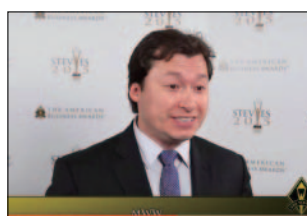
Ernst & Young

Fareportal
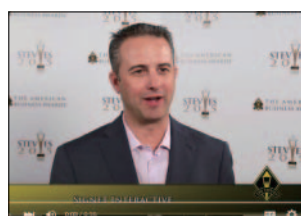
Girl Scouts of the USA

IBM

Merkle

MWW

Resonate Pictures

Signet Interactive

Thomson Reuters

How the Stevie® Award Winners Will Be Determined

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

The Best of the ABA Awards

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

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

The prizes are for the following:
Organization of the Year: Will be awarded to the organization with the highest overall point total in the ABAs. The organization may be large or small, public or private, for profit or non-profit.
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 ABAs, with a Gold Stevie win counting for 3 points, a Silver Stevie for 2 points, and a Bronze Stevie counting for 1.5. Points cannot be counted more than once in calculating Best of the ABA winners (i.e., points won by an agency in its client's name cannot be counted a second time in the agency's name).

How to Submit Your Entries

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

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

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

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

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

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

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

Entry Fees

	Submitted Before November 20	Submitted Before December 17	Submitted Before February 19	Submitted After February 18 (includes $55 late fee)
Media Categories				
Apps	$195	$225	$260	$315
Live Events	$195	$225	$260	$315
Publications	$195	$225	$260	$315
Videos	$195	$225	$260	$315
Websites	$195	$225	$260	$315
Marketing Categories				
Marketing Campaign of the Year categories (E01 - E48)	$400	$435	$470	$525
E50. Marketing or Advertising Agency of the Year	$400	$435	$470	$525
E51. Marketing Department of the Year	$400	$435	$470	$525
E52. Marketing Team of the Year	$400	$435	$470	$525
E53. Marketing Executive of the Year	$165	$190	$215	$270
E54. Marketing Professional of the Year (for non-executive marketing professionals)	FREE	FREE	FREE	$55
Management Categories				
Executive of the Year (A01 - A34, A36- A38)	$235	$260	$285	$340
A35. Management Team of the Year	$400	$435	$470	$525
Company / Organization Categories				
Company/Organization of the Year categories (B01 - B34)	$400	$435	$470	$525
Startup of the Year categories (B01 - B34, B37 - B43)	FREE	FREE	FREE	$55
Innovation Categories (B37 - B40)	$400	$435	$470	$525
B41. CSR Program of the Year categories	$400	$435	$470	$525
Fastest-Growing Company categories (B42 - B43)	$400	$435	$470	$525
B45. Minority-Owned Business of the Year	$400	$435	$470	$525
B46. Veteran-Owned Business of the Year	$400	$435	$470	$525
B47. Energy Industry Innovation of the Year	FREE	FREE	FREE	$55
Corporate Communications, Investor Relations, & Public Relations Categories				
PR Campaign of the Year categories (C05a - r)	$400	$435	$470	$525
C01. Public Relations Agency of the Year	$400	$435	$470	$525
C02. Communications Department of the Year	$400	$435	$470	$525
C03. Communications Team of the Year	$400	$435	$470	$525
C06. PR Innovation of the Year	$400	$435	$470	$525
C07. Communications, Investor Relations, or PR Executive of the Year	$165	$190	$215	$270
C08. Communications Professional of the Year (for non-executive communications, PR, and IR professionals)	FREE	FREE	FREE	$55
Customer Service Categories				
J01. Customer Service Department of the Year	$400	$435	$470	$525
J02. Customer Service Team of the Year	$400	$435	$470	$525
J03. Customer Service Executive of the Year	$165	$190	$215	$270
Human Resources Categories				
L01. Human Resources Department of the Year	$400	$435	$470	$525
L02. Human Resources Team of the Year	$400	$435	$470	$525
L03. Human Resources Executive of the Year	$165	$190	$215	$270
Information Technology Categories				
N01. Information Technology Department of the Year	$400	$435	$470	$525
N02. Information Technology Team of the Year	$400	$435	$470	$525
N03. Information Technology Executive of the Year	$165	$190	$215	$270
N04. Technical Professional of the Year (for non-executive IT professionals)	FREE	FREE	FREE	$55
Products & Product Management Categories				
New Product or Service of the Year categories (P01 - P59, P65 - P88, S01 - S26)	$400	$435	$470	$525
P61. Product Development/Management Department or Team of the Year	$400	$435	$470	$525
P62. Product Development/Management Executive of the Year	$165	$190	$215	$270
P63. Product Developer of the Year (for non-executive product development/ management professionals)	FREE	FREE	FREE	$55
Support Categories				
R01. Best Support Department of the Year	$400	$435	$470	$525
R02. Best Support Team of the Year	$400	$435	$470	$525
R03. Best Support Staffer of the Year (e.g. office manager, administrative assistant)	FREE	FREE	FREE	$55

Payment may be made by credit card or check. We accept American Express, Mastercard, and Visa. Payment by check must be made in U.S. dollars by check or draft drawn on a **U.S. bank** payable to Stevie Awards, Inc. Non-U.S. bank checks will be returned. Please note the name of the entering organization on your check or draft. **Enclose the check with a printout of the "Pay By Check" page on our web site.** For wire transfers to our bank, write to help@stevieawards.com for instructions. **No refunds will be made after February 18, 2016.**

⟩ Categories

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

Company / Organization Categories

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

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

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

Company of the Year (may be for-profit or non-profit, public or private, large or small)

B01. **Accounting**

B02. **Advertising, Marketing, & Public Relations**

B03. **Aerospace & Defense**

B04. **Automotive & Transport Equipment**

B05. **Banking**

B06. **Business Services**

B07. **Chemicals**

B08. **Computer Hardware**

B09. **Computer Software**
 a. Up to 250 Employees
 b. More Than 250 Employees

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**
 a. Medical / Dental Practices
 b. Other 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. **Real Estate**

B30. **Retail**

B31. **Pharmaceuticals**

B32. **Telecommunications**

B33. **Transportation**

B34. **Utilities**

B35. **Startup of the Year** (for companies that began operations since January 1 2014). **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

B36. **Tech Startup of the Year** (for companies that began operations since January 1 2014). **There is no entry fee for this category.**

B37. **Most Innovative Company of the Year** (recognizing overall achievement in product and/or marketing, sales, manufacturing, management, etc. innovation)
   a. Up to 100 Employees
   b. Up to 2,500 Employees
   c. More Than 2,500 Employees

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

B39. **Innovation of the Year** (recognizing singular innovations in product and/or marketing, sales, manufacturing, management, etc., by an organization or an individual)
   a. Business Product Industries
   b. Business Service Industries
   c. Consumer Product Industries
   d. Consumer Service Industries

B40. **Technical Innovation of the Year** (recognizing singular innovations in technology, new products, etc., by an organization or an individual)
   a. At Organizations With Up to 100 Employees
   b. At Organizations With Up to 1,000 Employees
   c. At Organizations With 1,000 or More Employees

B41. **Corporate Social Responsibility Program of the Year** (recognizing organizations' contributions to society)
   a. At Organizations With Up to 100 Employees
   b. At Organizations With Up to 2,500 Employees
   c. At Organizations With 2,500 or More Employees

B42. **Fastest-Growing Company of the Year** (recognizing outstanding revenue growth since the beginning of 2015 over 2014)
   a. Up to 100 Employees
   b. Up to 2,500 Employees
   c. 2,500 or More Employees

B43. **Fastest-Growing Tech Company of the Year** (recognizing outstanding revenue growth since the beginning of 2015 over 2014)
   a. Up to 100 Employees
   b. Up to 2,500 Employees
   c. 2,500 or More Employees

B45. **Minority-Owned Business of the Year: A new category for 2016.** This category will recognize the achievements since January 1 2015 of businesses in the U.S.A. that are majority owned by members of an ethnic minority.

B46. **Veteran-Owned Business of the Year: A new category for 2016.** This category will recognize the achievements since January 1 2015 of businesses in the U.S.A. that are majority owned by veterans of the U.S. Armed Forces.

B47. **Energy Industry Innovation of the Year:** This category recognizes singular innovations in energy-related technology, production, conservation, storage or delivery, by an organization or an individual in the U.S.A., since January 1 2015. **There is no entry fee for this category.**

Management Categories

Recognizing the achievements of executive managers.

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

a. An essay of up to 650 words describing the nominee's accomplishments since January 1 2015
b. In bullet-list form, a brief summary of up to ten (10) of the chief accomplishments of the nominee since January 1 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, COO)

A01. **Accounting**
A02. **Advertising, Marketing, & Public Relations**
A03. **Aerospace & Defense**
A04. **Automotive & Transport Equipment**
A05. **Banking**
A06. **Business Services**
A07. **Chemicals**
A08. **Computer Hardware**

Management Categories continued ....

A09. **Computer Software**

A10. **Computer Services**
   a. Up to 500 Employees
   b. More Than 500 Employees

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. **Insurance**

A22. **Internet/New Media**

A23. **Legal**

A24. **Manufacturing**

A25. **Materials & Construction**

A26. **Media & Entertainment**

A27. **Metals & Mining**

A28. **Non-Profit or Government Organizations**

A29. **Real Estate**

A30. **Retail**

A31. **Pharmaceuticals**

A32. **Telecommunications**

A33. **Transportation**

A34. **Utilities**

A35. **Management Team of the Year**
   a. Business Products Industries
   b. Business Services Industries
   c. Consumer Products Industries
   d. Consumer Services Industries

A36. **Maverick of the Year:** recognizing the individual who's affected the most positive change on his or her company and/or industry since the beginning of 2015
   a. Business Products Industries
   b. Business Services Industries
   c. Consumer Products
   d. Consumer Services

A37. **Tech Innovator of the Year** (recognizing the individual who's contributed most to innovation, within their organization and/or industry, in the U.S.A. since the beginning of 2015)

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

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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 for the 2016 ABAs will include

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

C02. **Communications Department of the Year**

C03. **Communications Team of the Year**

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

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

      b. **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, one of which must be the United States.

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

      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): campaigns/programs that cost no more than $10,000 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. **Multicultural:** campaigns/programs specifically targeted to a cultural group.

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

      o. **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.

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

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

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

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

Customer Service Categories
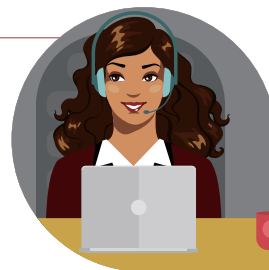
Includes all customer service functions.

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

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

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

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

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

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

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

Human Resources Categories

Includes all human resources functions.

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

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

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

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

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

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

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

Information Technology Categories

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

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

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

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

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

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

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

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

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

Marketing Categories

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

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

a. An essay of up to 650 words describing the nominee's accomplishments since January 1 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 (up to 150 words) of up to ten (10) of the chief accomplishments of the nominee since the beginning of 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, work samples, and web addresses that you may upload to our server to support your entry and provide more background information to the judges

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

E42. **Mobile Marketing Campaign of the Year:** for campaigns targeted to consumers' mobile devices.

E43. **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.

E44. **Online Marketing Campaign of the Year:** for campaigns that were conducted in their entirety online.

E45. **New Product or Service Introduction of the Year:** for campaigns conducted to introduce a new product or service to the U.S. market.

E46. **Small-Budget Marketing Campaign of the Year** (<$3 million)

E47. **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.

E48. **Youth Marketing Campaign of the Year:** for campaigns that targeted the youth market (up to age 24).

■ **Marketing Professional Categories**

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

E51. **Marketing Department of the Year:** recognizing everyone who works in marketing in your organization, regardless of their position, function, or location.

E52. **Marketing Team of the Year:** recognizing particular marketing teams within your overall marketing organization, such as a web marketing team, or a social media marketing team.

E53. **Marketing Executive of the Year**

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

New Product Categories

Includes all product management, product development, product engineering, manufacturing, etc. functions. New products and services released in the U.S.A. since January 1 2015 are eligible to be nominated.
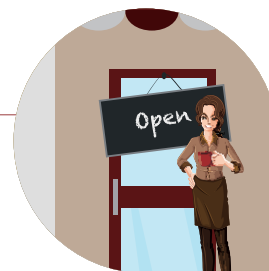
Information to be submitted online for entries in these categories for the 2016 ABAs will include

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

Every new product or service nominated in The American Business Awards will automatically be included in voting for the People's Choice Stevie Awards for Favorite New Products. Voting will be conducted by the general public from May 3 through June 3, and the winners will be honored at the ABA awards banquet on June 20. In early May, entrants in the Best New Product or Service categories will receive instructions on how to promote People's Choice voting to their own customers, fans, and followers. Note that only nominees that receive at least 100 votes are eligible to win a People's Choice Stevie Award.

■ **Products & Services**

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

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

P03. **Consumer Electronics**

P04. **Consumer Products**

P05. **Consumer Services**

P06. **Financial Services**

P07. **Hardware - Computer**

P08. **Hardware - Networking**

P09. **Hardware - Peripheral**

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

P11. **Hardware - Storage**

P12. **Hardware - Other**

P13. **Health & Pharmaceuticals - Product**

P14. **Health & Pharmaceutical - Service**

P15. **Industrial Products & Services**

P16. **Media & Entertainment - Product**

P17. **Media & Entertainment - Service**

P18. **Telecommunications - Product**

P19. **Telecommunications - Service**

P20. **Transportation**

■ Software

P30. **Software - Asset Management Solution**

P31. **Software - Big Data Solution**

P32. **Software - Business or Competitive Intelligence Solution**

P33. **Software - Cloud Application/Service**

P34. **Software - Cloud Infrastructure**

P35. **Software - Cloud Platform**

P36. **Software - Cloud Storage & Backup Solution**

P37. **Software - Collaboration/Social Networking Solution**

P38. **Software - Content Management Solution**

P39. **Software - Corporate Learning/Workforce Development Solution**

P40. **Software - Electronic Commerce Solution**

P41. **Software - Financial Management Solution**

P42. **Software - Governance, Risk & Compliance Solution**

P43. **Software - Human Capital Management Solution**

P44. **Software - Integration Solution**

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

P46. **Software - Lead Generation Solution**

P47. **Software - Marketing/Public Relations Solution**

P48. **Software - Mobile Development Solution**

P49. **Software - Mobile On-Demand Application**

P50. **Software - Mobile Operations Management Solution**

P51. **Software - Project Management Solution**

P52. **Software - Relationship Management Solution**

P53. **Software - Security Solution**

P54. **Software - Social Business Solution**

P55. **Software - Software Development Solution**

P56. **Software - Supply Chain Management Solution**

P57. **Software - Systems Management Solution**

P58. **Software - Web Services Solution**

P59. **Software - Other**

■ Content

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

P65. **Content - Advertising or Campaign Management Platform**

P66. **Content - Aggregation Platform**

P67. **Content - Business Directory**

P68. **Content - Business Information Solution**

P69. **Content - Content Analytics Solution**

P70. **Content - Content Marketing Solution**

P71. **Content - Content Rights and Delivery Solution**

P72. **Content - Crowd Sourced Information Solution**

P73. **Content - eCommerce & Billing Platform**

P74. **Content - Financial & Market Data Information Solution**

P75. **Content - General Reference Service**

P76. **Content - Health & Medical Information Solution**

P77. **Content - Information Service Delivered as Mobile App or Platform**

P78. **Content - Legal Information Solution**

P79. **Content - Media & Information Monitoring Solution**
P80. **Content - Mobile Publishing Technology**
P81. **Content - Sales & Marketing Intelligence Solution**
P82. **Content - Scholarly Publishing Information Solution**
P83. **Content - Science and Technology Information Solution**
P84. **Content - Search Technology Solution**
P85. **Content - Semantic Technology Platform, Tools and Applications**
P86. **Content - Service Using Aggregated Content**
P87. **Content - Solution for Integrating Content into the Workflow**
P88. **Content - Video Platform for Media & Publishers**

■ Education

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

S01. **Education - Arts & Creativity Solution**
S02. **Education - Career and Workforce Readiness Solution**
S03. **Education - Classroom Management Solution**
S04. **Education - Collaborative Social Media Solution for Educators**
S05. **Education - Cross-Curricular Solution**
S06. **Education - Education Cloud-based Solution**
S07. **Education - ELL/World Language Acquisition Instructional Solution**
S08. **Education - Game-based Curriculum Solution**
S09. **Education - Instructional Solution in Other Curriculum Areas**
S10. **Education - K-12 Course or Learning Management Solution**
S11. **Education - K-12 Enterprise Solution**
S12. **Education - Learning Capacity-Building Solution**
S13. **Education - Mathematics Instructional Solution**
S14. **Education - PK-12 Personalized Learning Solution**
S15. **Education - Postsecondary Enterprise Solution**
S16. **Education - Postsecondary Learning Management Solution**
S17. **Education - Postsecondary Learning Solution**
S18. **Education - Postsecondary Personalized Learning Solution**
S19. **Education - Professional Learning Solution for Education**
S20. **Education - Reading/English/Language Arts Instructional Solution**
S21. **Education - Science Instructional Solution**
S22. **Education - Social Sciences or Social Studies Instructional Solution**
S23. **Education - Solution for Special Needs Students**
S24. **Education - Source for Reference or Education Resources**
S25. **Education - Student Assessment Solution**
S26. **Education - Virtual Learning Solution**

■ Product Management

P61. **Product Development/Management Department or Team of the Year**
P62. **Product Development/Management Executive of the Year**
P63. **Product Developer of the Year:** recognizing all non-executive product development or management professionals.
   There is no entry fee for this category.

Support Categories

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

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

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

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

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

R01. **Support Department of the Year**

R02. **Support Team of the Year**

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

App Categories

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

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

F55. **Business/Government**
F56. **Education & Reference**
F57. **Entertainment**
F58. **Events**
F59. **Experimental & Innovation**
F60. **Games**
F61. **Guides/Ratings/Reviews**
F62. **Integrated Mobile Experience**
F63. **Lifestyle**
F64. **Marketing**
F65. **Music**
F66. **News**
F67. **Professional Education**
F68. **Shopping**
F69. **Social**
F70. **Sports**
F71. **Training**
F72. **Travel**
F73. **Utilities & Services**

Live Event Categories

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

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

a. An essay of up to 525 words describing the event: its genesis, goals, development, and results. You may include detailed production notes, audience demographics, etc.
b. Any number of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. These may include video clips, photographs, press reviews, news articles, and so on
c. Optionally, you may list creative and production credits for your event - a list of the people and organizations that contributed to its development

G01. **Best Brand Experience Event**

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

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

G04. **Best Tradeshow or Convention**

G05. **Best Association Event or Meeting**

G06. **Best Corporate Image Event**

G07. **Best New Product Introduction Event**

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

G09. **Best Public Relations Event**

Publication Categories

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

Information to be submitted online for entries in these categories for the 2016 ABAs will 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 online. Then print out a copy of your entry and mail it with one (1) copy of the publication or series of publications to: The Stevie Awards, 10560 Main Street, Suite 519, Fairfax, VA 22030.

F01. **Best Annual Report**
    a. Online/Electronic
    b. Print

F02. **Best Marketing or Sales Brochure or Kit**
    a. Online/Electronic
    b. Print

F03. **Best Newsletter or House Organ/Publication**
    a. Online/Electronic
    b. Print

F04. **Best E-Book:** All e-books published by persons or organizations in the U.S.A. since January 1 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.

F05. **Best Business Book:** All books published by persons or organizations in the U.S.A. since January 1 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-related purpose that were first released or otherwise made public since January 1 2015.

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

H01. **Branded Entertainment**
H02. **Corporate Overview**
H03. **Events & Webcasts**
H04. **Internal/Employee Communications**
H05. **Magazine Format**
H06. **Motivational**
H07. **Orientation**
H08. **P.R.: Annual Reports**
H09. **P.R.: Government**
H10. **P.R.: Industrial**
H11. **P.R.: Media & Entertainment**
H12. **P.R.: Non-profit Fund Raising**
H13. **P.R.: Other**
H14. **P.R.: Technology**
H15. **Sales: Direct Response Marketing**
H16. **Sales: Government**
H17. **Sales: Industrial**
H18. **Sales: Media & Entertainment**
H19. **Sales: Other**
H20. **Sales: Technology**
H21. **Sales: Product Sales**
H22. **Sales: Service Sales**
H23. **Security/Safety**
H24. **Training**
H25. **Viral**

Entry Kit for The **14**th Annual
American **B**usiness **A**wardsSM

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 or last updated.

Information to be submitted online for entries in these categories for the 2016 ABAs will 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**
F07. **Accounting**
F08. **Advertising, Marketing, & Public Relations**
F09. **Aerospace & Defense**
F10. **Automotive & Transport Equipment**
F11. **Banking**
F12. **Business Services**
F13. **Chemicals**
F14. **Computer Hardware**
F15. **Computer Software**
F16. **Computer Services**
F17. **Conglomerates**
F18. **Consumer Products - Durables**
F19. **Consumer Products - Non-Durables**
F20. **Diversified Services**
F21. **Electronics**
F22. **Energy**
F23. **Financial Services**
F24. **Food & Beverage**
F25. **Health Products & Services**
F26. **Hospitality & Leisure**
F27. **Insurance**
F28. **Legal**
F29. **Manufacturing**
F30. **Materials & Construction**
F31. **Media & Entertainment**
F32. **Metals & Mining**
F33. **Non-Profit Organizations**
F34. **Pharmaceuticals**
F35. **Real Estate**
F36. **Retail**
F37. **Telecommunications**
F38. **Transportation**
F39. **Utilities**

■**Specialty Categories**
F40. **Best Interface Design**
F41. **Best Web Software Programming/Design**
F42. **Best Web Writing/Content**
F43. **Best Home/Welcome Page**
F44. **Best Investor Relations Site**
F45. **Best Overall Web Design**
F46. **Best Online Press Room**
F47. **Best Training Site**
F48. **Best Use of Video or Moving Image**
F49. **Best Facebook Page**
P50. **Best Use of Instagram**
P51. **Best Twitter Feed**

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.