



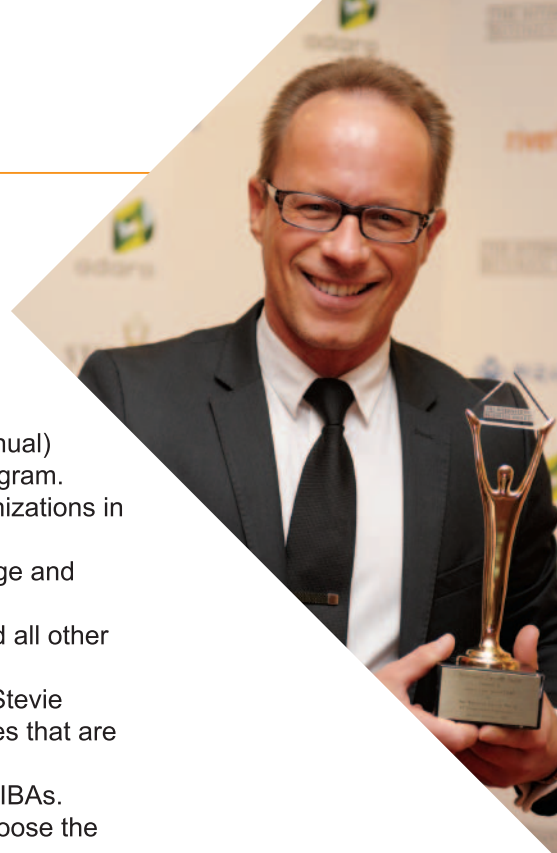
Entry Kit for The 2015 International Business AwardsSM

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



THE INTERNATIONAL
BUSINESS AWARDSSM

Entry Kit for The 2015 International Business Awards



We invite your organization to submit nominations to The 2015 (12th Annual) International Business Awards, the world's premier business awards program.

Each year the IBAs receive more than 3,500 nominations from organizations in more than 50 nations and territories.

All organizations worldwide are eligible to participate in the IBAs: large and small, public and private, for-profit and non-profit.

The Stevie® Award trophy, the prize that is conferred in the IBAs 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 IBAs. 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:

Company/Organization categories	see page 6
Creative categories	see page 7
Customer Service categories	see page 7
Human Resources categories	see page 8
Management categories	see page 8
Marketing categories	see page 9
New Product categories	see page 10
Public Relations categories	see page 11
Technology categories	see page 12

The IBAs also feature a great number of categories to recognize achievements in business-related media, including the following:

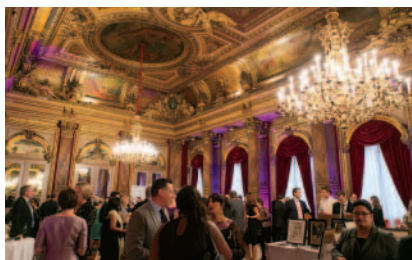
Live Event categories	see page 13
Publication/Annual Report categories	see page 13
Smartphone and Tablet App categories	see page 14
Video categories	see page 14
Website categories	see page 15

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 2015 International Business Awards. Please don't hesitate to contact us with your questions about how to participate.

Cordially,

Michael Gallagher
President
The Stevie Awards



2015 Calendar

- 15 April** Early-bird entry deadline, with discounted entry fees
- 13 May** Final entry deadline
- 15 July** **EXTENDED**. Last day entries will be accepted with payment of \$45/entry late fee
- May~August** Judging
- 12 August** Gold, Silver and Bronze Stevie Award winners announced
- 13 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. See page 6 for more information.
- 11 September** Voting closes for the People's Choice Stevie Awards for Favorite Companies.
- 23 October** Awards banquet in Toronto, Canada. All Gold, Silver and Bronze Stevie Award winners in attendance will be called to the stage to accept their prizes. Grand Stevie Award winners will also be announced and presented at the event.

Past Stevie Award Winners Include



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 IBA 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 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. Silver and Bronze winners will have the option to purchase their Silver and Bronze Stevie statues.

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 work to the competition, in their own name or in the names of one or more clients.

The winners of these prizes are 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 2015 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 IBA website at www.StevieAwards.com/IBA and click on the ENTER button on the navigation bar.
- 2 Follow the instructions to complete the registration form that will create your entry-submission account.
- 3 Within your entry-submission account, choose the first category you'll enter, and complete and save the entry form for that category.
- 4 Repeat the process as necessary to create and save additional entries.
- 5 When you've created all of your entries, select them and click the SUBMIT SELECTED NOMINATIONS button to begin the submission process.
- 6 Review and agree to the Terms and Conditions of Entry, and choose to pay your entry fees by credit card, bank cheque, or wire transfer.

Entry Fees

	Submitted Before 16 April	Submitted Before 14 May	Submitted After 13 May (includes \$45 late fee)
Web Sites, Apps, Publications, Video, & Live Event Categories	\$255	\$280	\$325
Management Categories			
Executive of the Year Categories (A01 - A34)	\$255	\$280	\$325
A35. Chairman of the Year	\$255	\$280	\$325
A36. Maverick of the Year	\$255	\$280	\$325
A37. Innovator of the Year	\$255	\$280	\$325
A38. Woman of the Year	\$255	\$280	\$325
A39. Management Team of the Year	\$455	\$480	\$525
Company/Organization Categories			
Company of the Year Categories (B01 - B34)	\$455	\$480	\$525
B35 a-d. Startup of the Year	FREE	FREE	FREE
B36 a-f. Most Innovative Company of the Year	\$455	\$480	\$525
B37 a-f. CSR Program of the Year	\$455	\$480	\$525
B38 a-f. Fastest-Growing Company of the Year	\$455	\$480	\$525
B39 a-f. Health, Safety & Environment Program of the Year	\$455	\$480	\$525
B40. Energy Industry Innovation of the Year	FREE	FREE	\$45
Corporate Communications, Investor Relations, & Public Relations Categories			
Communications or PR Campaign Categories (C05 a-u)	\$455	\$480	\$525
C01 a-f. Public Relations Agency of the Year	\$455	\$480	\$525
C02. Communications Department of the Year	\$455	\$480	\$525
C03. Communications Team of the Year	\$455	\$480	\$525
C04. Communications, IR or PR Executive of the Year	\$235	\$260	\$305
Creative Categories			
D01. Advertising or Design Agency of the Year	\$455	\$480	\$525
D02. Creative Department of the Year	\$455	\$480	\$525
D03. Creative Team of the Year	\$455	\$480	\$525
D04. Creative Executive of the Year	\$235	\$260	\$305
Customer Service Categories			
E01. Customer Service Department of the Year	\$455	\$480	\$525
E02. Customer Service Team of the Year	\$455	\$480	\$525
E03. Customer Service Executive of the Year	\$235	\$260	\$305
Human Resources Categories			
F01. Human Resources Department of the Year	\$455	\$480	\$525
F02. Human Resources Team of the Year	\$455	\$480	\$525
F03. Human Resources Executive of the Year	\$235	\$260	\$305
Information Technology Categories			
H01. Information Technology Department of the Year	\$455	\$480	\$525
H02. Information Technology Team of the Year	\$455	\$480	\$525
H03. Information Technology Executive of the Year	\$235	\$260	\$305
Marketing Categories			
Marketing Campaign of the Year Categories (G04 - G53)	\$455	\$480	\$525
G01. Marketing Department of the Year	\$455	\$480	\$525
G02. Marketing Team of the Year	\$455	\$480	\$525
G03. Marketing Executive of the Year	\$235	\$260	\$305
Products & Product Management Categories			
New Product or Service of the Year Categories (J01 - J51)	\$455	\$480	\$525
J52. Product Development/Management Department or Team of the Year	\$455	\$480	\$525
J53. Product Development/Mgmt Executive of the Year	\$235	\$260	\$305
Support Categories			
L01. Support Department of the Year	\$455	\$480	\$525
L02. Support Team of the Year	\$455	\$480	\$525

Categories

The following is a list of all categories in The 2015 International Business Awards. The categories are grouped by type. The submission requirements for each type of category are listed at the beginning of each group.

Company / Organization Awards Categories

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

Information to be submitted online for entries in these categories in the 2015 competition include

- An essay, in English, of up to 650 words describing the nominated organization's achievements since 1 January 2014
- 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 2014
- 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

How to Win Twice the Recognition for Your Organization



Every organization that is honored with a Gold, Silver or Bronze Stevie Award in the following Company of the Year categories (categories B01 - 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 Toronto, Canada in October 2015. 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. New for 2015, only nominees that receive at least 100 votes are eligible to win a People's Choice Stevie Award.

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

B01. Accounting

B03. Aerospace & Defense

B05. Banking

B07. Chemicals

B09. Computer Software

B11. Conglomerates

B13. Consumer Products - Non-Durables

B15. Electronics

B17. Financial Services

B19. Health Products & Services

B21. Insurance

B23. Legal

B25. Materials & Construction

B27. Metals & Mining

B29. Pharmaceuticals

B31. Retail

B33. Transportation

B02. Advertising, Marketing, & Public Relations

B04. Automotive & Transport Equipment

B06. Business or Professional Services

B08. Computer Hardware

B10. Computer Services

B12. Consumer Products - Durables

B14. Diversified Services

B16. Energy

B18. Food & Beverage

B20. Hospitality & Leisure

B22. Internet/New Media

B24. Manufacturing

B26. Media & Entertainment

B28. Non-Profit or Government Organizations

B30. Real Estate

B32. Telecommunications

B34. Utilities

B35. Startup of the Year (for companies that began operations since 1 January 2013). **New for 2015, there are no entry fees for the Startup of the Year categories.**

- Business Product Industries
- Consumer Product Industries

- Business Service Industries
- Consumer Service Industries

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

- in Asia, Australia and New Zealand
- in Europe
- in Canada and the U.S.A.

- in Asia (China, Japan and Korea)
- in the Middle East and Africa
- 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 2014 over 2013)

- | | |
|---------------------------------------|---|
| 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: A new category for 2015. 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 2014. **There is no entry fee for this category.**

Creative Awards Categories

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

The information requirements for entries in these categories in the 2015 competition include:

- a. An essay, in English, of up to 650 words describing the nominee's achievements since 1 January 2014
- 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 2014
- 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

D02. Creative Department of the Year

D03. Creative Team of the Year

D04. Creative Executive of the Year

Customer Service Awards Categories

Includes all customer service functions.

The information requirements for entries in these categories in the 2015 competition include:

- a. An essay, in English, of up to 650 words describing the nominee's achievements since 1 January 2014
- 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 2014
- 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

E02. Customer Service Team of the Year

E03. Customer Service Executive of the Year

Human Resources Awards Categories

Includes all human resources functions.

The information requirements for entries in these categories in the 2015 competition include:

- a. An essay, in English, of up to 650 words describing the nominee's achievements since 1 January 2014
- 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 2014
- 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

F02. Human Resources Team of the Year

F03. Human Resources Executive of the Year

Management Awards Categories

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

The information requirements for entries in these categories in the 2015 competition include:

- a. An essay, in English, of up to 650 words describing the nominee's achievements since 1 January 2014
- 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 2014
- 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)

A01. Accounting

A03. Aerospace & Defense

A05. Banking

A07. Chemicals

A09. Computer Software

A11. Conglomerates

A13. Consumer Products - Non-Durables

A15. Electronics

A17. Financial Services

A19. Health Products & Services

A21. Internet/New Media

A23. Legal

A25. Materials & Construction

A27. Metals & Mining

A29. Real Estate

A31. Pharmaceuticals

A33. Transportation

A02. Advertising, Marketing, & Public Relations

A04. Automotive & Transport Equipment

A06. Business Services

A08. Computer Hardware

A10. Computer Services

A12. Consumer Products - Durables

A14. Diversified Services

A16. Energy

A18. Food & Beverage

A20. Hospitality & Leisure

A22. Insurance

A24. Manufacturing

A26. Media & Entertainment

A28. Non-Profit or Government Organizations

A30. Retail

A32. Telecommunications

A34. Utilities

A35. Chairman of the Year

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 2014.

A37. Innovator of the Year: recognizing the individual who's contributed most to innovation, within their organization and/or industry, since the beginning of 2014.

A38. Woman of the Year: a new category for 2015, recognizing the achievements of women in the workplace since the beginning of 2014.

A39. Management Team of the Year

Through this category you can nominate your entire management team with one nomination.

Marketing Awards Categories

Information to be submitted online for entries in these categories in 2015 include

- a. An essay, in English, of up to 650 words describing the nominee's accomplishments since 1 January 2014. 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 2014. 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

G02. Marketing Team of the Year

G03. Marketing Executive of the Year

Marketing Campaign of the Year - Industry Categories.

For descriptions of these categories, see the marketing categories page on the IBA website at www.StevieAwards.com/IBA.

G04. Agricultural / Industrial / Building

G05. Automotive - Aftermarket

G06. Automotive - Vehicles

G07. Beauty

G08. Beverages - Alcohol

G09. Beverages - Non-Alcohol

G10. Breakfast Foods

G11. Corporate Reputation/Professional Services

G12. Culture & The Arts

G13. Electronics

G14. Energy/Nutrition Products & Services

G15. Entertainment & Sports

G16. Fashion & Style

G17. Financial Cards

G18. Financial Products & Services

G19. Government / Institutional / Recruitment

G20. Healthcare - Disease Education & Awareness

G21. Healthcare - OTC

G22. Healthcare - Rx

G23. Healthcare - Services

G24. Home Furnishings & Appliances

G25. Home Supplies & Services

G26. Insurance

G27. Internet / Telecom

G28. Leisure Products & Services

G29. Media Companies

G30. Office & Delivery Products & Services

G31. Packaged Food

- G32. Personal Care
- G33. Pet Care
- G34. Real Estate
- G35. Restaurants
- G36. Retail
- G37. Snacks / Desserts / Confections
- G38. Software
- G39. Transportation
- G40. Travel / Tourism / Destination

Marketing Campaign of the Year - Specialty Categories

- G45. Brand Experience of the Year - Business-to-Business
- G46. Brand Experience of the Year - Consumer
- G47. Branded Content Campaign of the Year: A new category for 2015.
- G48. Mobile Marketing Campaign of the Year
- G49. Online Marketing Campaign of the Year
- G50. New Product or Service Introduction of the Year
- G51. Small-Budget Marketing Campaign of the Year
- G52. Viral Marketing Campaign of the Year
- G53. Youth Marketing Campaign of the Year

New Product & Product Management Awards Categories

Information to be submitted online for entries in these categories in 2015 will include

- a. An essay, in English, of up to 650 words describing the nominee's achievements since 1 January 2014 - or, in the case of a new product or service entry, the product or service itself: its 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 2014 - 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 2014. 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
- J50. Telecommunications - Service
- J51. Transportation
- J52. Product Development/Management Department or Team of the Year
- J53. Product Development/Management Executive of the Year

Corporate Communications, Investor Relations, & Public Relations Awards Categories

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

Information to be submitted online for entries in these categories in the 2015 competition include:

- a. An essay, in English, of up to 650 words describing the nominee's achievements since 1 January 2014. 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 2014. 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

- 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

C03. Communications Team of the Year

C04. Communications, Investor Relations, or PR Executive of the Year

C05. Communications or PR Campaign/Program of the Year: For descriptions of these categories see the PR categories page on the IBA website at www.StevieAwards.com/IBA.

- a. **Arts & Entertainment**
- b. **Community Relations**
- c. **Crisis Communications**
- d. **Events & Observances**
- e. **Global Issues**
- f. **Internal Communications: New for 2015, this category is split into two parts:**
 - At organizations with up to 100 employees
 - At organizations with 100 or more employees
- g. **Investor Relations**
- h. **Issues Management**
- i. **Low Budget**
- j. **Marketing - Business to Business**
- k. **Marketing - Consumer Products**
- l. **Marketing - Consumer Services**
- m. **Media Relations (a new category for 2015)**
- n. **Multicultural**
- o. **New Product Launch**
- p. **Reputation/Brand Management**
- q. **Public Affairs**
- r. **Public Service**
- s. **Social Media Focused**
- t. **Sponsorship (a new category for 2015)**
- u. **Travel & Tourism (a new category for 2015)**

C06. PR Innovation of the Year

Information Technology or IT Awards Categories

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

The information requirements for entries in these categories in the 2015 competition include:

- a. An essay, in English, of up to 650 words describing the nominee's achievements since 1 January 2014
- 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 2014
- 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

H02. Information Technology Team of the Year

H03. Information Technology Executive of the Year

Live Event Awards Categories

These categories recognize excellence in live events staged since 1 January 2014.

Information to be submitted online for entries in these categories in the 2015 competition include

- a. An essay, in English, 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

R03. Best Exhibition Display, Stand or Feature

R05. Best Association Event or Meeting

R07. Best New Product Introduction Event

R09. Best Sales Meeting

R11. Best Public Relations Event

R13. Best Non-Profit / Charity Fundraising Event

R02. Best Consumer Event

R04. Best Tradeshow or Convention

R06. Best Corporate Image Event

R08. Best Internal Recognition/Motivational Event

R10. Best Sales Presentation

R12. Best Low-Budget Event (Under \$20,000 / €15000)

Publication Awards Categories

These categories recognize excellence in annual reports, brochures, marketing and sales kits, house organs (corporate magazines), and other publications issued since 1 January 2014.

Information to be submitted online for entries in these categories in the 2015 competition include

- a. An essay, in English, 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

a. For General Audience

c. For Customers (Business Association)

b. For Employees

d. For Customers (Public Enterprise, Government,

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

c. Association or Non-Profit

b. Government

d. Public Relations

N06. Best E-Book: A new category for 2015. All e-books published by persons or organizations since 1 January 2014, 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: A new category for 2015. All books published by persons or organizations since 1 January 2014, dealing with a subject related to business - finance, careers, professional education, training, business journalism, corporate history, personal growth, etc. - are eligible to be nominated.

App Awards Categories

These categories recognize excellence in apps for handheld and tablet devices, and for PCs.

Information to be submitted online for entries in these categories in the 2015 competition include

- a. An essay, in English, 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

P62. Entertainment

P64. Experimental & Innovation

P66. Guides/Ratings/Reviews

P68. Lifestyle

P70. Music

P72. Professional Education

P74. Social

P76. Training

P78. Utilities & Services

P61. Education & Reference

P63. Events

P65. Games

P67. Integrated Mobile Experience

P69. Marketing

P71. News

P73. Shopping

P75. Sports

P77. Travel

Video Awards Categories

These categories recognize excellence in videos produced for a business- or work-related purpose that were first released or otherwise made public since 1 January 2014.

Information to be submitted online for entries in these categories in the 2015 competition include

- a. An essay, in English, 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 will 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

Q03. Events & Webcasts (new category for 2015)

Q05. Magazine Format

Q07. Motivational

Q09. P.R.: Annual Reports

Q11. P.R.: Industrial

Q13. P.R.: Non-Profit Fund Raising

Q02. Corporate Overview

Q04. Internal/Employee Communications

Q06. Meeting Modules

Q08. Orientation

Q10. P.R.: Government

Q12. P.R.: Media & Entertainment

Q14. P.R.: Other

- Q15. P.R.: Technology
- Q17. Sales.: Government
- Q19. Sales.: Media & Entertainment
- Q21. Sales.: Technology
- Q23. Sales: Service Sales
- Q25. Tourism/Travel
- Q27. Viral (new category for 2015)

- Q16. Sales: Direct Response Marketing
- Q18. Sales.: Industrial
- Q20. Sales.: Other
- Q22. Sales: Product Sales
- Q24. Security/Safety
- Q26. Training

Website Awards Categories

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

Information to be submitted online for entries in these categories in the 2015 competition include

- a. An essay, in English, 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 | P33. Real Estate |
| P32. Pharmaceuticals | P35. Telecommunications |
| P34. Retail | P37. Utilities |
| P36. Transportation | |

Specialty Categories

- | | |
|--|--|
| P40. Best Blog (a new category for 2015) | P41. Best Email Newsletter (a new category for 2015) |
| P42. Best Events Website (a new category for 2015) | P43. Best Interface Design |
| P44. Best Web Software Programming/Design | P45. Best Web Writing/Content |
| P46. Best Home/Welcome Page | P47. Best Investor Relations Site |
| P48. Best Overall Web Design | P49. Best Online Press Room |
| P50. Best Training Site | P51. Best Use of Video or Moving Image |
| F52. Best Facebook Fanpage or Group | |
| F53. Best Use of Instagram (a new category for 2015) | |
| P54. 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.



| USA Headquarters

The Stevie® Awards

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

Telephone: +1-703-547-8389 Fax: +1-703-991-2397 Email: help@stevieawards.com

www.stevieawards.com

