



THE AMERICAN
BUSINESS AWARDS®

EXTENDED
DEADLINE
See page 3

2025 ENTRY KIT

The 23rd Annual American
Business Awards®

www.stevieawards.com/aba

WELCOME

We invite your organization to submit nominations to The 2025 (23rd Annual) American Business Awards®, the top honors in the U.S.A. for achievement in the workplace.

All organizations operating in the U.S.A. are eligible to submit nominations to the ABAs: large and small, public and private, for-profit and non-profit. Nominations may be submitted by individuals or organizations. The 2024 competition attracted more than 3,700 nominations from organizations of all types, all across America.

The Stevie® Award trophy, the prize that is conferred in The American Business Awards and all other Stevie Award programs, is one of the world's most coveted prizes. Many of America's largest and most famous organizations have won Stevie Awards. Most of our winners each year are small and midsize companies that are still growing and building their brands, however.

This booklet explains how to prepare and submit nominations to The American Business Awards. The first important step to entering is to review the categories and to choose the categories in which you'll participate. You'll find new categories sprinkled through the various category groups, and we encourage you to explore them.

Eligibility extends from January 1, 2023, through the date on which you submit your nominations. Nominations that won in the 2024 ABAs may be resubmitted for consideration in the 2024 ABAs. If they have not been updated they must be submitted to categories different from those in which they won.

In these pages you will find explanations of the submission requirements for all of these categories, and an outline of how to submit your entries through our website at www.StevieAwards.com/ABA. All of this information is also available on the website. All Stevie Award placements will be announced on April 24, prior to the June 10 awards banquet in New York.

We hope your organization will submit entries to The 2025 American Business Awards. Please don't hesitate to contact us with your questions about how to participate.

Cordially,

MAGGIE MILLER

President, The Stevie® Awards



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2025 CALENDAR

NOVEMBER 13, 2024	First early-bird entry deadline
DECEMBER 11, 2024	Second early-bird entry deadline
FEBRUARY 5, 2025	Entry deadline
FEBRUARY 11, 2025 – APRIL 11, 2025	Judging of the 2025 Awards
MARCH 5, 2025	Final entry deadline
APRIL 23, 2025	Gold, Silver & Bronze Stevie Award winners notified
APRIL 25, 2025 – MAY 23, 2025	Public Voting for the Stevie Awards for Favorite New Products
JUNE 10, 2025	Awards ceremony at the Marriott Marquis in New York City

**FINAL
DEADLINE
EXTENDED TO
APRIL 3**



THE 2024 AWARDS

THE COMPLETE LIST OF 2024 WINNERS



WATCH THE INDIVIDUAL AWARDS PRESENTATION VIDEOS



BROWSE PHOTOGRAPHS OF THE AWARDS PRESENTATIONS



DOWNLOAD THE AWARDS BANQUET PROGRAM BOOK (PDF)



WATCH INTERVIEWS WITH STEVIE WINNERS



SELECTION OF 2024 WINNERS



04

READY? ENTER NOW



AWARDS PROCESS

HOW THE STEVIE® AWARD WINNERS WILL BE DETERMINED

Judging will be conducted in February–April 2025. Judges will be recruited worldwide, will be invited, or will apply to judge on The American Business Awards® website and, if accepted, will be assigned to category groups by Stevie Awards staff based on their industry, function, and experience. A judge will not be assigned categories to which their own organization has submitted entries. Each entry will be reviewed and rated by no fewer than five (5) judges who have been approved as qualified (by Stevie Awards staff) to judge those entries. Rating will be done on a scale of 1–10. The average scores of judges will determine the Gold, Silver, and Bronze Stevie Award winners in each category. The nomination with the highest average score in each category will win Gold. Nominations averaging an 8.0 score or higher win a Silver Stevie, and nominations with an average of 7.75–7.99 will win a Bronze Stevie.



DETERMINATION OF GRAND STEVIE® AWARD WINNERS

Five Grand (“best of show”) Stevie Award winners will be selected. The organization that wins the most Gold, Silver, and Bronze Stevie Awards will be presented with the Grand Stevie Award for Organization of the Year. The top-scoring nomination from the entire competition will win Highest Rated Nomination of the Year. Grand Stevie Awards are also awarded for Highest-rated New Product or Service of the Year, Most Honored Marketing Agency of the Year, and Most Honored Public Relations Agency.

ENTRY FEES

Entry fees are summarized in a PDF document which you may [download here](#). A separate fee is required for each category in which an entry is submitted. No refunds will be made after February 5, 2025. Entries submitted after February 5, 2025 will be assessed a late fee of \$55 (per entry) in addition to the entry fee, but will not be penalized in any way in the judging.

There are no other required fees. Stevie Award winners receive a complimentary winners package with winner logos, graphics, press release templates, and more. Attending the award ceremony and receiving your Stevie Award in the mail are optional. You do not have to do either to keep your title as a Stevie winner.

ACCEPTABLE PAYMENT METHODS

- **Credit Card:** American Express, MasterCard, and Visa
- **Cheque:** Written on a U.S. bank in U.S. dollars, payable to Stevie Awards, Inc.
- **Wire:** Payment in U.S. dollars may be wired. After you have submitted your entries you will have access to an invoice with wire transfer instructions.

HOW TO SUBMIT ENTRIES

Complete the registration form to create the account in which you'll submit your nominations, or login to your existing account, if you already have one.

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

Review and agree to the Terms and Conditions of Entry, and choose how to pay your entry fees.

Visit the website at www.StevieAwards.com/ABA and click on **READY? ENTER NOW** button at the top of any page.

From your Account Home page, click the **ADD NOMINATIONS** button, choose the first category you'll enter, and complete and save the entry form for that category.

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



ENTRY PREPARATION TIPS

1 Write Your Entries Offline Before Submitting Them

Write your entries offline, so that you have a permanent record of them. Don't write your entries spontaneously online - if something goes wrong with your computer or there's a momentary glitch in our online system, your work may be lost.

2 Add Supporting Materials & Links

Attaching supporting files or web URLs to your entries is optional, not required. But we strongly recommend that you include supporting materials with your entries because you will receive extra points from the judges for including them.

3 Focus on Achievements During the Eligibility Period

The eligibility period for The 2025 American Business Awards® extends from January 1, 2023 through March 5, 2025. While your entries may make reference to achievements from before this period, they should focus extensively on achievements during the eligibility period.

4 How to Submit Entries for Multiple Clients

If you're with an agency and want to submit entries on behalf of multiple clients, make your entry account "about" your agency, and begin each nomination title with the name of each client.

5 Test Your Links

If you include links to online videos, images, or other supporting materials with your entries, test your links before you submit your entries. Preview an entry before you submit it, and click your links in it to ensure that they are valid.

6 Video Entries and Other Media Materials

Your attachments should be directly downloadable & immediately accessible. If you want to include a video, linking to a version on YouTube, Vimeo, or a similar service is preferred. If you absolutely cannot do that, upload your video file to our server.

7 Giving Titles to Your Entries

It is not necessary to include the category name in the title. When titling the nomination of an individual, the ideal title is just the person's name and job title, like "Jane Doe, President." Unless you have other text that qualifies the nomination, keep it simple.



THE ELEMENTS OF AN EFFECTIVE STEVIE® AWARDS NOMINATION

1

Effective Nominations Are Focused on the Eligibility Period

The eligibility period for the 2025 awards extends from January 1, 2023 through the date on which you submit your nominations.

While it's OK to briefly mention achievements from before that window, your nominations should be focused on achievements during this window.

2

Effective Nominations Relate the Cited Achievement(s) to Their Benefits

The judges want to know about your achievements, but they also want to know how those achievements have benefited others: your organization, your colleagues, your customers, your community, etc. Make sure your nominations include explanations of these outcomes.

3

Effective Nominations Are Supported by Materials to Back up Your Claims

The judges want to see that you can back up the claims you make in your nominations with validating materials.

These might include customer testimonials, press clippings, product reviews, etc. You may attach web page links, or upload files such as videos, photos, PDFs, and other documents to your nominations.

HEAR FROM PAST WINNERS

” Winning an Stevie Award® for international expansion recognizes our ability to successfully grow and expand business operations beyond our home country's borders, demonstrating competence in navigating the complexities of foreign markets while maintaining the quality of our solutions and services.

- **PREMJIT WAJEER**
Brightpoint Infotech

” Stevie Awards is undoubtedly one of the most prestigious awards for businesses and we at Valasys Media are thrilled to have won Gold. We would like to take this opportunity to thank everyone at Stevie Awards, our fellow nominees, and above all, everyone at Valasys Media who are the heart and soul of this organization

- **MOHAMMAD TAREEQ**
Valasys Media

” The American Business Awards honor individuals and businesses that are truly at the top of their game, and we are honored to be in such esteemed company.

- **SYLVIA MENDOZA**
Micro Merchant Systems

” The most important part of winning the Stevie Award is that the publicity enables us to reach that many more people new to cancer. In the US alone, that will be 2 million people in 2023. With every share, our next-gen patient education experience is helping more people achieve their best possible treatment results.

- **RISA ARIN**
XpertPatient LLC

” Our company has amazing, innovative aesthetic devices focused on total integrative wellness. Winning another esteemed Stevie Award is significant validation that we develop unique, cutting-edge technology for our customers.

- **PAIGE JACK**
Lighthouse Wellness

2025 AWARDS CATEGORIES

The American Business Awards® accept entries in many different types of categories, grouped as follows.

Note: Nominations that won in the 2024 ABAs may be resubmitted for consideration in the 2025 ABAs. If they have been updated with recent achievements they may be submitted to the same categories in which they won. If they have not been updated they must be submitted to categories different from those in which they won.

ACHIEVEMENT CATEGORIES	➤	NEW PRODUCT & PRODUCT MANAGEMENT CATEGORIES	➤
APP CATEGORIES	➤	PODCAST CATEGORIES	➤
COMPANY/ORGANIZATION CATEGORIES	➤	PUBLICATION CATEGORIES	➤
CORPORATE COMMUNICATIONS, INVESTOR RELATIONS, & PUBLIC RELATIONS CATEGORIES	➤	SOCIAL MEDIA CATEGORIES	➤
CUSTOMER SERVICE CATEGORIES	➤	SUPPORT CATEGORIES	➤
ENTREPRENEUR CATEGORIES	➤	SUSTAINABILITY CATEGORIES	➤
EVENT CATEGORIES	➤	TECHNOLOGY CATEGORIES	➤
HUMAN RESOURCES CATEGORIES	➤	THOUGHT LEADERSHIP CATEGORIES	➤
MANAGEMENT CATEGORIES	➤	VIDEO CATEGORIES	➤
MARKETING CATEGORIES	➤	WEB ACHIEVEMENT CATEGORIES	➤

TERMS & CONDITIONS OF ENTRY

The following are the terms and conditions of entry to The 2024 American Business Awards®. By submitting entries to the competition you assent that you have read and agree to abide by these terms and conditions.

ENTRY FEES



ACCEPTANCE OF STEVIE AWARDS CORRESPONDENCE



MAINTENANCE OF YOUR ENTRY ACCOUNT INFORMATION



FINAL DECISION



PAYMENT OF SHIPPING FEES



PUBLICATION OF STEVIE-WINNING ENTRIES



NOTICE OF FILMING AND PHOTOGRAPHY AT THE BANQUET



IDENTIFY VERIFICATION



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



10 REASONS WHY YOU SHOULD ENTER

1

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

2

In preparing nominations you'll research and write stories about achievement within your organization that you can use in other ways.

3

Small organizations have just as much chance to win a Stevie as big companies do.

4

Categories cover every aspect of business, from finance to marketing and product development to human resources.

5

Your work will be reviewed and honored by potential clients, not just your competitors.

Gain access to comments about your entries and business from judges including many of the world's top business leaders.

6

Winners make a 30-second acceptance speech before an audience of hundreds of executives during a live web broadcast.

7

The Stevie Award is one of the world's most impressive trophies - it will wow clients, partners, colleagues and staff.

8

Winners will be promoted across the Stevies website and social media.

9

Get a range of free tools that you can use to promote your award, including winner logos and press release templates.

10



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 the workplace to organizations and individuals in more than 70 nations.

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

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

RESOURCES TO HELP YOU PREPARE YOUR ENTRY

Most public relations agencies and independent practitioners have experience writing Stevie Awards entries. If you don't have the time to prepare, write and submit your American Business Awards® entries, we suggest you turn to a PR pro to help you. There are also several communications professionals who specialize in writing Stevie Awards entries. We recommend the following:

Boost Awards, Chris Robinson, info@boost-awards.co.uk

Business Awards Consulting, Cagatay Kayabas, awards@kuzeygelisim.com

Martha Hooper, hooperconsultinginternational@gmail.com

Melissa Sones, melissasonesconsulting@gmail.com

Susan Turkell, info@pairelations.com

The Audacious Agency, Lauren Clemett, info@theaudaciousagency.com

GlobalHonors.biz Awards Database, Hello@GlobalHonors.biz | Read our Guest Blog: [8 Reasons Why You Should Enter The American Business Awards](#) | Special Offer: Enter code "STEVIE20" at checkout to get 20% off the [Global Honors Business Awards Database](#)



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