THE STEVIES

The 18th Annual American Business Awards®

ENTRY KIT

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

☾ The 18th Annual American Business Awards®

We invite your organization to submit nominations to The 2020 (18th 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 2019 competition attracted more than 3,800 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 a number of new categories for 2020, most notably a new section of **Achievement** categories to recognize singular types of corporate or organizational achievements. In several more category groups you now have the option to submit a video of up to five minutes in length instead of the traditional Stevie Awards written essay.

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 May 15, prior to the June 12 awards banquet in New York.

We hope your organization will submit entries to The 2020 American Business Awards. Please don't hesitate to contact us with your questions about how to participate.

Cordially,

Maggie Gallagher
President
The Stevie Awards

Stevie Awards founder and executive chairman talks about the 2020 ABAs

☾ Table of Contents

READY? ENTER NOW

Monitor Stevie® Awards Social Media for Updates to the Calendar
REVISED CALENDAR

November 20, 2019	First early-bird entry deadline
December 18	Second early-bird entry deadline
February 12, 2020	Final entry deadline
May 5	Last day to submit entries
May 10	Final day of judging
May 15	Gold, Silver, and Bronze Stevie® Award winners announced and notified
May 15	Public voting opens for People's Choice Stevie Awards for Favorite New Products (See page 19 for details)
June 5	Final day of voting for the People's Choice Stevie Awards for Favorite New Products
June 12	Awards banquet, Marriott Marquis Hotel, New York

What Some Past Stevie® Winners Say About Their Awards
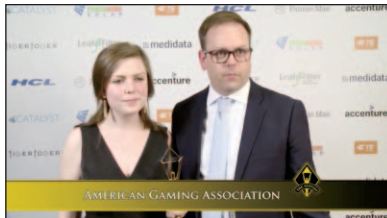
American Gaming Association
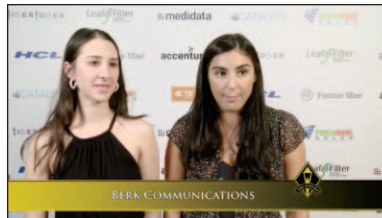
Berk Communications

BIA
(Business Intelligence Association)

Blue Cross and Blue Shield
of North Carolina

Darktrace

DC Metro and NOVA
Real Reproducers Magazine

Deloitte Risk and
Financial Advisory

Negro Leagues Baseball Museum

Purchasing Power, LLC

RoboSense

Squelch

Vonage

❯ How the Stevie® Award Winners Will Be Determined

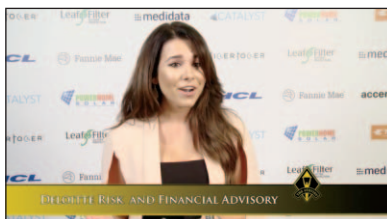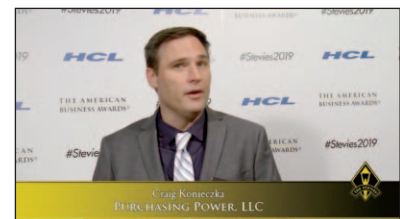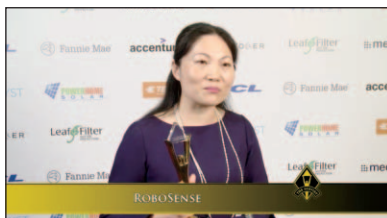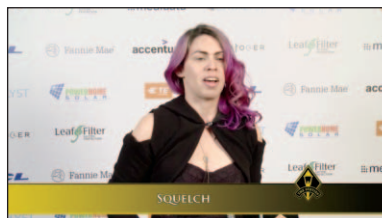Judging of entries will be conducted over two months, from February to May, by judging committees focused on the main category groups. Judges will be both volunteers and invitees. Many of them will be past Stevie Award winners. Judges' average scores will determine the Stevie Award winners. Every category in which there is at least one nomination with a final average score of at least 7.25 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 7.25 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.
Most Honored 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.
Most Honored 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.
Most Honored 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 2020 ABAs.

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).

READY? ENTER NOW

www.StevieAwards.com/ABA

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 **READY? ENTER NOW** button at the top of any page.

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

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.

Helpful Videos

Lesson 1: 10 Reasons to Enter the 2020 ABAs

Lesson 2: How to Choose Categories for Your Nominations

Lesson 3: Tips for Preparing Great Nominations

Lesson 4: How Past Winners Have Benefited from the Awards

⟩ Entry Fees	Submitted Before November 21	Submitted Before December 19	Submitted Before February 13	Submitted After February 12 (includes $55 late fee)
Web Site, Video, App, Live Event, and Annual Report/Publication Categories				
App & Mobile Website categories	$225	$255	$290	$345
Live Event categories	$225	$255	$290	$345
Publications categories	$225	$255	$290	$345
Video categories	$225	$255	$290	$345
Web Achievement categories	$225	$255	$290	$345
Achievement Categories				
Achievement in All Types of Organizations Categories (B55–B63)	$430	$465	$500	$555
Marketing Categories				
Marketing Campaign of the Year categories (E01–E51)	$430	$465	$500	$555
E52. Marketing or Advertising Agency of the Year	$430	$465	$500	$555
E53. Marketing Department of the Year	$430	$465	$500	$555
E54. Marketing Team of the Year	$430	$465	$500	$555
E55. Marketing Executive of the Year	$195	$220	$245	$300
E56. Marketing Professional of the Year (for non-executive marketing professionals)	FREE	FREE	FREE	$55
Management Categories				
Achievement in Management Categories (A01–A40)	$265	$290	$315	$360
Entrepreneur Categories				
Individual Entrepreneur Categories (D01–D35)	$265	$290	$315	$370
D40. Founding Team of the Year	$430	$465	$500	$555
Company/Organization Categories				
Company/Organization of the Year categories (B01–B35)	$430	$465	$500	$555
Startup of the Year categories (B36–B37)	FREE	FREE	FREE	FREE
Innovation Categories (B38–B41)	$430	$465	$500	$555
B42. CSR Program of the Year categories	$430	$465	$500	$555
Fastest-Growing Company categories (B43–B44)	$430	$465	$500	$555
B45. Minority-Owned Business of the Year	$430	$465	$500	$555
B46. Veteran-Owned Business of the Year	$430	$465	$500	$555
B47. Student-Run Business of the Year	FREE	FREE	FREE	$55
B48. Energy Industry Innovation of the Year	FREE	FREE	FREE	$55
Corporate Communications, Investor Relations, & Public Relations Categories				
PR Campaign of the Year categories (C07–C44)	$430	$465	$500	$555
C01. Public Relations Agency of the Year	$430	$465	$500	$555
C02. Communications Department of the Year	$430	$465	$500	$555
C03. Communications Team of the Year	$430	$465	$500	$555
C04. Communications, Investor Relations, or PR Executive of the Year	$195	$220	$245	$300
C05. Communications Professional of the Year (for non-executive communications, PR, and IR professionals)	FREE	FREE	FREE	$55
C06. PR Innovation of the Year	$430	$465	$500	$555
Customer Service Categories				
J01. Customer Service Department of the Year	$430	$465	$500	$555
J02. Customer Service Team of the Year	$430	$465	$500	$555
J03. Customer Service Executive of the Year	$195	$220	$245	$300
Human Resources Categories				
L01. Human Resources Department of the Year	$430	$465	$500	$555
L02. Human Resources Team of the Year	$430	$465	$500	$555
L03. Human Resources Executive of the Year	$195	$220	$245	$300
Information Technology Categories				
N01. Information Technology Department of the Year	$430	$455	$490	$545
N02. Information Technology Team of the Year	$430	$455	$490	$545
N03. Information Technology Executive of the Year	$195	$210	$235	$290
N04. Technical Professional of the Year (for non-executive IT professionals)	FREE	FREE	FREE	$55
N05. Best Technical Support Strategy and Implementation	$430	$465	$500	$555
N06. Best Technical Support Solution	$430	$465	$500	$555
Products & Product Management Categories				
New Product or Service of the Year categories (P01–P77, S01–S65)	$430	$465	$500	$555
P96. Product Development/Management Department or Team of the Year	$430	$465	$500	$555
P97. Product Development/Management Executive of the Year	$195	$220	$245	$300
P98. 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	$430	$465	$500	$555
R02. Best Support Team of the Year	$430	$465	$500	$555
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 12, 2020.**

READY? ENTER NOW

www.StevieAwards.com/ABA

> **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.

Achievement Awards Categories

New categories for 2020. Recognizing singular achievements of various types of entire organizations (for-profit or non-profit, large medium or small, public or private). You have the option to submit a video of up to five (5) minutes in length in these categories, describing your organization's achievements since the beginning of 2019, instead of the traditional Stevie Awards written essay or case study.

Information to be submitted online for entries in these categories for the 2020 ABAs will include

    a. An essay of up to 650 words describing the nominated organization's achievement(s) in the category since January 1, 2019, **OR** a video of up to five (5) minutes in length, describing and illustrating the same

    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, 2019

    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

B55. **Achievement in Customer Satisfaction**
Successful nominations in this category will describe one or more of your organization's initiatives since the beginning of 2019 that have demonstrably increased customer satisfaction, over a prior period.

B56. **Achievement in Finance**
Successful nominations in this category will describe one or more of your organization's finance-related achievements since the beginning of 2019. Applicable achievement(s) may relate to start-up funding, refinancing, financial management, budgeting, etc.

B57. **Achievement in Growth**
Successful nominations in this category will describe one or more of your organization's growth-related achievements since the beginning of 2019. Applicable achievement(s) may relate to corporate expansion, mergers and acquisitions, divestitures, etc.

B58. **Achievement in Human Resources**
Successful nominations in this category will describe one or more of your organization's initiatives since the beginning of 2019 that have demonstrably improved the organization's relationship with its employees, over a prior period.

B59. **Achievement in International Expansion**
Successful nominations in this category will describe one or more of your organization's initiatives since the beginning of 2019 to grow its business or operations in nations other than the U.S.A.

B60. **Achievement in Product Innovation**
Successful nominations in this category will describe one or more product-related achievements since the beginning of 2019. Applicable achievement(s) may relate to innovation in product design or redesign, manufacturing processes or operations, branding, etc.

B61. **Achievement in Organization Recovery**
This is the "business turnaround" category. Successful nominations in this category will describe one or more of your organization's initiatives since the beginning of 2019 that have demonstrably improved the organization's financial or operational performance, over a prior period.

B62. **Achievement in Sales or Revenue Generation**
Successful nominations in this category will describe one or more of your organization's initiatives since the beginning of 2019 that have demonstrably increased sales or other revenue, over a prior period.

B63. **Achievement in Science or Technology**
Successful nominations in this category will describe one or more of your organization's initiatives since the beginning of 2019 that have initiated or promoted one or more advances in scientific or technological understanding or practice.

Company / Organization Awards Categories

Recognizing the achievements of entire organizations (for-profit or non-profit, large medium or small, public or private). **New for 2020**, you now have the option to submit a video of up to five (5) minutes in length in these categories, describing your organization's achievements since the beginning of 2019, instead of the traditional Stevie® Awards written essay or case study.

Information to be submitted online for entries in these categories for the 2020 ABAs will include:

a. An essay of up to 650 words describing the nominated organization's achievements since January 1, 2019, **OR** a video of up to five (5) minutes in length, describing and illustrating the same

b. In some — but not all — of these categories you will also be required to choose from a list of achievement types that you want the judges to most associate with your entry. You'll simply choose one from the list provided

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).

- **Small** (⩽ 50 employees and revenue ⩽ $10 million)
- **Medium-sized** (⩽ 250 employees and revenue ⩽ $50 million)
- **Large** (> 250 employees and revenue > $50 million)

B01. **Advertising, Marketing, & Public Relations**
B02. **Aerospace & Defense**
B03. **Apparel, Beauty & Fashion**
B04. **Automotive & Transport Equipment**
B05. **Banking**
B06. **Business & Professional Services**
B07. **Chemicals**
B08. **Computer Hardware**
B09. **Computer Software**
B10. **Computer Services**
B11. **Conglomerates**
B12. **Consumer Products — Durables**
B13. **Consumer Products — Non-Durables**
B14. **Consumer Services**
B15. **Diversified Services**
B16. **Electronics**
B17. **Energy**
B18. **Financial Services**
B19. **Food & Beverage**
B20. **Health Products & Services**
B21. **Hospitality & Leisure**
B22. **Insurance**
B23. **Internet/New Media**
B24. **Legal**
B25. **Manufacturing**
B26. **Materials & Construction**
B27. **Media & Entertainment**
B28. **Metals & Mining**
B29. **Non-Profit or Government Organizations**

READY? ENTER NOW

B30. **Pharmaceuticals**

B31. **Real Estate**

B32. **Retail**

B33. **Telecommunications**

B34. **Transportation**

B35. **Utilities**

B36. **Startup of the Year.** For companies that began operations since January 1, 2018. Your nomination should describe the company's achievements since the beginning of 2019, though. **There are no entry fees for the Startup of the Year categories.**

    a. Business Product Industries

    b. Business Service Industries

    c. Consumer Product Industries

    d. Consumer Service Industries

B37. **Tech Startup of the Year.** For companies that began operations since January 1, 2018. Your nomination should describe the company's achievements since the beginning of 2019, though. **There is no entry fee for this category.**

    a. Hardware/Peripherals

    b. Services

    c. Software

B38. **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

B39. **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

B40. **Innovation of the Year** (recognizing singular innovations in business model, 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

B41. **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

B42. **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

B43. **Fastest-Growing Company of the Year** (recognizing outstanding revenue growth since the beginning of 2019 over 2018)

    a. Up to 100 Employees

    b. Up to 2,500 Employees

    c. 2,500 or More Employees

B44. **Fastest-Growing Tech Company of the Year** (recognizing outstanding revenue growth since the beginning of 2019 over 2018)

    a. Up to 100 Employees

    b. Up to 2,500 Employees

    c. 2,500 or More Employees

B45. **Minority-Owned Business of the Year:** This category will recognize the achievements since January 1, 2019 of businesses in the U.S.A. that are majority owned by members of an ethnic minority.

B46. **Veteran-Owned Business of the Year:** This category will recognize the achievements since January 1, 2019 of businesses in the U.S.A. that are owned by veterans of the U.S. Armed Forces.

B47. **Student-Run Business of the Year:** This category will recognize the achievements since January 1, 2019 of businesses run by current university students in the U.S.A. This is a not a category for business plans. It's intended to recognize operating, functional businesses that are selling products and services to actual customers. **There is no entry fee for this category.**

B48. **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, 2019. **There is no entry fee for this category.**

Entrepreneur Awards Categories

These categories will recognize the achievements since the beginning of 2019 of individual entrepreneurs and founding teams. It doesn't matter when their companies were started, but the nominations must focus on their achievements since the beginning of 2019.

Information to be submitted online for entries in these categories for the 2020 ABAs will include:

    a. An essay of up to 650 words describing the nominee's accomplishments since January 1, 2019

    b. In bullet-list form, a brief summary of up to ten (10) of the chief accomplishments of the nominee since January 1, 2019

    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

D40. **Founding Team of the Year**

    a. Business Product Industries

    b. Business Service Industries

    c. Consumer Product Industries

    d. Consumer Service Industries

Entrepreneur of the Year
(any member of the founding team of an organization may be nominated)

D01. **Advertising, Marketing, & Public Relations**

D02. **Aerospace & Defense**

D03. **Apparel, Beauty & Fashion**

D04. **Automotive & Transport Equipment**

D05. **Banking**

D06. **Business & Professional Services**

D07. **Chemicals**

D08. **Computer Hardware**

D09. **Computer Software**

    a. Up to 500 Employees

    b. 500 or More Employees

D10. **Computer Services**

READY? ENTER NOW

D11. **Conglomerates**

D12. **Consumer Products — Durables**

D13. **Consumer Products — Non-Durables**

D14. **Consumer Services**

D15. **Diversified Services**

D16. **Electronics**

D17. **Energy**

D18. **Financial Services**

D19. **Food & Beverage**

D20. **Health Products & Services**

D21. **Hospitality & Leisure**

D22. **Insurance**

D23. **Internet/News Media**

D24. **Legal**

D25. **Manufacturing**

D26. **Materials & Construction**

D27. **Media & Entertainment**

D28. **Metals & Mining**

D29. **Non-Profit Organizations**

D30. **Pharmaceuticals**

D31. **Real Estate**

D32. **Retail**

D33. **Telecommunications**

D34. **Transportation**

D35. **Utilities**

Management Awards Categories

Recognizing the achievements of entire managements teams, groups of managers, and individual executives.

*Information to be submitted online for entries in these categories for the 2020 ABAs will include:*

a. An essay of up to 650 words describing the achievements of the nominated management team, group, or individual since January 1, 2019. The exception to this rule is the Lifetime Achievement Award category, where you may describe the nominee's lifetime of achievement

b. In bullet-list form, a brief summary of up to ten (10) of the chief accomplishments of the nominee(s) since January 1, 2019

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 judge

Achievement in Management

The ABAs no longer featured "Executive of the Year" categories to recognize the recent achievements of individual executives at the VP level or higher. Instead, we now have the following Achievement in Management categories, in 35 industry groups, in which you can nominate the achievements (since the beginning of 2019) of your organization's entire management team, a specific group of managers with your organization, or an individual executive.

A01. **Advertising, Marketing, & Public Relations**

A02. **Aerospace & Defense**

A03. **Apparel, Beauty & Fashion**

A04. **Automotive & Transport Equipment**

A05. **Banking**

A06. **Business & Professional Services**

A07. **Chemicals**

A08. **Computer Hardware**

A09. **Computer Software**

    a. Up to 500 Employees

    b. 500 or More Employees

A10. **Computer Services**

A11. **Conglomerates**

A12. **Consumer Products — Durables**

A13. **Consumer Products — Non-Durables**

A14. **Consumer Services**

A15. **Diversified Services**

A16. **Electronics**

A17. **Energy**

A18. **Financial Services**

A19. **Food & Beverage**

A20. **Health Products & Services**

A21. **Hospitality & Leisure**

A22. **Insurance**

A23. **Internet/New Media**

A24. **Legal**

A25. **Manufacturing**

A26. **Materials & Construction**

A27. **Media & Entertainment**

A28. **Metals & Mining**

A29. **Non-Profit or Government Organizations**

A30. **Pharmaceuticals**

A31. **Real Estate**

A32. **Retail**

A33. **Telecommunications**

A34. **Transportation**

A35. **Utilities**

A36. **Maverick of the Year:** recognizing the individual executive or manager who's affected the most positive change on his or her company and/or industry since the beginning of 2019.

    a Business Products Industries

    b. Business Services Industries

    c. Consumer Products

    d. Consumer Services

A37. **Tech Innovator of the Year:** recognizing the individual executive or manager who's contributed most to innovation, within their organization and/or industry, in the U.S.A. since the beginning of 2019.

    a. Hardware/Peripherals

    b. Services

    c. Software

    d. Other

READY? ENTER NOW
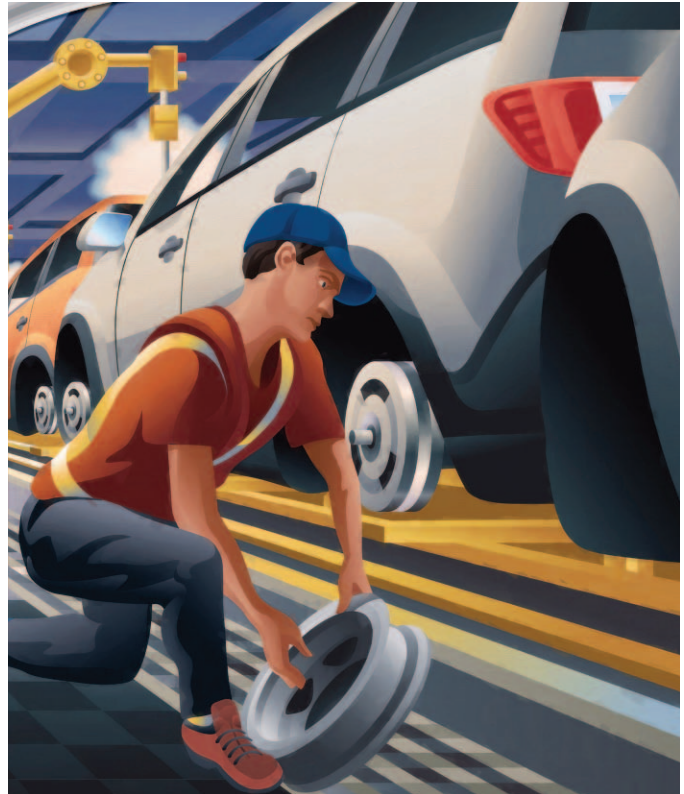
A38. **Woman of the Year:** recognizing the achievements of women in the workplace since the beginning of 2019.

    a. Business Products Industries

    b. Business Services Industries

    c. Consumer Products

    d. Consumer Services

A40. **Lifetime Achievement Award:** these categories will recognize the entire careers of professionals who have worked at least 20 years. In these categories you may describe the individual nominee's achievements over their entire career, not just since the beginning of 2019.

    a. Business Products Industries

    b. Business Services Industries

    c. Consumer Products Industries

    d. Consumer Services Industries

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 for the 2020 ABAs will include:

    a. A video of up to five (5) minutes, explaining the genesis, development, execution, and results to date of your nominated campaign or program since January 1, 2019, or the achievements of your nominated agency, department, team, or individual since that date, **OR** an essay of up to 650 words describing the genesis, development, execution, and results to date of your nominated campaign since January 1, 2018, or the achievements of your nominated agency, department, team, or individual since that 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, 2019. 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**

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

C05. **Communications Professional of the Year:** for non-executive communications, PR, and IR professionals.
    There is no entry fee for this category.

C06. **PR Innovation of the Year:** this category will recognize singular innovations in communications practice, research, technology, or management since the beginning of 2019.

Communications or PR Campaign/Program of the Year

C07. **Arts & Entertainment:** campaigns/programs undertaken to promote or raise awareness of an artistic or entertainment endeavor, event, or program.

C08. **Brand/Reputation Management:** campaigns/programs designed to enhance, promote or improve the reputation of an organization with its publics or key elements of its publics.

C09. **Communications Research:** recognizing research conducted for the development of business/communication strategies.

C10. **Community Engagement:** recognizing campaigns that helped to engage or activate a community in some specific way.

C11. **Community Relations:** campaigns/programs that aim to improve relations with communities in which the sponsoring organization has an interest, need or opportunity.

C12. **Consumer PR for an Existing Product:** campaigns/programs/activities around a consumer product.

C13. **Consumer PR for an Existing Service:** campaigns/programs/activities around a consumer service.

C14. **Corporate Communications:** campaigns/programs that enhance a company's overall reputation through corporate communications.

C15. **Corporate Responsibility:** campaigns/programs demonstrating excellence in corporate social responsibility.

C16. **Crisis Communications Online:** for excellence in the use of social media during a crisis.

C17. **Crisis Management:** recognizing excellent communications management during a crisis.

C18. **Digital Media Relations:** for PR campaigns showing creativity in their use of social media.

C19. **Environmental:** campaigns/programs focused on an environmental issue with substantial results for society.

C20. **Events & Observances:** campaigns/programs that generate awareness of or document commemorations, observances, openings, celebrations, and other types of events.

C21. **Financial Services & Investor Relations:** for use of PR for a financial product or service or in investor relations.

C22. **Food & Beverage:** for a PR campaign to promote a new or existing food or beverage.

C23. **Gaming & Virtual Reality:** for a PR campaign that launched a development in the gaming or VR industry.

C24. **Global Issues:** campaigns/programs that demonstrate effective global communications implemented in at least two countries.

C25. **Healthcare:** campaign/programs in the healthcare sector, including business-to-business and consumer campaigns.

C26. **Influencer Management:** for a PR campaign that made use of identified influencers beyond traditional media.

C27. **Integration of Traditional and New Media:** for the creative integration of traditional and social media in a PR campaign.

C28. **Internal Communications:** campaigns/programs undertaken to inform or educate an internal audience, such as employees or members.

    a. At organizations with up to 100 employees

    b. At organizations with 100 or more employees

C29. **Issues Management:** campaigns/programs undertaken to deal with issues that could extraordinarily affect ongoing business strategy.

C30. **Low Budget (under $10,000):** campaigns/programs that cost no more than $10,000 to plan and implement.

C31. **Marketing — Business to Business:** campaigns/programs designed to introduce new products or promote existing products or services to a business audience.

C32. **Marketing — Consumer Products:** campaigns/programs designed to introduce new products or promote existing products to a consumer audience.

C33. **Marketing — Consumer Services:** campaigns/programs designed to introduce new services or promote existing services to a consumer audience.

C34. **Media Relations:** recognizing effective traditional media relations in a PR campaign.

C35. **Multicultural:** campaigns/programs specifically targeted to a cultural group.

C36. **New Product or Service Launch:** campaigns/programs undertaken to introduce a new product or service to the marketplace.

C37. **Non-Profit/Charity:** campaigns/programs that communicate the mission or activities or non-profit or charitable organizations.

C38. **Public Affairs:** campaigns/programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies.

C39. **Public Service:** campaigns/programs that advance public understanding of societal issues, problems or concerns.

READY? ENTER NOW

C40. **Social Media Focused:** campaigns/programs designed to be implemented primarily through online social media.

C41. **Sponsorship:** campaigns/programs that promote or create awareness of sponsorship of an event or activity.

C42. **Sport:** for a PR campaign to promote a sport for itself or to a community.

C43. **Technology:** campaign/programs in the technology sector, including business-to-business and consumer campaigns.

C44. **Travel & Tourism:** campaigns/programs designed to advance the interests of clients in the transport, travel, hotel or tourism industries.

There are a number of other ABA categories that should be of interest to communications professionals, including many of the underlined [corporate publications and annual report awards categories, web site awards categories, app awards categories, video awards categories, and live event awards categories](.).

Customer Service Awards Categories

Includes all customer service functions.

Information to be submitted online for entries in these categories for the 2020 ABAs will include:

    a. An essay of up to 650 words describing the nominee's accomplishments since January 1, 2019

    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 2019

    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**
If you wish to nominate your entire customer service organization, enter this category.

J02. **Customer Service Team of the Year**
If you wish to nominate some subset of your customer service organization, such as a particular call center or client relations team, nominate them in this category.

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

Human Resources Awards Categories

Includes all human resources functions.

Information to be submitted online for entries in these categories for the 2020 ABAs will include:

    a. An essay of up to 650 words describing the nominee's accomplishments since January 1, 2019

    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 2019

    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**
If you wish to nominate your entire HR organization, enter this category.

L02. **Human Resources Team of the Year**
If you wish to nominate some subset of your entire HR organization, such as a particular training or benefits-management team, nominate them in this category.

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

Information Technology Awards Categories

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

Information to be submitted online for entries in these categories for the 2020 ABAs will include:

   a. An essay of up to 650 words describing the nominee's accomplishments since January 1, 2019

   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 2019

   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**
If you with to nominate your entire IT organization, enter this category.

N02. **Information Technology Team of the Year**
If you wish to nominate some subset of your entire IT organization, such as a particular network-management or software development team, nominate them in this category.

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

N05. **Best Technical Support Strategy and Implementation**
A new category for 2020. Recognizes technical support organizations with the best comprehensive strategy and innovative solutions, tools, and/or services to meet customer and business needs.

N06. **Best Technical Support Solution**

   a. Computer Services

   b. Computer Technologies

A new category for 2020. Recognizes best technical support product, solution, or service that improves efficiency for resolving issues; improving customer experience; and/or increasing problem avoidance.

Marketing Awards Categories

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

Information to be submitted online for entries in these categories for the 2020 ABAs will include:

   a. A video of up to five (5) minutes, explaining the genesis, development, execution, and results to date of your nominated campaign since January 1, 2019, or the achievements of your nominated agency, department, team, or individual since that date, **OR** an essay of up to 650 words describing the genesis, development, execution, and results to date of your nominated campaign since January 1, 2019, or the achievements of your nominated agency, department, team, or individual since that 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 2019. 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

READY? ENTER NOW

■ 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:

   a. Consumer/DTC

   b. Devices

   c. Professional

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 & Entertainment 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 & Apps:** 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. **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.

E41. **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.

E42. **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.

E43. **Branded Utility of the Year:** recognizing products and services created to address a marketing or business challenge, not to be sold, as part of a marketing program itself. Entrants must explain the product or service created in response to the challenge, its roles and objectives, and how it was communicated to its audience, and the results achieved.

E44. **Engaged Community of the Year:** recognizing brands for creating content, experiences, platforms, news, etc. that get their communities to grow, engage, share, act or amplify messaging in a way that directly relates to a brand's goals. Your entry should state how you managed the community, how you defined effectiveness around the community, and what was achieved.

E45. **Mobile Marketing Campaign of the Year:** for campaigns targeted to consumers' mobile devices.

E46. **Online Marketing Campaign of the Year:** for campaigns that were conducted in their entirety online.

E47. **New Product or Service Introduction of the Year:** for campaigns conducted to introduce a new product or service to the U.S. market.

READY? ENTER NOW

E48. **Re-Branding/Brand Renovation of the Year:** for campaigns that recreated or repositioned an existing brand.

E49. **Small-Budget Marketing Campaign of the Year (<$3 million)**

E50. **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.

E51. **Youth Marketing Campaign of the Year:** for campaigns that targeted the youth market (up to age 24).

■ **Marketing Professional Categories**

E52. **Marketing or Advertising Agency of the Year**

E53. **Marketing Department of the Year**

E54. **Marketing Team of the Year**

E55. **Marketing Executive of the Year**

E56. **Marketer of the Year:** recognizing non-executive marketing professionals. **There is no entry fee for this category**.

Marketing professionals should also be interested in many of the ABAs' web site awards categories, app awards categories, publications and annual report awards categories, video awards categories, and live event awards categories.

New Product Awards 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, 2019 are eligible to be nominated. **Both brand-new and new-version products are eligible.**

Information to be submitted online for entries in these categories for the 2020 ABAs will include:

a. A video of up to five (5) minutes, explaining the features, functions, benefits, and results to date of your nominated product or service since January 1, 2019, or the achievements of your nominated department, team, or individual since that date, **OR** an essay of up to 650 words describing the features, functions, benefits, and results to date of your nominated product or service since January 1, 2019, or the achievements of your nominated agency, department, team, or individual since that 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 2019 — or, in the case of a new product or service, up to 10 of the nominated product's or service'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 April 30 through May 29, and the winners will be honored at the ABA awards banquet on June 12. 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.*

■ Product Management

P96. **Product Development/Management Department or Team of the Year**

P97. **Product Development/Management Executive of the Year**

P98. **Product Developer of the Year:** recognizing all non-executive product development or management professionals.

■ Products & Services

P01. **Business-to-Business Products:** Recognizes tangible B2B products. Do not enter business technology products in this category, enter them in one of the business technology categories below.

P02. **Business-to-Business Services:** Recognizes B2B service offerings.

P03. **Consumer Electronics:** Recognizes all types of products under the umbrella of consumer electronics.

P04. **Consumer Products:** Recognizes all types of consumer products except those that fit in one of the other categories here. **New for 2020, this category now has four breakouts.**

   a. **Durables** (appliances, furniture, etc.)

   b. **Food & Beverage**

   c. **Household Products**

   d. **Other.**

P05. **Consumer Services:** Recognizes all service offerings for consumers.

P06. **Financial Services:** Recognizes all types of financial products and services.

P07. **Hardware—Computer:** Recognizes computer hardware products except those that fit in one of the other categories here.

P08. **Hardware—Networking:** Recognizes networking products and solutions.

P09. **Hardware—Peripheral:** Recognizes computer peripheral products.

P10. **Hardware—Semiconductor or Other Electronic Component:** Recognizes all types of semiconductor and electronic component products.

P11. **Hardware—Storage:** Recognizes storage products and solutions, for both B2B and consumer.

P12. **Hardware—Other:** Recognizes computer-related hardware products that don't fit into one of the other categories here.

P13. **Health & Pharmaceuticals—Product:** Recognizes tangible health and pharmaceutical products, for trade or consumer.

P14. **Health & Pharmaceutical—Service:** Recognizes health and pharmaceutical-related services, for trade or consumer.

P15. **Industrial Products & Services:** Recognizes all types of industrial products and services used in manufacturing, logistics, etc., except for software solutions.

P16. **Media & Entertainment—Product:** Recognizes tangible media or entertainment products, for trade or consumer.

P17. **Media & Entertainment—Service:** Recognizes media or entertainment services, for trade or consumer.

P18. **Telecommunications—Product:** Recognizes tangible telecommunications-related products.

P19. **Telecommunications—Service:** Recognizes telecommunications services, for trade or consumer.

P20. **Transportation:** Recognizes transportation-related products and services, for trade or consumer.

■ Business Technology

P21. **Business Technology—Application Programming Interface (API) Management Solution:** Recognizes the best platforms that create a centralized API architecture that makes the process of making, securing, deploying and managing high-performance interfaces significantly simpler and more consistent.

P22. **Business Technology—Artificial Intelligence/Machine Learning Solution:** Recognizes solutions that enable computer-based systems to exhibit intelligent behavior in complex situations to solve problems, communicate with people, and perceive and interact with the physical world.

P23. **Business Technology—Asset Management Solution:** Recognizes the best solutions for managing large amounts of digital assets, across various formats. Digital assets may include analytics, useage data, images, content, etc.

READY? ENTER NOW

P24. **Business Technology — Big Data Solution:** Recognizes the best solutions for reporting and analyzing actionable intelligence from massive data sets containing a variety of data types, or the best platform for enabling organizations in developing, deploying, operating and managing a big data infrastructure/environment.

P25. **Business Technology — Blockchain Solution:** Recognizes the best solutions for creating and managing shared, immutable ledgers for recording the history of transactions.

P26. **Business Technology — Business or Competitive Intelligence Solution:** Recognizes the best solutions for reporting and analyzing data into useful information for business purposes, or the best platform for enabling enterprises to build BI into their applications by providing analysis, information delivery and platform integration.

P27. **Business Technology — Cloud Application/Service:** Recognize the best solutions that operate in the cloud.

P28. **Business Technology — Cloud Enterprise Resource Planning (ERP) Solution:** Recognizes the best cloud platforms for collecting, storing, managing and interpreting data from many business activities. Can include but is not limited to finance, HR functions, product planning, purchasing, manufacturing, and service delivery.

P29. **Business Technology — Cloud Infrastructure:** Recognizes the best infrastructure solutions for the deployment of cloud-based offerings.

P30. **Business Technology — Cloud Platform:** Recognizes the best overall platforms for the deployment of cloud-based offerings.

P31. **Business Technology — Cloud Storage & Backup Solution:** Recognizes the best cloud-based solutions for storing and/or backing up data. Includes block storage, file storage, backup, archive, disaster recovery, and encryption.

P32. **Business Technology — Collaboration/Social Networking Solution:** Recognizes the best applications that aid collaboration, communication, filesharing and the process of problem solving for teams working together over geographic distances.

P33. **Business Technology — Content Management Solution:** Recognizes the best tools, platforms or services that allow users to sort through vast amounts of content and present it in a meaningful and organized way. Solutions allow users to arrange, display, collect, organize, co-create, share and manipulate content.

P34. **Business Technology — Corporate Learning/Workforce Development Solution:** Recognizes the best platforms, services or providers that support the efforts of organizations (business, government, academia) to educate employees about specific knowledge that aids in the successful execution of an employee's job. Includes applications that educate on internal processes, practices, expectations and objectives of workplace assignments.

P35. **Business Technology — Data Visualization Technology:** Recognizes the best tools or technologies to communicate or tell a story of data or information by displaying it as visual objects or a graphic to communicate the information clearly to users.

P36. **Business Technology — DevOps Solution:** Recognizes the best solutions that aid in unifying software development (Dev) and software operation (Ops), by promoting automation and monitoring at all steps of software construction, from integration, testing, releasing to deployment and infrastructure management.

P37. **Business Technology — Digital Process Automation Solution:** Recognizes the best solutions that create process applications to automate complex workflows and digital business processes for application development and deployment professionals.

P38. **Business Technology — Electronic Commerce Solution:** Recognizes the best software solutions designed to facilitate the purchase of products and services online. Includes credit card processing systems, personalization tools, shopping carts, comparison bots, order forms, delivery/shipping management systems, etc.

P39. **Business Technology — Endpoint Security Management Solution:** Recognizes the best solutions that requires endpoint devices to comply with specific criteria before granted access to network resources. Includes antivirus, antispyware, personal firewall, host intrusion prevention, file/disk encryption, endpoint DLP, etc.

P40. **Business Technology — Event Management Solution:** Recognizes the best solutions for managing the production and execution for events. Includes registration, payment processing, sponsor and attendee management, event marketing, reporting, event program, budgeting, etc.

P41. **Business Technology — Financial Management Solution:** Recognizes the best software solutions that automate business accounting and money management including accounts payable/receivable, general ledger, budgeting, resource allocation, reporting, etc.

P42. **Business Technology — FinTech Solution:** Recognizes the best solutions to make financial services more efficient by demonstrating an incremental or radical/disruptive innovation development of applications, processes, products or business models in the financial services industry. This can include but is not limited to financing, insurance, investments, payments, advisory, security, etc.

P43. **Business Technology — Governance, Risk & Compliance Solution:** Recognizes the best software solutions that provide a structured and systematic approach to ensure proper governance, manage risks and ensure compliance across an organization.

P44. **Business Technology — Healthcare Technology Solution:** Recognizes the best solutions for improving care quality, patient safety, efficiency, medical information and/or data exchange to healthcare professionals or consumers.

P45. **Business Technology — Human Capital Management Solution:** Recognizes the best solutions that automate any aspect of human resources management and talent acquisition, including HRIS, benefits administration, recruiting, payroll, and performance appraisal.

P46. **Business Technology — Identity & Access Security Solution:** Recognizes the best solutions that enable the right individuals to access the right resources at the right times and for the right reasons.

P47. **Business Technology — Infrastructure as a Service:** Recognizes the best solutions for providing infrastructure as a service, including infrastructure, provisioning, security, reporting/controls, storage, and backup in a seamless, scalable, and flexible manner.

P48. **Business Technology — Insurance Solution:** Recognizes the best solutions for managing any aspect of the insurance industry, from billing and policy operations to solutions for agents, underwriters, shoppers and insureds.

P49. **Business Technology — Integration Solution:** Recognizes the best solutions designed to integrate disparate applications, operating systems, data, and/or business processes used within an organization in order to simplify and automate their use and eliminate silos of information and functionality through dashboards or other approaches.

P50. **Business Technology — International Data Protection Solution:** Recognizes the best solutions that protect data across multiple platforms and locations, globally.

P51. **Business Technology — IoT Analytics Solution:** Recognizes the best applications for measuring and transforming Internet of Things (IoT) data into business intelligence.

P52. **Business Technology — IT Operations Management Solution:** Recognizes the best solutions for joining financial, contractual, licensing, and inventory functions to support the IT environment.

P53. **Business Technology — IT Service Management Solution:** Recognizes the best solutions that align the delivery of IT services with the needs of the business to deliver best services to employees and clients.

P54. **Business Technology — Lead Generation Solution:** Recognizes the best solutions that enable organizations to efficiently collect, manage, grade, distribute and respond to sales leads.

P55. **Business Technology — Manufacturing Solution:** Recognizes the best solutions used in manufacturing. Nominated solutions may offer features including, among others, accounting integration, estimation, inventory management, work order flexibility, bill of materials replication, production stage management, packing slip generation, etc.

P56. **Business Technology — Marketing/Public Relations Solution:** Recognizes the best solutions that enable companies to target, measure, and market, products and services to reach consumers and customers online, on mobile devices and even off-line. Solutions can include (but not limited to) marketing tactics such as SEO, SEM, social media, display advertising, native advertising, content marketing automation, marketing management, campaign management and deployment, and mobile marketing.

P57. **Business Technology — Migration as a Service:** Recognizes the best cloud services for migrating application from virtual or physical environments to the cloud or in between clouds.

P58. **Business Technology — Mobile Development Solution:** Recognizes the best tools or resources for designing, creating or testing mobile applications. Includes programming language, toolkits, diagnostic programs, IDE, applet and plug-in development tools, database development programs, etc.

P59. **Business Technology — Mobile On-Demand Application:** Recognizes the best mobile applications for B2B users or consumers. For more category options for apps, see the Mobile Site & App categories.

P60. **Business Technology — Mobile Operations Management Solution:** Recognizes the best solutions for managing the deployment and operations of products and services offered for the mobile use of B2B users or consumers.

READY? ENTER NOW

P61. **Business Technology—Network Security Solution:** Recognizes the best solutions for preventing and monitoring unauthorized access, misuse, modification, or denial of a computer network and network-accessible resources. Includes firewall, intrusion prevention and detection, unified threat management, VPN, etc.

P62. **Business Technology—News Monitoring Solution:** Recognizes the best solutions for monitoring, analyzing and drawing insights from a wide range of content, including news, opinions and conversations.

P63. **Business Technology—Payments Solution:** Recognizes the best solutions for passing authorization, payments, and settlement data between a merchant's website and the merchant's processor.

P64. **Business Technology—Platform as a Service:** Recognizes the best platforms as a service (PaaS) that increase the speed of development of applications, reduce cost of development, automate deployment, and provide flexibility and scalability. This includes enablement capabilities.

P65. **Business Technology—Project Management Solution:** Recognizes the best business solutions that automate any aspect of managing project-based business activities. Includes estimation and planning, scheduling, cost control and budget management, resource allocation, collaboration, etc.

P66. **Business Technology—Ransomware Removal Tool:** Recognizes the best solutions for identifying, isolating and removing ransomware from technology systems.

P67. **Business Technology—Real Estate or Construction Management Solution:** Recognizes the best solutions that automate and improve the planning, design, construction and operation of facilities.

P68. **Business Technology—Relationship Management Solution:** Recognizes the best software solutions designed to expand a company's knowledge about, and relationship with, its current or potential customers and/or partners. Includes CRM, PRM, SFA, marketing automation, personalization products and services.

P69. **Business Technology—SaaS Enablement as a Service:** Recognizes the best services for helping independent software vendors (ISVs) size, deploy and test applications so that they are fully optimized for Cloud delivery.

P70. **Business Technology—Social Business Solution:** Recognizes the best solutions for managing and monitoring social media campaigns, building and engaging customers, and collecting and analyzing data, across multiple social networks.

P71. **Business Technology—Software Defined Infrastructure:** Recognizes the best solutions for creating technical computing infrastructure that is entirely under the control of software with no operator or human intervention. It operates independent of any hardware-specific dependencies and is programmatically extensible.

P72. **Business Technology—Software Development Solution:** Recognizes the best tools or resources for designing, creating or testing software applications. Includes programming language, toolkits, diagnostic programs, IDE, applet and plug-in development tools, database development programs, etc.

P73. **Business Technology—Supply Chain Management Solution:** Recognizes the best solutions for coordination and collaboration with suppliers, intermediaries, third-party service providers, and customers in the movement and storage of materials and equipment; work-in-process inventory, and finished goods from point of origin to point of consumption.

P74. **Business Technology—Systems Management Solution:** Recognizes the best solutions that align the delivery of IT services with the needs of the business to deliver best services to employees and clients.

P75. **Business Technology—Vendor Management Solution:** Recognizes the best solutions that optimize and manage any aspect of contingent workforces, services procurement, human resources and talent acquisition including: HRIS, benefits administration, recruiting, payroll, supplier management, workforce optimization, and performance appraisals.

P76. **Business Technology—Web Services Solution:** Recognizes the best solutions that that use XML-based messages to exchange data between applications.

P77. **Business Technology—Other:** Recognizes the best business technology products and solutions that don't fit into one of the many other categories listed here.

■ Content

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

S40. **Content — Advertising or Campaign Management Platform:** Recognizes the best platforms that help companies manage their marketing and advertising. The platforms may include integrated planning, execution and attribution, and campaign management that enable the user to adjust/optimize advertising spend.

S41. **Content — Aggregation Platform:** Recognizes services that make the best use of information aggregated from disparate sources for business users or consumers.

S42. **Content — Business Directory:** Recognizes the best Business Directories for use by consumers or other business professionals. Nominees may submit solutions developed for online or for mobile applications and can be developed for the broader market or customized based on a specific user community or vertical market.

S43. **Content — Business Information Solution:** Recognizes the best information solutions that help business professionals with their daily job functions: sales, marketing, strategy, business development, research or other corporate functions.

S44. **Content — Content Analytics Solution:** Recognizes the best content and data analytics solutions that help providers understand content utilization and data. Nominees may submit analytics solutions that include proprietary platforms and algorithmic software that measure, evaluate and analyze content and data. May include mobile tracking and analytics.

S45. **Content — Content Authoring Development or Curation Solution:** Recognizes the best software solutions designed for users to be able to create, modify, design, alter, combine, customize, curate multiple content sources and formats, and share digital content for effective and engaged learning in the PreK–20 learning areas.

S46. **Content — Content Marketing Solution:** Recognizes the best solutions for creating compelling and engaging content and distributing that content in a targeted manner across various media.

S47. **Content — Content Rights and Delivery Solution:** Recognizes innovative Content Delivery solutions that best enable the secure electronic transfer of information or software for rental or purchase, including subsequent secure distribution and reuse with the fewest barriers to usage.

S48. **Content — Crowd Sourced Information Solution:** Recognizes the best Crowd Sourcing products or services designed for use by media companies, publishers and information providers. Nominees may submit solutions that are managed services, enterprise platforms or those that supply labor pools. The nominees' solutions can address micro-tasking, creative or engineering needs and the like.

S49. **Content — eCommerce & Billing Platform:** Recognizes the best eCommerce & Billing Platforms specifically designed for media, publishers and information providers. Nominees may submit solutions that support revenue collection such as subscription billing, single issue and content sales and/or specialty billing for media, publishers and information providers. Solutions may include online, mobile, social media and other channels their end-users and customers utilize.

S50. **Content — Financial & Market Data Information Solution:** Recognizes the Best Financial & Market Data Solutions designed for professionals in the financial and capital markets industries. Nominees may submit solutions that provide financial, market data and related information for market practitioners. Includes real-time data services, reference data solutions, or historical data, financial news services, market analysis & research, credit services, capital markets, commodities & energy, foreign exchange, fixed income and/or merger and acquisition information.

S51. **Content — General Reference Service:** Recognizes the best reference tools for use by business professionals and researchers. Tools and/or solutions provide data, answers, articles and/or abstracts via online, mobile or other platforms.

S52. **Content — Health & Medical Information Solution:** Recognizes the best information solutions for medical and health professionals or consumers. Nominees may submit solutions for consumers, medical and healthcare professionals, or both.

S53. **Content — Information Service Delivered as Mobile App or Platform:** Recognizes the most popular or innovative information services delivered in a mobile platform or an app, providing any kind of digital content in an information-as-a-service solution that saves users of any job function time and money over traditional delivery methods. Nominees can also be in specialized verticals or media categories.

READY? ENTER NOW

S54. **Content—Legal Information Solution:** Recognizes the best Legal Information Solutions designed for the legal professional. Nominees may submit solutions that provide access to primary and secondary legal research sources; business & practice performance development tools as well as litigation support, workflow, and e-discovery solutions designed for the legal profession.

S55. **Content—Media & Information Monitoring Solution:** Recognizes the best solutions for monitoring, analyzing and drawing insights from a wide range of content, including news, opinions and conversations. The best solution will capture content across various forms of digital and traditional media, including web, mobile, social, TV, print, etc.

S56. **Content—Multichannel Publishing Technology:** Recognizes the best vehicles disseminating multiple forms of content (e.g. text, video, data, etc.), through multiple channels (e.g. web, mobile, print, broadcast etc.).

S57. **Content—Sales & Marketing Intelligence Solution:** Recognizes the best Sales & Marketing Intelligence solutions, which empower sales and marketing professionals with key data, insights and analytics to help drive business development and target potential sales prospects.

S58. **Content—Scholarly Publishing Information Solution:** Recognizes the best research information solutions that provides high quality content while meeting the rigorous standards for academic and scientific researchers and professionals.

S59. **Content—Science and Technology Information Solution:** Recognizes the best information solutions for science, engineering, and technology professionals or consumers.

S60. **Content—Search Technology Solution:** Recognizes the enterprise search solutions designed for media, publishers, and information providers that best facilitate the finding of information by end-users.

S61. **Content—Semantic Technology Platform, Tools and Applications:** Recognizes the semantic technology platforms with the best tooling and enterprise features.

S62. **Content—Service Using Aggregated Content:** Recognizes the products or services that make the best use of information aggregated from disparate sources. Nominees may include solutions that directly serve business users or consumers, or that package content for reuse, resale, or redistribution.

S63. **Content—Solution for Integrating Content into the Workflow:** Recognizes the best solutions for integrating content into an end-user workflow. Nominees may include complete end-to-end user applications or integration of content and/or new features into an existing solution for any professional audience (e.g., Sales, Legal, Financial, Scientific, Medical, etc.).

S64. **Content—Subscription Management Solution:** Recognizes the best solutions to help companies manage all aspects of the subscription lifecycle. Subscription management includes onboarding, assisted or unassisted subscription sales, pricing and packaging, billing, invoicing, payments, reporting, and financial management.

S65. **Content—Video Platform for Media & Publishers:** Recognizes the best video platforms specifically designed for media, publishers and information providers dedicated to publishing, distributing and/or monetizing video assets.

◼ Education

These 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:** Recognizes the best software solutions or digital tools designed for PK–12 or postsecondary learners. The solutions support educational goals within all media arts, music, theater, and visual arts areas, and helps develop fine arts skills, knowledge, and creative practices that enhance learning practices for multiple content areas.

S02. **Education—Career and Workforce Readiness Solution:** Recognizes the best software solutions or digital services that develop skills and knowledge needed in the 21st Century workforce. Includes applications that help close the gap between a learner's current interest and skills and the needs and expectations in the workplace.

S03. **Education—Classroom Management Solution:** Recognizes the best systems designed for PK–12 educators that provide any or all of the following: student information systems, data management and reporting tools, gradebooks, standards (including Common Core) alignment tools, packages that link data and resources to instruction, and other platform tools that take user content.

S04. **Education—Collaborative Social Media Solution for Educators:** Recognizes the best online systems designed to provide social learning, collaborative and community support for PK–12 or postsecondary education faculty and administration. Includes tools for communication, professional learning experiences, resource centers, collaboration and planning tools,and other interactive, social media solutions.

S05. **Education—Cross-Curricular Solution:** Recognizes the best software tools for students, educators or administrators that can be used in multiple curriculum areas in the PK–12 or postsecondary market. Includes language literacy or productivity and creativity solutions that support instruction or management across different courses or subject areas, such as career planning, document creation, graphic design, problem solving or web development.

S06. **Education—Education Cloud-based Solution:** Recognizes the best cloud-based solutions that are always available to educational users regardless of location, are multi-platform, and provide ubiquitous access to faculty, administration, and students. Provide all applications and files for anywhere, anytime availability with an Internet connection, using devices at home or at school, from desktops to laptops to tablet or smartphones.

S07. **Education—ELL/World Language Acquisition Instructional Solution:** Recognizes the best instructional solutions for English as a Second Language (ESL), English Language Learners (ELL), and World Languages for students in the PK–12 or postsecondary market. Includes language learning curricula and content that can be managed classroom/course-based instruction or online supplemental instruction.

S08. **Education—Game-based Curriculum Solution:** Recognizes the best curriculum solutions that use gaming elements as an integral component of a curriuculm or assessment product. Designed for PK–12, postsecondary, or adult students to enable them to learn/apply concepts by using a compelling game environment that is academically and pedagogically sound.

S09. **Education—Instructional Solution in Other Curriculum Areas:** Recognizes the best applications focusing on non-core curriculum areas for students in the PK–12 or postsecondary market. These areas include (but are not limited to) art, music, health, technology, engineering, computer science or business.

S10. **Education—K–12 Course or Learning Management Solution:** Recognizes the best digital learning environment/ systemS designed for K–12 educators to manage curriculum-based content, student access and use, diagnostic and remediation programs, data management and reporting tools. Enables the teacher to register, access, and build course materials, communicate with students, and acquire content, developed by students, colleagues or a provider. Includes course and content-based learning management systems used by students.

S11. **Education—K–12 Enterprise Solution:** Recognizes the best non-instructional, business management applications or services that support education enterprises in the PK–12 market, including transportation, human resources, talent management, security, food services, digital communication/security solutions, scheduling and registration services, data mining, data analysis, student information systems, network services, special ed funding tracking, IEP tracking, etc. These solutions, delivered by the Internet or a network, will also best enable data exchange, processing, and reporting.

S12. **Education—Learning Capacity-Building Solution:** Recognizes the best tools for learners that can be used to increase responsibility, independence and engagement in their learning tasks. Includes digital tools that leverage up-to-date research in learning sciences to improve the efficiency and effectiveness of the learner's skills, interest, and time on task by optimizing engagement. For use in multiple curriculum areas in either the PK–12 or postsecondary market.

S13. **Education—Learning Relationship Management Solution:** Recognizes the best digital services that manage and facilitate student-led learning to maximize learning engagement, achievement, outcome, retention and long-term success. The technology facilitates personalized learning, individualized learning paths and transparent relationships with student's support network critical to student outcomes and long-term success.

S14. **Education—Mathematics Instructional Solution:** Recognizes the best instructional products that offer mathematics curriculum and content for students in the PK–12 or postsecondary market. Includes managed classroom/course-based instruction or online supplemental instruction for students so they can learn and apply mathematics concepts and methods. Provides for deep learning experiences for students, supports standards alignment, and reflects current curriculum practice.

S15. **Education—PK–12 Personalized Learning Solution:** Recognizes the best education solutions that are specifically developed to personalize learning for PK–12 students. The solution must provide for adaptive, anytime/anywhere learning, competency-based progression, and/or student-driven learning paths and support seamless integration with other content, assessment. or data systems.

S16. **Education—PreK/Early Childhood Learning Solution:** Recognizes the best digital products providing or supporting learning for children ages 3–5. Includes applications designed for tablets and/or desktop computers, in areas such as literacy and numeracy content, assessment and reporting, for use at home or in early childhood development settings.

READY? ENTER NOW

S17. **Education — Postsecondary Enterprise Solution:** Recognizes the best non-instructional business management applications or services that support postsecondary education enterprises. Included are class/lecture capture solutions, network services, human resources/talent management, digital communication/ security solutions, scheduling and registration services, data mining, data analysis or student information systems.

S18. **Education — Postsecondary Learning Management Solution:** Recognizes the best teaching and learning platforms designed for postsecondary faculty to manage curriculum-based content, student access, and use, diagnostic and remediation programs, data management and reporting tools. Includes enterprise e-Learning platform or course and content-based learning management systems used by students.

S19. **Education — Postsecondary Learning Solution:** Recognizes the best broad-based, multi-disciplinary teaching solutions for curricula and content that are specifically targeted toward students in college (graduate and undergraduate) and trade/professional school learning environments. Includes solutions that deliver blended or custom-crafted materials, digitally on a number of devices. Helps students navigate their digital/ebooks and reference content in a format that fits the way they learn with interactive media, collaboration tools, and course content.

S20. **Education — Postsecondary Personalized Learning Solution:** Recognizes the best education solutions that are specifically developed to personalize learning for postsecondary students. The solution must provide for adaptive, anytime/anywhere learning, competency-based progression, and/or student-driven learning paths and support seamless integration with other content, assessment. or data systems.

S21. **Education — Professional Learning Solution for Education:** Recognizes the best educational applications or services designed to support PK–12 or postsecondary education institutions in the development of faculty and administrative staff. Includes professional development programs, learning management systems, and content development, with video-based delivery and packaging tools.

S22. **Education — Reading/English/Language Arts Instructional Solution:** Recognizes the best reading/English/ language arts instructional solutions.

S23. **Education — Science Instructional Solution:** Recognizes the best instructional solutions for science and health curricula and content for students in the PK–12 or postsecondary market. Includes managed classroom/ course-based instruction or online supplemental instruction for individuals. Provides for deep learning experiences for students, supports standards alignment and reflects current curriculum practice.

S24. **Education — Social Sciences or Social Studies Instructional Solution:** Recognizes the best instructional solutions for social sciences/social studies curricula and content for students in the PK–12 or postsecondary markets. Includes managed classroom/course-based instruction, online supplemental instruction for individuals. Provides for deep learning experiences for students, supports standards alignment and reflects current curriculum practice.

S25. **Education — Solution for Special Needs Students:** Recognizes the best applications specifically designed to benefit students with unique educational needs, including those with physical or learning disabilities, those on the autism spectrum or those who are gifted and talented in the PK–12 or postsecondary market.

S26. **Education — Source for Reference or Education Resources:** Recognizes the services that best package reference, original source materials, library or research information, or disaggregated media assets for educational purposes in the PK–12 and/or postsecondary markets. This service can include content such as encyclopedias, maps, databases, and source material.

S27. **Education — Student Assessment Solution:** Recognizes the best applications or solutions for high-stakes assessments/preparation for high-stakes tests in the PK–12 or postsecondary market for use in either formative or summative assessments.

S28. **Education — Virtual Learning Solution:** Recognizes the educational solutions that best deliver course support, full courses, or degree programs online, in either subcription-based or massive, open environments. Can be designed for tutoring, self-paced digital instruction, home-schooling, advance placement course work, credit recovery, instructional support, personalized learning environments, or college credit and targets the PK–12 or postsecondary market.

Support Awards Categories

Includes all administrative support, production support, security, maintenance, research, etc. functions that are not addressed by any of the other category groups. Note that these categories are not for customer service-related support functions. There are separate customer service categories available.

Information to be submitted online for entries in these categories for the 2020 ABAs will include:

a. An essay of up to 650 words describing the nominee's accomplishments since January 1, 2019

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 2019

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, etc. **There is no entry fee for this category.**

Mobile Site & App Awards Categories

These categories recognize excellence in mobile websites and apps.

Information to be submitted online for entries in these categories for the 2020 ABAs will include:

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

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

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

F55. **Business/Government**

F56. **Education & Reference**

F57. **Entertainment**

F58. **Events**

F59. **Experimental & Innovation**

F60. **Family & Kids**

F61. **Fashion & Beauty**

F62. **Financial Services/Banking**

F63. **Fitness & Recreation**

F64. **Food & Drink**

F65. **Games**

F66. **Guides/Ratings/Reviews**

F67. **Health**

F68. **Integrated Mobile Experience**

F69. **Lifestyle**

F70. **Magazine/Editorial**

F71. **Marketing**

F72. **Messaging**

F73. **Music**

F74. **News**

F75. **Productivity**

READY? ENTER NOW

F76. **Professional Education**

F77. **Professional Services**

F78. **Public Service & Activism**

F79. **Real Estate**

F80. **School / University**

F81. **Shopping**

F82. **Social**

F83. **Sports**

F84. **Training**

F85. **Travel**

F86. **Utilities & Services**

F87. **Best User Experience** (new category for 2020)

Publication Awards 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, 2019.

Information to be submitted online for entries in these categories for the 2020 ABAs will include:

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

   b. A link to an electronic version of your nominated publication, or an upload of a file (PDF preferred) via the file uploader tool on the online entry form

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

F01. **Best Annual Report**

   a. Publicly-Held Corporations

   b. Privately-Owned Companies

   c. Government Agencies

   d. Non Profit Organizations

   e. Associations

F02 **Best Marketing or Sales Brochure or Kit**

F03. **Best House Organ** (internal publication)

   a. For General Audience

   b. For Employees

   c. For Customers (Business)

   d. For Customers (Public Enterprise, Government, Association)

F04. **Best Newsletter**

F05. **Other Publication**

   a. Company

   b. Government

   c. Association or Non-Profit

   d. Public Relations

F06. **Best E-Book:** All e-books published by persons or organizations in the U.S.A. since January 1, 2019, dealing with a subject related to business — finance, careers, professional education, training, business journalism, corporate history, personal growth, etc. — are eligible to be nominated.

F07. **Best Business Book:** All books published by persons or organizations in the U.S.A. since January 1, 2019, dealing with a subject related to business — finance, careers, professional education, training, business journalism, corporate history, personal growth, etc. — are eligible to be nominated. Note that up to 250 words may be submitted in this category.

F08. **Best Business Podcast (new category for 2020).** For this category, upload two or three (no more) editions of your podcast through our uploader tool.

F09. **Best White Paper or Research Report**

Live Event Awards Categories

These categories recognize excellence in live events staged since January 1, 2019.

Information to be submitted online for entries in these categories for the 2020 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. **Art, Entertainment & Public**

a. **Art Event:** dance, music, literature, street art, exhibitions, installations, performances, etc.

b. **Celebration Event:** for events created to celebrate an occasion, anniversary, milestone or anything that is important to an organization, community, or brand.

c. **Cultural Event:** all events that promote culture or cultural sensitivity including parades, shows, art events or exhibitions, music or dance events, festivals, fairs, theaters etc.

d. **Festival:** music, film, art, food, dance or any other public or community festival that celebrates a specific theme can compete in this category.

e. **Live Event:** events that take place in front of a live audience, including, live performances and shows, fashion shows, competitions, games, comedy, theater, circus, concerts, live TV and radio broadcasts etc.

f. **Municipal Event:** all public events organized for/by a specific municipality including celebrations, concerts, festivals, shows, parades, art events etc.

g. **Music Event:** all events where music is the focal point belong here including concerts, music festivals, live vocal or instrumental performances and shows, etc.

h. **Pop-Up Event:** impromptu gatherings, spontaneous celebrations, anticipated but unexpected happenings or experiences which ultimately impress audiences and draw new crowds.

i. **Public Event:** all events open to the general public including all kinds of entertainment events, art exhibitions or installations, cultural or leisure events, fairs, festivals, sporting events, etc.

j. **Roadshow:** all events that represent a series of shows or events taking place in different places around a country, a region or the world. Could be entertainment event, art exhibitions, music events, information or educational campaigns, product launches, brand engagement events, celebrations, shows, fairs, etc.

k. **Sporting Event:** all competitions, tournaments, marathons, races, games, team sports, team buildings including sport activities and other sporting events are eligible for this award.

READY? ENTER NOW

G02. **Brand & Experiences**

    a. **Brand Activation:** any event or experience that enables your brand to engage directly with consumers and build a loyal brand community around your product or service, belongs in this category.

    b. **Brand Engagement Event:** events that drive customers' engagement to a brand, built great customer relationships and have strong post-event impact fall into this category.

    c. **CSR Event:** this category offers an opportunity to showcase your fundraisers, sustainable initiative events, educational and training events and any other event that contributes to the improvement of the social, environmental and economic development of local communities and society at large.

    d. **Exhibition Experience:** this category is for experiences that are part of an exhibition, trade, or consumer show (event, show booth, stand, pavillion, or brand display) or whole exhibitions or consumer shows dedicated specifically to a brand/product.

    e. **Experiential Event:** events organized to create engaging experiences and emotional draw towards a brand, product or service are welcome to this category.

    f. **In-Store Experience:** any in-store events and experiences belong in this category including product launches, brand activations, brand engagement events, promotions etc.

    g. **Interactive Outdoor Event:** this category includes literally any type of experiential event as long as it takes place outdoors and features interactive elements.

    h. **Launch Event:** brand experiences or activations created to launch or re-launch a brand, product or service, should be submitted to this category.

    i. **Small-Budget Event (Less Than $10,000):** this category honours the events on a budget who manage to create a high impact and deliver great results.

    j. **Sponsorship Experience:** this category recognises partnerships/sponsorships that create immediate and long-term brand experiences at an event. All experiences created to promote a brand at an event as a part of partnership or sponsorship agreement belong to this category including experiences at big sporting events, entertainment events, festivals, concerts, conventions, trade shows etc.

G03. **Cause & Green**

    a. **Cause Event:** events which support or raise awareness about special causes will be recognized in this awards category.

    b. **Fundraising Event:** this category showcases the most meaningful and effective fundraising and charity events around the USA.

    c. **Sustainable Event:** this category recognises the most sustainable events, events using green practices and innovative strategies to event planning that show environmental consciousness.

G04. **Conferences & Meetings**

    a. **Association Meeting:** any professional association event, no matter the industry, length or frequency can compete in this category.

    b. **Conference:** any conference, regardless of topic, location, size and target audience, may be nominated.

    c. **Consumer Show:** this category includes B2C expos, fairs, exhibits, demos and showcases of any size, intended to introduce consumers to relevant products or services.

    d. **Convention:** this category is for large conferences and meetings based upon a specific industry, profession or fandom.

    e. **Educational Event:** any internal or external training sessions, workshops, seminars, masterclasses and educational courses are eligible to be nominated in this category.

    f. **Medical Congress:** this category is for Medical, pharmaceutical and healthcare events.

    g. **Scientific Congress:** this category is dedicated to the scientific community and their professional gatherings, including congresses, conferences, conventions, symposia, forums, etc.

    h. **Tech Event:** all technology-related events, from geeky gatherings to high-tech trade shows, may be entered in this category.

    i. **Trade Show:** all B2B trade shows and expos of all sizes and themes, nationwide, are welcome in this category.

G05. **Corporate & Community**

    a. **B2B Event:** a category for all events created to build and reinforce business relationships including trade shows, conferences, corporate parties or shows, galas etc.

    b. **B2C Event:** events created to engage the end consumer belong to this category, such as consumers shows, exhibitions, promotional events (in-store, outdoors), celebrations, etc.

    c. **Community Engagement Event:** any event created to engage, reinforce or celebrate a community belong to this category. That includes all interest-related conferences or meetings (like social media conferences, cooking classes etc), professional-interest events (like marketers summits, women entrepreneurs meetings etc.), cause events, customer, employee or partner engagement events etc.

    d. **Corporate Event:** any business event intended to reward, honor, engage or educate the employees, partners, shareholders or customers (e.g. conferences, seminars, incentives,cycle meetings, corporate parties, retreats, team buildings, awards etc.).

    e. **Customer Engagement Event:** any type of customer-centric event created to foster the relationship and brand loyalty with existing customers or engage target customers (e.g. incentives, corporate parties, consumer shows, promotional events, product launch events, celebrations etc.)

    f. **Employee Engagement Event:** this category is for internal events such as incentive trips, reward programmes, team-building, employee training programs, employee appreciation, awards, celebrations, parties, etc.

    g. **Gala:** this category is for celebratory events with spectacular entertainments, unique performances, splendid themes and featuring special guests.

    h. **Incentive Event:** for corporate events intended to reinforce the relationship or achieve higher goals with customers, employees or partners through providing any kind of incentive, belongs to this category. This may include events part of reward, recognition or loyalty programs, corporate parties, retreats, incentive trips etc.

    i. **Partner Engagement Event:** any corporate event intended to reinforce the relationship with partners, sponsors and stakeholders may be nominated in this category (e.g. corporate parties, celebrations, incentive trips, galas, trade shows etc.)

    j. **Team Building Event:** events designed to increase motivation and promote cooperation in a team or company could compete in this category.(e.g. retreats, corporate parties, training programs, business runs, team outings etc.)

Video Awards Categories

These categories recognize excellence in videos produced for a business-related purpose that were first released or otherwise made public since January 1, 2019.

Information to be submitted online for entries in these categories for the 2020 ABAs will include:

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

    b. 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

H01. **Branded Entertainment**

    a. Business-to-Business

    b. Consumer

H02. **Corporate Social Responsibility**

H03. **Corporate Overview**

H04. **Documentary**

H05. **Events & Webcasts**

H06. **Fashion & Lifestyle**

H07. **Food & Drink**

READY? ENTER NOW

Web Achievement Awards Categories

Recognizing achievement in web sites and blogs. These categories will recognize your web-related achievements since the beginning of 2019. You may focus on any sort of achievement, including technical improvements, creative enhancements, increased visibility and viewership, complete or partial redesign, writing, user engagement — whatever you and your team have done since the beginning of 2019 that you want to crow about.

Information to be submitted online for entries in these categories for the 2020 ABAs will include:

a. An essay of up to 525 words describing the nominated achievements. Make sure that your essay focuses on your web-related accomplishments since the beginning of 2019, or the judges won't rate your nomination highly

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 URLs, video clips, photographs, press reviews, news articles, and so on

c. Optionally, you may list creative and production credits for your nominated achievement(s): a list of people on your team who contributed to its success

Web Achievement

■ Industry Categories

F10. **Accounting**

F11. **Advertising, Marketing, & Public Relations**

F12. **Aerospace & Defense**

F13. **Automotive & Transport Equipment**

F14. **Banking**

F15. **Business Services**

F16. **Chemicals**

F17. **Computer Hardware**

F18. **Computer Software**

F19. **Computer Services**

F20. **Conglomerates**

F21. **Consumer Products — Durables**

F22. **Consumer Products — Non-Durables**

F23. **Diversified Services**

F24. **Electronics**

F25. **Energy**

F26. **Financial Services**

F27. **Food & Beverage**

F28. **Health Products & Services**

F29. **Hospitality & Leisure**

F30. **Insurance**

F31. **Legal**

F32. **Manufacturing**

F33. **Materials & Construction**

F34. **Media & Entertainment**

F35. **Metals & Mining**

F36. **Non-Profit Organizations**

F37. **Pharmaceuticals**

READY? ENTER NOW

F38. **Real Estate**

F39. **Retail**

F40. **Telecommunications**

F41. **Transportation**

F42. **Utilities**

■ **Specialty Categories**

F43. **Achievement in User Experience**

F44. **Achievement in User Interface Design**

F45. **Achievement in Web Writing/Content**

F46. **Achievement in Web Design**

F47. **Achievement in Online Training**

F48. **Achievement in the Use of Facebook**

P49. **Achievement in the Use of Instagram**

P50. **Achievement in the Use of Twitter**

F51. **Achievement in the Use of Video or Moving Image**
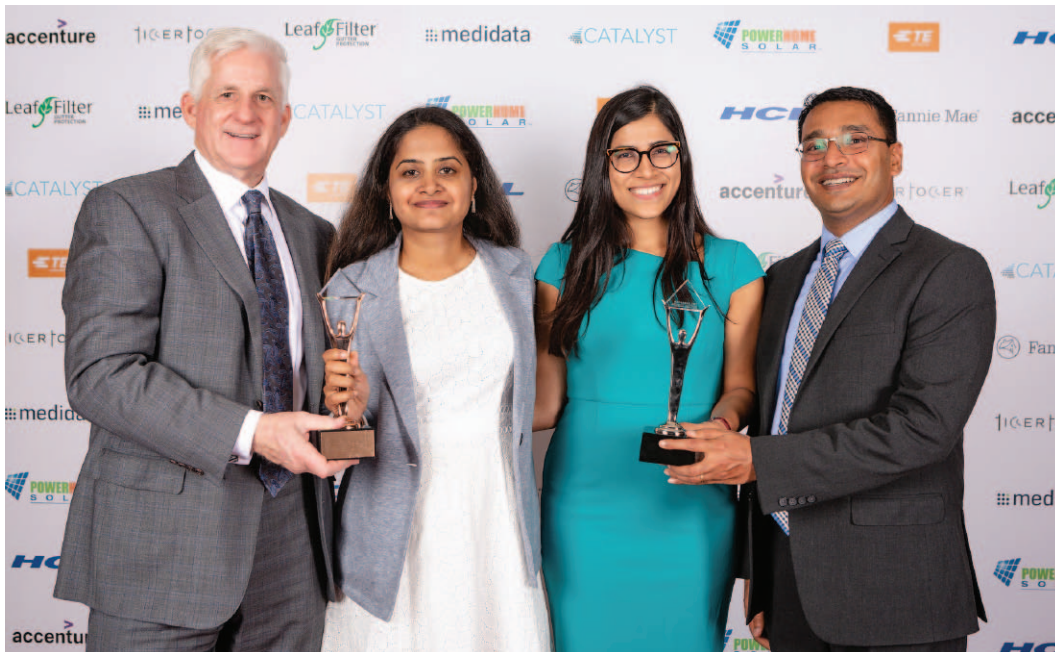
Entry Preparation Tips

1. Write Your Entries Offline

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

2. Include Supporting Materials and Links

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

3. Focus on Achievements During the Eligiblity Period

The eligibility period for The 2019 American Business Awards® extends from January 1, 2019 through May 5, 2020. While your entries may make reference to achievements from before this period, they should focus extensively on achievements during the eligibility period. The judges will not give high scores to your entries if they don't.

4. How to Submit Entries for Multiple Clients

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

5. Test Your Links

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

6. Video Entries and Other Media Materials

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

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

7. Giving Titles to Your Entries

When titling your entries it is not necessary to include the category name in the title — the category will be very apparent to judges when they review your entries.

When titling the nomination of an individual person, the ideal title is just the person's name and job title, such as "Jane Doe, President." Unless you have other text that qualifies the nomination in a meaningful way, keep it simple.

Resources to Help Prepare Your Entries

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. Two we can recommend are:

Susan Lewis,
slewis@pairelations.com

Melissa Sones,
melissasonesconsulting@gmail.com

READY? ENTER NOW

❯ Terms & Conditions of Entry

The following are the terms and conditions of entry to The 2020 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

Entry Fees differ per category and are **listed on page 6.** Entry fees must be paid before entries will be submitted to judges for review.

You may withdraw one or more entries from the competition and receive a refund of entries fees paid for those entries through February 12, 2020. After that date entries may still be withdrawn, but no refunds will be issued. If for extraordinary circumstances after February 12 we must submit your entries for judging before entry fees are paid, your entries will be nonrevokable and entry fees will be payable.

Acceptance of Stevie Awards Correspondence

Every entrant has a designated point of contact: a single person with whom we communicate about the disposition of entries submitted. We will send regular email correspondence to your organization's point of contact, especially after Finalists are announced in May. Your organization's point of contact agrees to:

- Whitelist the email address **help@stevieawards.com**, from which most of our email correspondence will come
- Read all email correspondence from us promptly and respond as requested or required

Maintenance of Your Entry Account Information

Your organization's entry-submission account on The American Business Awards website, through which your entries are submitted, will contain the contact information for your point of contact, including that person's name, postal mailing address, email address, and telephone number. Your organization's point of contact agrees to maintain the information in this entry-submission account and update it if and when necessary. The entry-submission account may be logged into at any time at **https://aba.stevieawards.com/member.**

Final Decision

In the event of a dispute as to the category in which an entry(s) will be judged, the decision of the Stevie® Awards staff will prevail. Judges may recommend that an entry be switched to a different category, and at their discretion Stevie Awards staff may change an entry's category.

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

Payment of Shipping Fees

Stevie Award winners who are not represented at the June 12 awards banquets to accept their award(s) will be assessed a shipping fee for their award(s). Only sponsors and honorary nominees will not have to pay shipping fees. Shipping fees payable will be as follows:

- U.S. $30 per Gold Stevie Award trophy
- U.S. $12 per Silver or Bronze medal

If you are liable to pay shipping fees, they will be automatically charged to the credit card to which entry fees were charged, approximately 10 days after the June 12 awards banquet, unless you first provide us with an alternate means of payment. Your organization's point of contact with us will receive an email in advance of the charge, noting the date that the charge will be made. If entry fees were not charged to a credit card, you will be invoiced for your shipping fees and payment is due upon receipt of your invoice. That invoice will be emailed to your point of contact.

Non-payment of shipping fees is not an option: if you submit entries to the ABAs, you agree to pay the fees due if any awards you win are not accepted at the June 12 awards banquet. You may not opt out of paying them by asking to not receive your awards.

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

Publication of Stevie-winning Entries

The full-text of Gold Stevie® Award-winning entries will be published on The American Business Awards® web site approximately one month after the final results are announced. Gold Stevie Award winners will be given the opportunity to redact any confidential or non-public information from their entries before publication. If you should have one or more Gold Stevie Award-winning entries in The 2020 American Business Awards, you agree to respond promptly to our request for edits or redactions to those entries before publication.

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

) 10 Reasons to 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. The entry process itself is valuable. In preparing your nominations you'll research and write succinct, compelling stories of achievement within your organization that you can use in other ways.

3. Small companies have just as much chance to win a Stevie as big companies do. Every year, household-name companies such as Apple, Delta Faucet, and Ford Motor Company are joined in the winners' circle by small and medium-size organizations that are still building their brands.

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

5. If you're a marketing agency or media production company, your work will be reviewed and honored by potential *clients,* not just your competitors, and there are many categories for web sites and apps, marketing campaigns, video productions, and other media.

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

7. If you win a Stevie Award you'll get to make a 30-second acceptance speech...before an audience of hundreds of executives from across the country...during a live web broadcast.

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

9. We'll promote your win across our web site and media. We get more than 70,000 visitors to our site every month, have more than 30,000 weekly email newsletter subscribers, and many thousands of Facebook, LinkedIn, and Twitter followers.

10. As a Stevie winner you'll get a range of free tools that you can use to promote your award, including winner logos and press release templates.

READY? ENTER NOW

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.

About The 2020 American Business Awards® Theme Illustration

The theme illustration of the 18th ABAs pays homage to the paintings and murals of Thomas Hart Benton, many of which celebrated American industry and workers.

THE AMERICAN
BUSINESS AWARDS®