



THE AMERICAN
BUSINESS AWARDSSM

Management, Company/Organization, Product, Department, Team, & Individual Categories

You may submit any number of entries in any of these categories. You may use the **Entry Cover Sheet** included in the online **Entry Kit** to mail or fax your entries, but we encourage you to submit your entry forms directly through the web site at www.stevieawards.com/aba — it's very easy to do.

If you use the **Entry Cover Sheet** included in the **Entry Kit**, note the category code that precedes the category name.

ENTRY FEES

Entry fees vary and are quoted in U.S. dollars after the category name. See the **Entry Cover Sheet** for payment instructions.

FOR THESE CATEGORIES, INCLUDE THE FOLLOWING INFORMATION IN THIS ORDER:

1. The title of your entry: e.g. "The ABC Company"
2. A description for the judges of the accomplishments of the nominee since January 1, 2009 (up to 500 words)
3. A list of web site addresses of any press releases, news articles, or other online documents that support the nomination (NOTE: this is optional)
4. A brief biography (up to 100 words) of the nominee or the leader of the nominated organization, department, or team. For entries in the Best New Product or Service category, include a biography of the leader of the product development team.

HOW TO SUBMIT YOUR ENTRIES

You may submit your entries in one of two ways:

- *Through our web site at www.stevieawards.com/aba.* It's very easy to do. Simply register, then copy-and-paste your entry from your word processor into the online entry form. You can even pay your entry fees online with a credit card, or follow up with a check.
- *By mail or fax.* Entries submitted by mail or fax must be accompanied by the **Entry Cover Sheet** included in the online **Entry Kit**. Photocopy the **Entry Cover Sheet** as necessary. Follow the instructions on the **Entry Cover Sheet** for preparing and sending your entries. Entries must be submitted in at least 12-point type on white paper, must feature (in order) the information requirements for the category, and must be stapled behind the **Entry Cover Sheet**.

How to Get Help: Need answers to your questions about how to prepare or submit your entries? Our web site at www.stevieawards.com/aba should be able to answer most of your questions. If you can't find the answer there, please contact us at

The Stevie Awards
11885 Grand Commons Ave., #210
Fairfax, VA 22030, U.S.A.
Telephone (703) 547-8389
Fax (703) 991-2397
info@stevieawards.com

Management Categories

- A01. **Executive of the Year** (e.g. CEO, President, COO)
 - a. Computer Services
 - b. Computer Software
 - c. Computer Hardware
 - d. Financial Services
 - e. Manufacturing
 - f. Media & Entertainment
 - g. Non-Profit or Government (new for 2010)
 - h. Services
 - i. Telecommunications
 - j. Other Industry
- A02. **Chairman of the Year**
- A03. **Turnaround Executive of the Year** (e.g. CEO, President, COO)
- A04. **Finance Executive of the Year** (e.g. CFO, Controller)
- A05. **Management Team of the Year**

	Submitted Before November 21	Submitted Before December 19	Submitted Before April 1	Submitted After March 31 (includes \$35 late fee)
	\$200	\$225	\$250	\$285
	\$200	\$225	\$250	\$285
	\$200	\$225	\$250	\$285
	\$150	\$175	\$200	\$235
	\$375	\$400	\$435	\$470

Company/Organization Categories

- B01. **Best Overall Company of the Year** (may be for-profit or non-profit, public or private, large or small)
 - a. Up to 100 Employees
 - b. Up to 2,500 Employees
 - c. More Than 2,500 Employees
- B02. **Best New Company of the Year** (for companies that began operations since January 1 2008)
- B03. **Business Turnaround of the Year** (for companies that showed a significant operational or financial improvement in 2009 over 2008)
 - a. Up to 100 Employees
 - b. Up to 2,500 Employees
 - c. More Than 2,500 Employees
- B04. **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
- B05. **Business Innovation of the Year** (recognizing singular innovations in product and/or marketing, sales, manufacturing, management, etc., by an organization or an individual)
- B06. **Corporate Social Responsibility Program of the Year** (recognizing organizations' contributions to society)
 - a. Up to 100 Employees
 - b. Up to 2,500 Employees
 - c. More Than 2,500 Employees
- B07. **Environmental Responsibility Program of the year** (recognizing organizations' stewardship of environmental resources)
 - a. Up to 100 Employees
 - b. Up to 2,500 Employees
 - c. More Than 2,500 Employees
- B08. **Fastest-Growing Company of the Year** (recognizing outstanding revenue growth since the beginning of 2009)
 - a. Up to 100 Employees
 - b. Up to 2,500 Employees
 - c. More Than 2,500 Employees
- B09. **Non-Profit or Government Organization of the Year** (new category for 2010)

	\$365	\$400	\$435	\$470
	\$365	\$400	\$435	\$470
	\$365	\$400	\$435	\$470
	\$365	\$400	\$435	\$470
	\$365	\$400	\$435	\$470
	\$365	\$400	\$435	\$470
	\$365	\$400	\$435	\$470

Corporate Communications, Investor Relations, & Public Relations Categories

Includes all corporate communications, investor relations, employee relations, public relations, etc. functions

- C01. **Public Relations Agency of the Year**
- C02. **Communications Department of the Year**
- C03. **Communications Team of the Year**
- C04. **Investor Relations Campaign/ Program of the Year**

	\$365	\$400	\$435	\$470
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	\$365	\$400	\$435	\$470
	\$365	\$400	\$435	\$470

	Submitted Before November 21	Submitted Before December 19	Submitted Before April 1	Submitted After March 31 (includes \$35 late fee)
C05. Communications or PR Campaign/Program of the Year	\$365	\$400	\$435	\$470
a. Community Relations				
b. Crisis Communications				
c. Global Issues				
d. Issues Management				
e. Low Budget (under \$10,000)				
f. Marketing – Business to Business				
g. Marketing – Consumer Products				
h. Marketing – Consumer Services				
i. Multicultural				
j. Reputation/Brand Management				
k. Public Affairs				
l. Public Service				
m. Social Media Focused				
C06. Communications, Investor Relations, or PR Executive of the Year	\$130	\$165	\$200	\$235
C07. Corporate Communicator of the Year (for non-executive communications, PR, and IR professionals)	FREE	FREE	FREE	\$35

Creative Categories

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

D01. Advertising, Editorial, or Design Agency of the Year	\$365	\$400	\$435	\$470
D02. Creative Organization Department of the Year	\$365	\$400	\$435	\$470
D03. Creative Team of the Year	\$365	\$400	\$435	\$470
D04. Creative Professional of the Year	FREE	FREE	FREE	\$35

Customer Service Categories

Includes all customer service functions

J01. Customer Service Department of the Year	\$365	\$400	\$435	\$470
J02. Customer Service Team of the Year	\$365	\$400	\$435	\$470
J03. Customer Service Executive of the Year	\$130	\$165	\$200	\$235

Human Resources Categories

Includes all human resources functions

L01. Human Resources Department of the Year	\$365	\$400	\$435	\$470
L02. Human Resources Team of the Year	\$365	\$400	\$435	\$470
L03. Human Resources Executive of the Year	\$130	\$165	\$200	\$235

Information Technology Categories

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

N01. Information Technology Department of the Year	\$365	\$400	\$435	\$470
N02. Information Technology Team of the Year	\$365	\$400	\$435	\$470
N03. Information Technology Executive of the Year	\$130	\$165	\$200	\$235
N04. Technical Professional of the Year (for non-executive IT professionals)	FREE	FREE	FREE	\$35

Marketing Categories

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

M01. Marketing Department of the Year	\$365	\$400	\$435	\$470
M02. Marketing Team of the Year	\$365	\$400	\$435	\$470
M03. Marketing Campaign of the Year	\$365	\$400	\$435	\$470
a. For a product				
b. For a service				
M04. Marketing Executive of the Year	\$130	\$165	\$200	\$235
M05. Marketer of the Year (for non-executive marketing professionals)	FREE	FREE	FREE	\$35

Products & Product Management Categories

Includes all product management, product development, product engineering, manufacturing, etc. functions

P01. **Best New Product or Service** (for products and services introduced to the U.S. marketplace since January 1 2009)

- a. Computer Services
- b. Computer Software – New Version
- c. Computer Software – Software as a Service
- d. Computer Software – New Desktop/End-User Software
- e. Computer Software – New Server Software
- f. Computer Hardware
- g. Consumer Products (new category for 2010)
- h. Financial Services
- i. Manufacturing
- j. Media & Entertainment
- k. Services
- l. Telecommunications
- m. Other

P02. **Product Development/Management Department**

P03. **Product Development/Management Team**

P04. **Product Development/Management Executive of the Year**

P05. **Product Developer of the Year** (for all non-executive product development or management professionals)

Support Categories


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

R01. **Best Support Department of the Year**

R02. **Best Support Team of the Year**

R03. **Best Support Staffer of the Year**

(e.g. secretary, administrative assistant)

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\$365	\$400	\$435	\$470
			
<p>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 open to the general public in April, and the winners will be honored at the American Business Awards ceremony in New York in June.</p>			
\$365	\$400	\$435	\$470
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\$130	\$165	\$200	\$235
FREE	FREE	FREE	\$35

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FREE	FREE	FREE	\$35