



## Management, Company, Product, Organization, 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/iba](http://www.stevieawards.com/iba)—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. Add U.S. \$35 to the entry fee for entries submitted after May 12. 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 company, 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/iba](http://www.stevieawards.com/iba).* 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 cheque.
- *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/iba](http://www.stevieawards.com/iba) should be able to answer most of your questions. If you can't find the answer there, please contact us at

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## Management Categories

- A01. Executive of the Year (e.g., CEO, President, COO) (\$225)
  - a. in Asia (Subcontinent, Australia and New Zealand)
  - b. in Asia (China, Japan, and Korea)
  - c. in Europe
  - d. in the Middle East and Africa
  - e. in North America
  - f. in South America
- A02. Chairman of the Year (\$225)
- A03. Turnaround Executive of the Year (\$225)
- A04. Finance Executive of the Year (\$225)
- A05. Management Team of the Year (\$375)

## Company/Organization Categories

- B01. Multinational Company of the Year (choose the region in which your organization is headquartered) (\$375)
  - a. in Asia (Subcontinent, Australia and New Zealand)
  - b. in Asia (China, Japan, and Korea)
  - c. in Europe
  - d. in the Middle East and Africa
  - e. in North America
  - f. in South America
- B02. Single-Market Company of the Year (for organizations that operate in one country only) (\$375)
  - a. in Asia (Subcontinent, Australia and New Zealand)
  - b. in Asia (China, Japan, and Korea)
  - c. in Europe
  - d. in the Middle East and Africa
  - e. in North America
  - f. in South America
- B03. Most Innovative Company of the Year (recognizing product and/or marketing, sales, manufacturing, management, etc. innovation) (\$375)
  - a. in Asia (Subcontinent, Australia and New Zealand)
  - b. in Asia (China, Japan, and Korea)
  - c. in Europe
  - d. in the Middle East and Africa
  - e. in North America
  - f. in South America
- B04. Corporate Social Responsibility Program of the Year (\$375)
  - a. in Asia (Subcontinent, Australia and New Zealand)
  - b. in Asia (China, Japan, and Korea)
  - c. in Europe
  - d. in the Middle East and Africa
  - e. in North America
  - f. in South America
- B05. Best New Company of the Year (for organizations that began operations after January 1, 2008) (\$375)
- B06. Environmental Responsibility Program of the Year (\$375)
  - a. in Asia (Subcontinent, Australia and New Zealand)
  - b. in Asia (China, Japan, and Korea)
  - c. in Europe
  - d. in the Middle East and Africa
  - e. in North America
  - f. in South America

## 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 (\$375)
  - a. in Asia (Subcontinent, Australia and New Zealand)
  - b. in Asia (China, Japan, and Korea)
  - c. in Europe
  - d. in the Middle East and Africa
  - e. in North America
  - f. in South America
- C02. Communications Department of the Year (\$375)
- C03. Communications Team of the Year (\$375)
- C04. Communications Executive of the Year (\$225)
- C05. Investor Relations Program of the Year (\$375)
- C06. Communications Campaign of the Year (\$375)
  - a. Community Relations
  - b. Crisis Communications
  - c. Global Issues
  - d. Issues Management

- e. Low Budget (under \$10,000 /  $\approx$  7,000)
- 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

## Creative Categories

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

- D01. Advertising/Editorial/Design Agency of the Year (\$375)
- D02. Creative Department of the Year (\$375)
- D03. Creative Team of the Year (\$375)
- D04. Creative Executive of the Year (\$225)

## Customer Service Categories

Includes all customer service and call center functions

- E01. Customer Service Department of the Year (\$375)
- E02. Customer Service Team of the Year (\$375)
- E03. Customer Service Executive of the Year (\$225)

## Human Resources Categories

Includes all human resources functions

- F01. Human Resources Department of the Year (\$375)
- F02. Human Resources Team of the Year (\$375)
- F03. Human Resources Executive of the Year (\$225)

## Information Technology Categories

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

- H01. IT Department of the Year (\$375)
- H02. IT Team of the Year (\$375)
- H03. IT Executive of the Year (\$225)

## Marketing Categories

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

- G01. Marketing Department of the Year (\$375)
- G02. Marketing Team of the Year (\$375)
- G03. Marketing Executive of the Year (\$225)
- G04. Marketing Campaign of the Year (\$375)
  - a. For a Product
  - b. For a Service

## Products & Product Management Categories

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

- J01. Best New Product or Service of the Year (\$375)
  - 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
  - h. Financial Services
  - i. Manufacturing
  - j. Media & Entertainment
  - k. Services
  - l. Telecommunications
  - m. Other
- J02. Product Development Department of the Year (\$375)
- J03. Product Development Team of the Year (\$375)
- J04. Product Development Executive of the Year (\$225)

## Support Categories

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

- L01. Support Department of the Year (\$375)
- L02. Support Team of the Year (\$375)