



YOU ARE INVITED TO ENTER THE 2010 INTERNATIONAL BUSINESS AWARDS

The International Business Awards is a competition organized by The Stevie® Awards. The International Stevie is awarded in recognition of excellence in business worldwide. It honors the accomplishments and contributions of organizations and individuals. All organizations and individuals

worldwide are eligible to submit entries. The winners will be announced in June and will be presented their International Stevie Award trophies at an awards gala in Europe in September. A description of this event will later be available on our web site at www.stevieawards.com/iba.

Rules and Regulations are set forth in this booklet, and official Entry Forms and instructions are included separately in the Entry Kit.

It is preferred that entrants submit their entries directly through our web site.

A summary of these instructions is available in several languages on our web site at www.stevieawards.com/iba.

Entry deadline date: **May 12, 2010**

Late entries will be accepted through June 9 but will be assessed a U.S. \$35 per-entry late fee in addition to the entry fee.

Rules & Regulations

Submission of your entries through our web site at www.stevieawards.com/iba, or by fax or mail, implies that you have read and accept the following Rules & Regulations.

1) Eligibility

All organizations (for-profit and non-profit) that were in operation on or after January 1, 2009 are eligible to submit entries, provided

- a) That the entries describe accomplishments made since the beginning of 2009
- b) That the entries can be judged in one of the official categories (see the Entry Kit for the lists of categories).

2) Categories of Awards

Categories are listed on documents that are included separately in your Entry Kit. Each of your entries must be submitted in one of the categories listed on these forms. Included on these documents are requirements and instructions for the categories listed on that form. The following forms are available in the Entry Kit:

- a) Entry Cover Sheet: this is a summary form that must accompany all Entry Forms that are submitted by mail or by fax. You do not need to submit an Entry Cover Sheet if you submit your entries through our web site at www.stevieawards.com/iba.
- b) Management, Company, Product, Organization, Team, and Individual Categories List. Includes entry requirements, instructions, and entry fees.
- c) Advertising, Web Site, Video, and Other Media Categories List. Includes entry requirements, instructions, and entry fees.

3) Deadline Dates

Deadline for receipt of entries with accompanying entry fees and entry forms is as follows:

Entry Deadline: **May 12, 2010**

Entries submitted after May 12 will be assessed a U.S. \$35 late fee in addition to the entry fee.

4) Submission of Entries

Entries may be submitted in one of two ways

- a) Through our web site at www.stevieawards.com/iba. This is the preferred method of submission. You will be able to register on the web site, prepare and submit your entries through the site, and pay your entry fees online by credit card. (You will also have the option to pay your entry fees by cheque or bank transfer instead.) This method of submission will be the most efficient for you and for the Stevie Awards staff.
- b) By mail or by fax.

5) Supporting Information

You may support the claims made in your entries by providing the addresses of web pages that feature news stories, press releases, or other documents that support your claims. It is not mandatory that you provide links to supporting documents, but it is in your interests to do so, because all judges will be given access to these documents.

If the only supporting materials you can provide for your entries are offline, such as press clippings or videotapes, you may submit them to the Stevie Awards office, but the preliminary-round judges will not have access to them. If your entry becomes a Finalist, the final judges may request that your offline supporting materials be sent to them for review.

6) Language

It is preferred that you submit your entries in English, but you may submit your entries in any of these languages: Chinese, French, German, Japanese, Korean, Portuguese, or Spanish.

The 400-character description of your company that is required during the registration process (and on the Entry Cover Sheet) must be written in English.

7) Entry Fees

Entry Fees differ per category, and are listed in the documents that list the various categories.

Payments must be made in U.S. dollars by cheque or draft drawn on a **U.S. bank** payable to Stevie Awards, Inc. Non-U.S. bank cheques will be returned. Please note the name of the entering organization on your cheque or draft. **Enclose the cheque with your Entry Forms (if entering by mail) or a printout of the "Pay By Check" page on our web site (if entering online).** You may also pay by Visa, MasterCard or American Express.

For wire transfers to our bank, write to info@stevieawards.com for instructions.

No refunds will be made after May 12, 2010.

8) Shipping Information

This information applies only if you will submit your entries by mail. For entrants with an office in the U.S., it is requested that entries come through the U.S. office. Please include all items specified on the official Entry Forms. For entrants without a U.S. office, the following procedure must be observed:

- a) Ship PREPAID
- b) Entry Forms and any supporting materials should be sent via Air/Ground Courier (e.g. FedEx, DHL...) directly to:

The Stevie Awards

11885 Grand Commons Ave., #210
Fairfax, VA 22030, U.S.A.
Tel: 1-703-547-8389

9) 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 committee will prevail.

Materials submitted as part of your entries will not be returned.

Failure to comply with these Rules & Regulations will render the Entries ineligible. Entry fees will not be refunded.

10) Judging

HOW YOUR ENTRIES WILL BE JUDGED

All entries are first reviewed by Stevie Awards staff to ensure that eligibility requirements are met and that entries are formatted properly in order to go forward to be judged.

All judges receive written instructions about how to score entries. Judges are asked to score the accomplishments portrayed in each entry based on (a) their own experience, and (b) their understanding of how organizations and individuals in the nominee's industry and country performed in the eligible timeframe, given the condition of the economy in general and the nominee's industry in particular.

Preliminary Judging:

Preliminary judging will be conducted in May-June 2010. Preliminary judges will be recruited worldwide, will volunteer to judge on the International Business Awards web site, and will be accepted or disqualified, and assigned categories by Stevie Awards staff, based on their country, language, industry, function, and experience.

During preliminary judging, each entry will be reviewed and rated by no fewer than five (5) volunteer judges who have been approved as qualified (by Stevie Awards staff) to judge those entries. Most entries will be viewed and rated at the judges' convenience over the Internet. Entries that require the submission of physical media (e.g., print ads, annual reports) will be judged by small groups in New York and Washington, D.C. Rating will be done on a scale of 1-10.

All entries that receive a high average score in the preliminary round of judging, regardless of category, will automatically be designated as Distinguished Honorees, and will receive a Distinguished Honoree medal if they don't also move on to receive an International Stevie Award.

Distinguished Honoree entries may be audited. Any entry found to contain false or misleading information will be disqualified.

Final Judging:

In June 2010, members of the final judging committees of The 2010 International Business Awards and their staffs will perform the final judging, during which they will choose International Stevie Award winners, at their discretion, from among the Distinguished Honorees.

The results will be announced in late June, and honorees will be presented their awards (International Stevie Award trophies and/or Distinguished Honoree medals) during a gala banquet in Europe in September.

Entries and materials submitted may be displayed, shown, duplicated, published, or disposed of as Stevie Awards, Inc. deems appropriate. By submitting entries, the entrant agrees to hold Stevie Awards, Inc. and its employees exempt from any costs or expenses of any claim arising out of any such use by the Stevie Awards.

International Stevie Award winners and Distinguished Honorees will be able to purchase additional certificates, wall plaques, medals and Stevie Award trophies. Order forms for additional awards are available on the MERCHANDISE page on the IBA web site.

11) Shipping Fees

Honorees who are not represented at the awards banquet to accept their award(s) will be assessed a shipping fee for the shipment of their award(s). Shipping fees will be as follows:

- U.S. \$100 per International Stevie Award trophy
- U.S. \$25 per Distinguished Honoree medal

Unless otherwise specified, shipping fees will be automatically charged to the credit card to which entry fees were charged. If entry fees were not charged to a credit card, you will be asked to pay shipping fees by credit card, cheque (written on a U.S. bank), or wire transfer.

Note that awards will not be shipped to honorees who did not accept them at the awards banquet until shipping fees have been paid.