

# Instructions for Submitting Entries

## The 2010 Stevie® Awards for Women in Business

**Eligibility:** All women business owners, women executives, and women-owned or –managed organizations worldwide are eligible to be nominated in the 2010 Stevie Awards for Women in Business. The 2010 awards will recognize accomplishments from July 1, 2009 through September 30, 2010 with the following exceptions:

- Entrants in the Best New Company of the Year category must have started their business after July 1, 2008
- There is no time limit on the Website of the Year, Blog of the Year, and Lifetime Achievement Award categories



**Categories:** Eligible organizations and individuals may submit any number of entries to any number of the categories listed beginning on page 3 of these instructions.

**Entry Deadlines & Fees:** The entry deadlines and fees are as follows:

- July 28 – Early-bird deadline. \$95 per entry
- August 31 – Deadline. \$125 per entry
- September 30 – Last day that late entries will be accepted. Add a \$35 late fee to the \$125 entry fee

Note that *there is no entry fee* for the Employee of the Year (category 27). However, entries to this category will be assessed the \$35 late fee if submitted after August 31.

**Payment of Entry Fees:** If appropriate an entry may be entered in multiple categories; and the fees are due for each category entered. Each entry will be judged separately in each category entered. Entries submitted in multiple categories are eligible to win multiple awards. Entry fees may be paid by check, made payable to Stevie Awards, Inc., or by credit card. Wire transfer of fees is also possible for entries from outside the U.S.A.

**Submission Requirements: In all categories except numbers 48-50, provide the following information in your entry, in English, in four (4) distinct sections:**

1. Give your entry a title, such as “Jane Doe, President” or “The XYZ Company”
2. Describe for the judges the activities and accomplishments of the nominee during the eligibility period. (If you submit your entry through the web site at [www.stevieawards.com/women](http://www.stevieawards.com/women) you may submit up to 500 words in this section of your entry. If you submit your entry by mail or fax, you may submit no more than 250 words in this section of your entry.)
3. List the URLs (web addresses) of any online news stories, press releases, or other documents that you would like the judges to see that support your entry. (You may submit supporting materials for your entry by mail instead, but only judges who request them will see them.)

4. Provide a brief (up to 100 words) biography of the nominated individual or the leader of the nominated organization.

**New this year**, entrants in Company / Organization categories 28 – 42 must be at least 50% owned by one or more women, and/or have a woman as its chief executive and at least 40% of its management team comprised of women. For these categories, a fifth, multiple-choice question must be answered, verifying that at least one of these eligibility conditions is met.

**For entries submitted in categories 48-50, provide the following information in your entry, in English, in four (4) distinct sections:**

1. Give your entry a title, such as “The XYZ Company Web Site”
2. When was the nominated web site, blog, or advertising campaign first published or run?
3. Briefly describe the communications objectives of the nominated web site, blog, or advertising campaign and how it has met those objectives (up to 100 words). Include in this section the URL (web address) of the nominated web site, blog, or up to five (5) media elements in the nominated advertising campaign that the judges may review. You may also include in this section, if appropriate, links to any other documents or articles that support your entry, such as newspaper articles, press releases, etc.
4. List the appropriate creative and production credits for the entry.

**How to Submit Entries:** You may submit your entries in one of two ways:

- *Through our web site at [www.stevieawards.com/women](http://www.stevieawards.com/women).* 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 an **Entry Cover Sheet**, which is a separate form available as part of the Entry Kit. 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 the four (4) distinct, numbered sections as described above, 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/women](http://www.stevieawards.com/women) 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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## Categories

### INDIVIDUAL CATEGORIES

1. **Best Entrepreneur – Service Businesses – up to 100 Employees** (Professional, Financial, Real Estate, etc.): Recognizing individual women entrepreneurs for their achievements during the eligibility period.
2. **Best Entrepreneur – Service Businesses – up to 2,500 Employees** (Professional, Financial, Real Estate, etc.): Recognizing individual women entrepreneurs for their achievements during the eligibility period.
3. **Best Entrepreneur – Service Businesses – More Than 2,500 Employees** (Professional, Financial, Real Estate, etc.): Recognizing individual women entrepreneurs for their achievements during the eligibility period.
4. **Best Entrepreneur – Non-Services Businesses – up to 100 Employees** (Manufacturing, Construction, Agriculture, etc.): Recognizing individual women entrepreneurs for their achievements during the eligibility period.
5. **Best Entrepreneur – Non-Services Businesses – up to 2,500 Employees** (Manufacturing, Construction, Agriculture, etc.): Recognizing individual women entrepreneurs for their achievements during the eligibility period.
6. **Best Entrepreneur – Non-Services Businesses – More Than 2,500 Employees** (Manufacturing, Construction, Agriculture, etc.): Recognizing individual women entrepreneurs for their achievements during the eligibility period.
7. **Best Young Entrepreneur:** Recognizing individual women entrepreneurs under the age of 30 for their achievements during the eligibility period.
8. **Best Executive – Service Businesses – up to 100 Employees** (Professional, Financial, Real Estate, etc.): Recognizing individual women executives (not business owners) for their accomplishments during the eligibility period.
9. **Best Executive – Service Businesses – up to 2,500 Employees** (Professional, Financial, Real Estate, etc.): Recognizing individual women executives (not business owners) for their accomplishments during the eligibility period.
10. **Best Executive – Service Businesses – More Than 2,500 Employees** (Professional, Financial, Real Estate, etc.): Recognizing individual women executives (not business owners) for their accomplishments during the eligibility period.
11. **Best Executive – Non-Services Businesses – up to 100 Employees** (Manufacturing, Construction, Agriculture, etc.): Recognizing individual women executives (not business owners) for their accomplishments during the eligibility period.
12. **Best Executive – Non-Services Businesses – up to 2,500 Employees** (Manufacturing, Construction, Agriculture, etc.): Recognizing individual women executives (not business owners) for their accomplishments during the eligibility period.
13. **Best Executive – Non-Services Businesses – More Than 2,500 Employees** (Manufacturing, Construction, Agriculture, etc.): Recognizing individual women executives (not business owners) for their accomplishments during the eligibility period.
14. **Best Executive – Non-Profit or Government – up to 100 Employees:** Recognizing individual women executives for their accomplishments during the eligibility period.
15. **Best Executive – Non-Profit or Government – up to 2,500 Employees:** Recognizing individual women executives for their accomplishments during the eligibility period.
16. **Best Executive – Non-Profit or Government – More than 2,500 Employees:** Recognizing individual women executives for their accomplishments during the eligibility period.
17. **Mentor of the Year:** Recognizing the women who provided the best support and guidance to women in business during the eligibility period.
18. **Lifetime Achievement Award:** Recognizing the individual executive or entrepreneur who has achieved accomplishments of significance over her entire career. There is no eligibility period requirement for this category.

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19. **Best Canadian Entrepreneur** – Recognizing individual women entrepreneurs in Canada for their achievements during the eligibility period.
20. **Best Canadian Executive** – Recognizing individual women executives (not business owners) in Canada for their accomplishments during the eligibility period.
21. **Best Entrepreneur in EMEA** - Recognizing individual women entrepreneurs in Europe, the Middle East, and Africa for their achievements during the eligibility period.
22. **Best Executive in EMEA**– Recognizing individual women executives (not business owners) in Europe, the Middle East, and Africa for their accomplishments during the eligibility period.
23. **Best Asian Entrepreneur** - Recognizing individual women entrepreneurs in Asia, Australia, and New Zealand for their achievements during the eligibility period.
24. **Best Asian Executive** - Recognizing individual women executives (not business owners) in Asia, Australia, and New Zealand for their accomplishments during the eligibility period.
25. **Best Latin American Entrepreneur** – Recognizing individual women entrepreneurs in Mexico, Central America, and South America for their accomplishments during the eligibility period.
26. **Best Latin American Executive** – Recognizing individual women executives (not business owners) in Mexico, Central America, and South America for their accomplishments during the eligibility period.
27. **Employee of the Year** – Recognizing non-executive female employees for their accomplishments during the eligibility period.

### **COMPANY/ORGANIZATION CATEGORIES**

28. **Best Overall Company of the Year – Service Businesses – up to 100 Employees** (Professional, Financial, Real Estate, etc.): Recognizing businesses owned or run by women for their accomplishments during the eligibility period.
29. **Best Overall Company of the Year – Service Businesses – up to 2,500 Employees** (Professional, Financial, Real Estate, etc.): Recognizing businesses owned or run by women for their accomplishments during the eligibility period.
30. **Best Overall Company of the Year – Service Businesses – More Than 2,500 Employees** (Professional, Financial, Real Estate, etc.): Recognizing businesses owned or run by women for their accomplishments during the eligibility period.
31. **Best Overall Company of the Year - Non-Services Businesses – Up To 100 Employees** (Manufacturing, Construction, Agriculture, etc.): Recognizing businesses owned or run by women for their accomplishments during the eligibility period.
32. **Best Overall Company of the Year - Non-Services Businesses – Up To 2,500 Employees** (Manufacturing, Construction, Agriculture, etc.): Recognizing businesses owned or run by women for their accomplishments during the eligibility period.
33. **Best Overall Company of the Year - Non-Services Businesses – More Than 2,500 Employees** (Manufacturing, Construction, Agriculture, etc.): Recognizing businesses owned or run by women for their accomplishments during the eligibility period.
34. **Most Innovative Company of the Year – Up to 100 Employees:** Recognizing product and/or marketing, sales, manufacturing, management, etc. innovation at businesses owned or run by women during the eligibility period.
35. **Most Innovative Company of the Year – Up to 2,500 Employees:** Recognizing product and/or marketing, sales, manufacturing, management, etc. innovation at businesses owned or run by women during the eligibility period.
36. **Most Innovative Company of the Year – More Than 2,500 Employees:** Recognizing product and/or marketing, sales, manufacturing, management, etc. innovation at businesses owned or run by women during the eligibility period.
37. **Best New Company of the Year:** Recognizing new businesses owned or run by women. All for-profit and non-profit businesses that began operations after July 1, 2008 are eligible to be nominated.
38. **Fastest-Growing Company of the Year:** Recognizing businesses that are owned or run by women that demonstrated extraordinary growth in sales during the eligibility period from the year prior.

39. **Business Turnaround of the Year:** Recognizing businesses owned or run by women that demonstrated a financial or other operational turnaround during the eligibility period from the year prior.
40. **Employer of the Year:** Recognizing excellence in hiring practices, human resources management, and employee relations. All for-profit and non-profit businesses owned or run by women are eligible to be nominated.
41. **Technology Innovator of the Year:** Recognizing women for their innovative use of technology in growing their businesses during the eligibility period.
42. **“Women Helping Women” Award:** Recognizing businesses and individuals who supported and contributed to the development of women in business during the eligibility period.
43. **Woman’s Business Association of the Year:** Recognizing the professional societies and trade associations that best advocated for women-owned businesses and women in business during the eligibility period.
44. **Community Involvement Program of the Year:** Recognizing best practices in community involvement and corporate social responsibility activities during the eligibility period.
45. **Environmental Stewardship Program of the Year:** Recognizing best practices in organizational stewardship of environmental resources during the eligibility period.

### **PRODUCT & SERVICE CATEGORIES**

46. **Best New Product of the Year:** Recognizing the best new products introduced to the marketplace by or for women during the eligibility period.
47. **Best New Service of the Year:** Recognizing the best new services introduced to the marketplace by or for women during the eligibility period.

### **MEDIA & MARKETING CATEGORIES**

48. **Website of the Year:** Recognizing excellence in web sites created and maintained by or for women. There is no eligibility period requirement for this category.
49. **Blog of the Year:** Recognizing excellence in individual or company blogs created by or for women. There is no eligibility period requirement for this category.
50. **Advertising Campaign of the Year:** Recognizing excellence in advertising produced by or for women during the eligibility period.
51. **Communications Campaign of the Year – For-Profit:** Recognizing excellence in public relations, press relations, and publicity by or for women, for a for-profit purpose, during the eligibility period.
52. **Communications Campaign of the Year – Non-Profit:** Recognizing excellence in public relations, press relations, and publicity by or for women, for a non-profit purpose, during the eligibility period.
53. **Marketing Campaign of the Year - Services:** Recognizing excellence in marketing by or for women during the eligibility period.
54. **Marketing Campaign of the Year - Products:** Recognizing excellence in marketing by or for women during the eligibility period.