



EDISON AWARDS™

# 2020 EDISON AWARDS NOMINATION GUIDE

PREPARING TO SUBMIT YOUR NOMINATION FORM AT [WWW.EDISONAWARDS.COM](http://WWW.EDISONAWARDS.COM)

The Edison Awards are a globally respected leader in honoring the highest levels of new product and service development, marketing, human-centered design, and innovation. Through this recognition of excellence, The Edison Awards provides a powerful platform for organizations of all sizes to showcase and promote themselves in the same spotlight as the extraordinary innovator Thomas Edison.

## WHY ENTER THE EDISON AWARDS COMPETITION?

### SALES/BUSINESS DEVELOPMENT

Increase sales by leveraging the Edison Award Winner seal (including the Gold, Silver and Bronze designations) in publicity, marketing campaigns and packaging.

The award delivers an affirmation of superior quality — a confirmation that can reach customers in a way that marketing and advertising cannot.

The seal enables winning products or services to stand out prominently, separating them from the competition.

### REVIEW AND VALIDATION

Nominations receive a high-powered, focus group review by the Edison Awards Steering Committee comprised of hand-picked industry experts from a spectrum of disciplines.

This distinction is recognized by the industry and serves as an unbiased 3rd-party validation for the innovations advancing to Finalist status.

Winning an award boosts the credibility of the team, organization and product/service.

### FUNDING OPPORTUNITIES

VCs and PEs actively research award honoree lists to discover new opportunities of interest.

Attend the annual black-tie gala awards ceremony and network with the world's top innovative companies, fellow honorees, and potential investors.

Make The Edison Awards part of your growth strategy!

### PR, RECOGNITION AND VISIBILITY

Gain broad global recognition and visibility to business and consumer media outlets.

Admissible nominations are showcased on the Edison Awards website and social media.

Awards significantly distinguish you from your competition!

## IMPORTANT DATES

**Entries must be made online between August 1 and November 22, 2019 at [www.edisonawards.com](http://www.edisonawards.com).**

<b>August 1, 2019</b>	Start of Edison Awards 2020 nomination season
<b>November 22, 2019</b>	Last day for nomination entries to be submitted
<b>February 11, 2020</b>	Finalists publicly announced on Thomas Edison's birthday
<b>April 21, 2020</b>	Winners announced at the 2020 Edison Awards Gala

## IMPORTANT RESOURCES

### [Nomination Guide \(Detailed Version\)](#)

– Includes more details of the form and examples of well-crafted entries

### [Nominations Video](#)

### [Nominations How-To Video](#)

[Nominations Worksheet](#) – To assist in compiling your information prior to officially submitting nomination online

**Visit the Edison Awards website for information on Categories & Criteria.**

# NOMINATION FEES\*

RATES (USD)	Until Oct. 18, 2019	Oct. 19 – Nov. 22, 2019
<b>Corporate</b>	\$1,095	\$1,395
<b>Nonprofit</b>	\$600	\$800
<b>Student</b>	\$150	\$250

\*A portion of your nomination fee will be donated to the Edison Universe, a 501(c)(3) nonprofit organization dedicated to educating and fostering future innovators in the K-12 and community college levels.

\*\*Using a credit card will incur a 3% convenience fee

Please note that nominations received without the appropriate nomination fee will not be forwarded to the Edison Awards Steering Committee for review/consideration.

## A SUCCESSFUL ENTRY (AND EFFECTIVE MARKETING) INCLUDES THE FOLLOWING:

### Strong Written Descriptions

- Clear, easily understood descriptions of your product or service. Correct spelling and grammar is important.
- Answer ALL the questions in each section.
- In addition to your organization's internal experts, ensure people outside your industry understand the message before submitting it.

### Website – A compelling website has the following features:

- Easy to navigate and to find information
- Clear message about the product or service and its purpose, benefits and value
- A visually appealing, unified theme throughout the site

### Video – Most successful nominations have videos that clearly showcase and explain their product or service.

- The best videos convey their message in two minutes or less.
- Videos can be made with easy-to-use and inexpensive desktop softwares; there's no need for expensive studio time. For example, a simple PowerPoint presentation can be exported as a movie and uploaded to YouTube.

## IMPORTANT REMINDERS

When your online nomination is complete, you will see a summary page; **we strongly advise that you save a printed copy.**

Process payment at the time of your nomination's submission to enter the review process. There is no need for you to have a PayPal account to make a credit card payment through the system. If you have any questions concerning the payment of the fee, contact Rob Manes at 816-510-5128 or [rob@edisonawards.com](mailto:rob@edisonawards.com).

Submit your entries early in the season to maximize its visibility to our audience as well as promote it through your own publicity and marketing campaigns.

## ADDITIONAL TIPS

Thomas Edison was eager to put customer needs first and realized that marketing and innovation go hand-in-hand. "Anything that won't sell, I don't want to invent," he said. "Its sale is proof of utility, and utility is success."

**Just as Thomas Edison coupled his inventions with a strong marketing outreach to bring those discoveries to the public, two factors directly impact the success of your nomination:**

1. Whether your product or service is genuinely innovative
2. How effectively your marketing efforts showcase that innovation



**NOMINATION DEADLINE IS NOVEMBER 22, 2019 – ENTER AT [WWW.EDISONAWARDS.COM](http://WWW.EDISONAWARDS.COM)**