The 10th annual BIG Awards are our annual award program that recognizes the “________ of the Year.” Your accomplishment completes each award.

Looking back over the last 10 years, we launched this program at the inception of the Business Intelligence Group to reward those companies, products, and people that are leading their respective industries into new territories and beyond.

This year, more than any in recent memory, organizations of all sizes are having to adapt to changing regulations, buying behaviors, environmental issues, and new revenue cycles. What is clear to our community is that, in order to continue to be successful, companies and leadership must re-write their own rules for success to accelerate change.

Each year we are proud to reward each of our winners for setting such an inspirational example for the global business community. We are looking forward to your submission!

Russ Fordyce
Managing Director
Business Intelligence Group

Nominations Due
10.13.23

Winners Notified
11.10.23

Nomination Fee: $799
Welcome to the BIG Awards for Business

Small companies create **1.5M JOBS ANNUALLY** and account for **64%** of new jobs created in the U.S.

There are **30.7M** small businesses in the U.S. which account for **99.9%** of all U.S. businesses.

**+90%** of the business population represents Small- and Medium-sized Businesses, also known as SMEs.

Nearly one-third of Small Businesses in the US had to take a hiatus in 2020 due to COVID-19 related mandates.

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SBA, 2019
Fundera, 2019
Salesforce, 2019
Facebook, 2020
Nomination Categories

BIG Awards for Business will be given out for superior performances in the past 12 months. Nominees will select Award Industry below and Award Categories found on the next page.

Choose the top 3 industries served.

- Aerospace
- Agriculture
- Broadcasting
- Business Services
- Construction
- Consumer Services
- Chemical
- Computer
- Construction
- Defense
- Education
- Energy

- Entertainment
- Financial Services
- Food
- Government
- Healthcare
- Hospitality
- Insurance
- Internet and Technology
- Law
- Manufacturing
- Mass Media
- News Media

- Non-Profit
- Pharmaceutical
- Publishing
- Real Estate
- Retail
- Software
- Transportation
- Travel and Leisure
- Telecommunications
- Utility
- Wholesale and Distribution
- Other

A select group of nominees who do not win but that show significant promise or performance, may be named as a “Finalist.”
Nomination Categories

BIG Awards for Business will be given out for superior performances in the past 12 months. Nominees will select a single solution and award category, application type for each nomination.

Award Categories

- Start-up of the Year
- Small Business of the Year
- Company of the Year
- Green Company of the Year
- New Product of the Year
- Product of the Year
- Green Product of the Year
- Case Study of the Year
- Entrepreneur Award
- Small Business Executive of the Year
- Woman of the Year
Nomination Categories

BIG Awards for Business will be given out for superior performances in the past 12 months. Nominees will select a single solution and award category, application type for each nomination.

A select group of nominees who do not win but that show significant promise or performance, may be named as a “Finalist.”
The BIG 3-Step Nomination Process
Submitting your nomination is a simple 3-step process

- Download the entry kit at bintelligence.com
- Use our handy worksheet to write your nomination
- Click NOMINATE NOW to submit

All nominations are 100% confidential. Neither the nomination nor any of its content will be shared with anyone other than our staff and judges.

You may submit multiple nominations in multiple categories as a means of increasing your odds of winning. If you need to amend a nomination already submitted, you can resubmit the nomination following the same process but using the coupon code “RE-WORK”.
Nomination Fees

The $799 nomination fee is collected when your nomination is submitted online. We accept all major credit cards, bank transfers, and checks. If paying by check or wire transfer, enter in your nomination and use coupon code “ALT-PAYMENT” when promoted.

Contact us for banking information to complete your submission via wire or ACH transfer.

Mail Address:
Business Intelligence Group
28 Park Ave, Beverly, NJ 08010 USA

Rules

• Nominations must be for performances in the last 12 months.

• Nominations must not be duplicative work of others.

• You should be able to show the impact or potential impact of your organization, product or individual performance through concrete measurements or analysis.
Recognize, honor, and show gratitude to the team that works so hard to innovate.

Establish credibility, build your brand, and show your commitment to innovation and employee culture.

Build moral, galvanize your team, and show future employees that their hard work and dedication to innovation is part of something BIG.

Experts in your field review submissions; folks that are in the trenches each day and that understand the difficulty it takes to create something truly unique.

As a winner we will work with you to promote your success. As part of your entry you will receive the winners logo, press release templates, social media exposure, and a great BIG trophy to put in your lobby, take pictures with, and have a physical award for the team to see each day!
A successful BIG Awards Nomination should tell a great story. Effectively communicating your message within the entry includes:

- Write strong descriptions that help judges understand what makes you better, unique, and different in your space.
- Clear, concise, and easily understood explanations and descriptions of your product or service.
- Correct spelling and grammar is important. (Former winner, Grammarly, is a great resource!)
- Write it so your mother can understand it. Articulate your message in a way where, more people than your organization’s internal experts understand what you are attempting to convey.

Use additional resources to help enhance your chances of winning.

- Make sure your website is easy to navigate and to learn more about what you do. Is there a clear message about the nomination? Does it showcase its purpose, benefits, and value clearly? Be sure that the URL you want our judges to see is visually appealing and has a clear theme.
- Most successful nominations have videos that clearly showcase and explain their product or service as well.
What winners of the Sales and Marketing Technology Awards receive:

- One personalized trophy per winning entry
- A digital logo for royalty-free use online and in print
- A Business Intelligence Group-issued press release announcing the winners
- A press release template suitable for release by your organization
- Feedback and scoring on your entry as provided by judges
- Recognition by the Business Intelligence Group to its community of 40,000+ executives
- Recognition on the Business Intelligence Group’s website
- Recognition on the Business Intelligence Group’s social communities (LinkedIn, Twitter, and Facebook)
- Winners will have the opportunity to purchase additional branded collateral and materials such as additional trophies, plaques, and banners.

Note: Shipping to the United States is included with each nomination. Winners outside the United States will need to supply their own shipping carrier and account number.
Publicity for Winners

Winners will be notified prior to any public announcement. During this time, you can prepare your own press release and other materials to announce this noteworthy achievement to your own community. You will be provided the official award logos and branding elements, as well as a quote and press release template you can customize and distribute.

Once your win is made public, we will publicize the winners to our own community of business professionals and to leading publications.

Additional Exposure

While an executive is not able to judge his or her own award category or those of his or her peers, we strongly encourage business experts to become judges.

Judges are asked to score nominations and to share meaningful feedback with nominated candidates.

Business leaders with experience, insight, and knowledge are sought to be part of the volunteer panel of independent experts. Judging nominations is easy and usually only requires an hour or two of time.
Previous Winners

PERQ  REACH LOCAL  ReSound GN  Bloomberg
       Tax               chuao CHOCOLATIER  clear slide
       APT              Spredfast

SEISMIC  skills  Spireon  cloudera  DIGITAL HARBOR  evapolar
         teletrac  AppDirect

TELU  THE CLIMATE CORPORATION  UnitedHealthcare  glance  LiveRamp
       infinite  solavei  INFOTRONICS

Business Intelligence Group
Judging Process
Every nomination is scored by our volunteer panel of business experts and industry leaders using our unique model that affords judges the opportunity to share public and private feedback.

Private feedback can be used to improve your future results. Public feedback can be used to maximize the third-party acknowledgement of your performance.

Judging is based upon your business execution and performance for each award.

Our Unique Judging Model
Our industry awards programs rely on industry leaders who volunteer to read, score and judge nominations. But what is unique about our model is that judges not only score and rank nominations, they also have the opportunity to share public and private feedback so that winners can maximize the third-party acknowledgement of their performance and all nominees can reflect on how they can improve their overall approach to the market.
Become a Judge

Judging for the Business Intelligence Group has many advantages and it is easy! Judging usually takes only a few hours of downtime and can be done from the comfort of an airplane, your favorite lounge chair or pool side. Read. Score. Feedback. Repeat.

Referrals
Judging has led to business referrals, job offers and other career advancements.

Instant Good Karma
Judging gives you instant good karma when you share your expertise and wisdom with our nominees.

Recognition
Your name, company name and ideas are shared with our growing audience.