



THE AMERICAN
BUSINESS AWARDS®

2027 ENTERYKT



ABA.StevieAwards.com

OUR INVITATION

We invite your organization to submit nominations to The 2027 (25th Annual) American Business Awards®, the top honors in the United States for achievement in the workplace.

All organizations operating in the U.S. are eligible to submit nominations to the ABAs: large and small, public and private, for-profit and non-profit. Nominations may be submitted by individuals or organizations.

The Stevie® Award trophy, the prize that is conferred in The American Business Awards and all other Stevie Award programs, is one of the world's most coveted honors. Many of America's largest and most famous organizations have won Stevie Awards; however, most of our winners each year are small and midsize organizations that are still growing and building their brands.

This booklet explains how to prepare and submit nominations to The American Business Awards. The first important step in entering is to review the categories and choose the ones in which you'll participate.

Eligibility extends from January 1, 2025 through the date on which you submit your nominations. Nominations that won in The 2026 American Business Awards may be resubmitted for consideration in the 2027 awards. If they have not been updated, they must be submitted to categories different from those in which they won.

In this entry kit you will find a summary of the submission requirements and the categories. Detailed instructions are provided on the website, and you'll find links to those instructions throughout these pages. All of this information is also available on the website at ABA.StevieAwards.com.

Winners will be notified on April 21 and celebrated at a gala event in New York City on June 15.

We encourage your organization to submit entries to The American Business Awards. Please don't hesitate to contact us with your questions about how to participate.

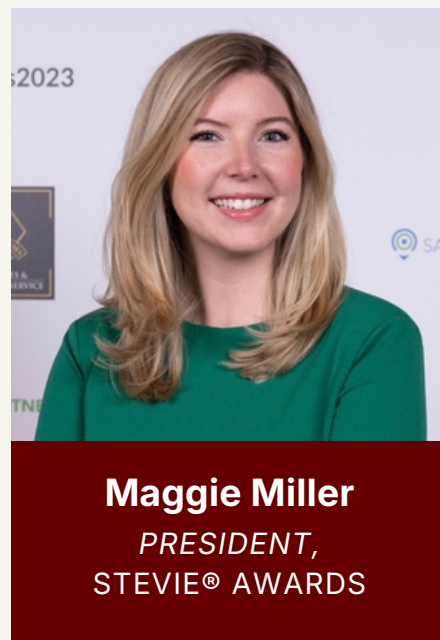




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2027 CALENDAR

NOVEMBER 18, 2026	First early-bird entry deadline, with discounted entry fees
DECEMBER 2, 2026	<u>Webinar</u> : Preparing Standout Nominations for The 2027 American Business Awards®
DECEMBER 17, 2026	Second early-bird entry deadline, with discounted entry fees
JANUARY 11, 2027 - APRIL 14, 2027	Judging of the 2027 Awards
FEBRUARY 10, 2027	Primary entry deadline, late fees apply after this date
MARCH 11, 2027	Final entry deadline
MARCH 15, 2027 - APRIL 14, 2027	Public voting in the New Product/Service categories
APRIL 21, 2027	Winners notified
APRIL 22, 2027	Winners publicly announced
JUNE 15, 2027	Awards banquet Marriott Marquis in New York, NY

2026 AWARDS HIGHLIGHTS



[BROWSE PHOTOGRAPHS OF THE AWARDS EVENT](#)



[WATCH THE INDIVIDUAL AWARDS PRESENTATION CLIPS](#)



[WATCH INTERVIEWS WITH STEVIE WINNERS](#)



[DOWNLOAD THE AWARDS EVENT PROGRAM BOOK \(PDF\)](#)



SELECTION OF 2026 WINNERS



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[READY? ENTER NOW](#)

2027 ENTRY REQUIREMENTS

For most categories in The American Business Awards®, entries will consist of three main components. You may submit either written or video content in your chosen categories, along with a concise summary and optional supporting materials to help judges get the full picture of your achievements and verify claims made in the entry.

Nominations that won in The 2026 American Business Awards may be resubmitted for consideration in the 2027 awards. If they have been updated with recent achievements, they may be submitted to the same categories in which they won. If they have not been updated, they must be submitted to categories different from those in which they won.

In most categories, each entry must include:

- a. An essay of up to 4,900 characters, including spaces, describing the achievements of the nominee(s) since January 1, 2025, OR a video of up to five (5) minutes in length describing the same.
Nominations in the Lifetime Achievement Award category may describe the nominee's lifetime of achievement.
- b. In bullet-list form (up to 1,150 characters), a brief summary of up to ten (10) of the chief accomplishments of the nominee(s) since January 1, 2025.
- c. Optional (but highly recommended), add to your entry up to 10 webpage links and up to 10 document uploads to support your case to the judges. These might be press articles, press releases, videos, or images, for example.

ENTRY TIPS

- Give each nomination a clear and concise nomination title
- Add at least one supporting link or attachment. Judges want to see that you've made the effort to back up the claims of achievement made in your nomination. Not all claims can be verified, but do the best you can to show support. We recommend submitting no more than 10 webpage URLs and 10 documents.
- You may submit the same entry content in multiple categories, as long as the categories' requirements are identical.

2027 CATEGORIES

The categories of The 2027 American Business Awards® are listed in the following groupings:

[ACHIEVEMENT](#)



[ACHIEVEMENT IN CORPORATE COMMUNICATIONS, INVESTOR RELATIONS, & PUBLIC RELATIONS](#)



[ACHIEVEMENT IN MANAGEMENT](#)



[ACHIEVEMENT IN MARKETING](#)



[AI](#)



[APP](#)



[COMPANY / ORGANIZATION](#)



[CREATIVE](#)



[CUSTOMER SERVICE](#)



[ENTREPRENEUR](#)



[EVENT](#)



[HUMAN RESOURCES](#)



[NEW PRODUCTS & PRODUCT MANAGEMENT](#)



[PODCAST](#)



[PUBLICATION](#)



[SOCIAL MEDIA](#)



[SUPPORT](#)



[SUSTAINABILITY](#)



[TECHNOLOGY](#)



[THOUGHT LEADERSHIP](#)



[VIDEO](#)



[WEB ACHIEVEMENT](#)

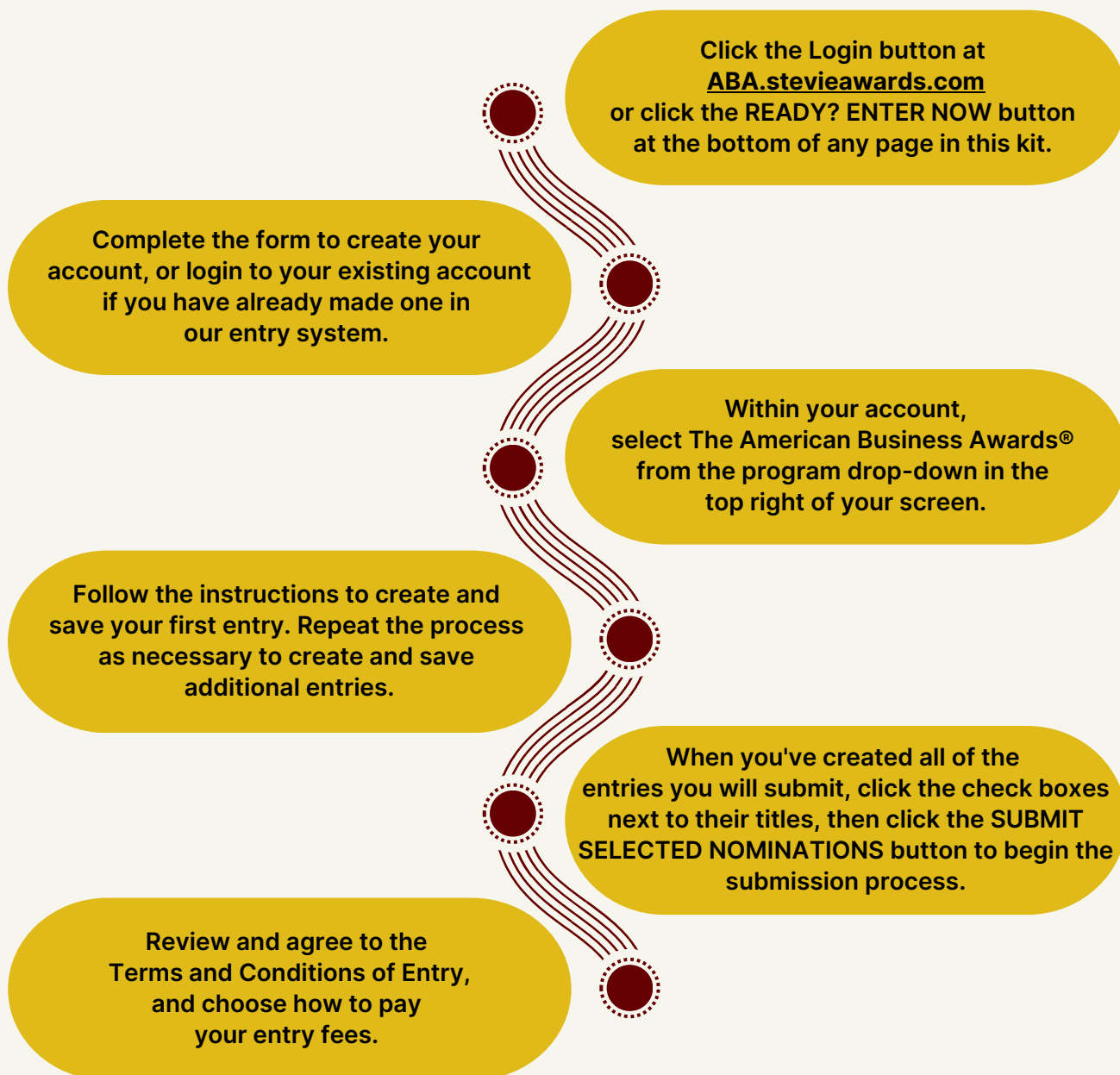


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[READY? ENTER NOW](#)

HOW TO ENTER



SUBMIT NOMINATIONS IN ANY OF 30+ LANGUAGES

We have a translation tool built into our entry system. You may submit written nominations in any of 30+ languages, and our system will translate them to English for our judges to review and score. Please note that only your written submission will be translated, not any supporting material uploads or links. All judging will be done in English, and judges will be told that a translation tool may have been used.

ENTRY PREPARATION TIPS

Write Your Entries Offline Before Submitting Them

Write your entries offline to keep a permanent record. Then, submit them through our simple online system. Avoid writing directly online, as technical issues with your computer or our system could cause you to lose your work.

Include Supporting Materials and Links

For most categories, supporting files or URLs are optional. However, we strongly recommend including at least your organization's website URL so judges can access basic information about your organization.

Focus on Achievements During the Eligibility Period

The 2027 American Business Awards® eligibility period is from January 1, 2025, through March 11, 2027. Entries may mention earlier achievements but must focus on this period—the judges will not score entries highly if they do not.

How to Submit Entries for Multiple Clients

PR and marketing agencies submitting for multiple clients should create (or login to) one account under the agency's name. You'll be able to associate each nomination you submit with particular clients, including their names, industries, and other details.

Test Your Links

If you include links to videos, images, or other materials, be sure to test them before submitting. Preview your entry and click the links to ensure they work and show the intended content to the judges.

Video Entries and Other Media Materials

Attachments should be directly downloadable and easy to access. For videos, use a YouTube, Vimeo, or similar link that plays instantly. If that's not possible, upload the video file instead.

Giving Titles to Your Entries

When choosing a title for your entries, don't include the category name — judges will see it. For individual nominations, simply use the person's name and job title unless additional text adds meaningful context. Keep titles simple.

Well-Written and Succinct

Stevie-winning entries are clear, focused, and modest. Highlight a few key accomplishments in detail rather than listing many briefly, and keep the writing concise.

ENTRY FEES

Entry fees are summarized in a PDF document which you may [download here](#).

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.

No refunds will be made after February 10, 2027. Entries submitted after February 10, 2027 will be assessed a late fee of \$55 (per entry) in addition to the entry fee, but will not be penalized in any way in the judging.

There are no other required fees. Stevie Award winners receive a complimentary winners package with winner logos, graphics, press release templates, and more. Attending the award ceremony and receiving your Stevie Award in the mail are optional. You do not have to do either to keep your title as a Stevie winner.

Payment may be made by credit card, check, or wire transfer. We accept American Express, Mastercard, and Visa. Payment by check must be made in U.S. dollars by check or draft drawn on a *U.S. bank* payable to Stevie Awards, Inc. Non-U.S. bank checks will be returned. Please note the name of the entering organization on your check or draft.

When paying your entry fees, you'll be offered the choice to "pay now" or "pay later." If you choose the pay-later option, your invoice will feature bank-transfer instructions.



HEAR FROM PAST WINNERS



This award means so much to our team. When we created Glenlore Trails, our goal was to bring a little light to people's lives—literally and figuratively. To be recognized for doing just that, in such a creative and innovative category, is incredibly rewarding. We're so proud of how this experience keeps evolving and continues to spark curiosity and joy in our community.



Chanel Schoeneberger

Co-Founder of Glenlore Trails



Winning two Gold Stevie® Awards—Best Business Book for Passion Struck and Best Independent Podcast for the Passion Struck® podcast—is an incredible honor that validates our commitment to helping people feel like they truly matter. These awards affirm the growing impact of our work in redefining success through purpose, intentionality, and human connection.



John R. Miles

Author and Host of the Passion Struck Podcast



Winning a Stevie Award this year is a profound honor that affirms our mission at Invitation to Succeed - to empower leaders and changemakers to rise with purpose, clarity, and impact. This recognition amplifies our commitment to transforming lives through high performance coaching, strengths based development, and adaptive leadership. It's not just a win for us - it's a win for every client who dared to grow.



Audrey Wang

Founder of Invitation to Succeed

JUDGING & AWARDS PROCESS

Judging of entries is conducted in one round to determine the Gold, Silver, and Bronze Stevie® Award winners. Judges are recruited worldwide, apply to judge on The American Business Awards® website, and are assigned to juries by Stevie Awards staff based on their industry, function, and experience.

Each entry is 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. All entries are viewed and rated at the judges' convenience over the Internet. Rating is done on a scale of 1-10.

All entries that receive an average score of at least 8.0 out of a possible 10, regardless of category, are automatically conferred Stevie Award status. Entries with average scores of 7.75 – 7.99 may be conferred awards status at the discretion of Stevie Awards administration, but are not guaranteed awards placement.

Every category that has at least one qualifying entry (with a final average score of at least 8.0/10) will have at least one Gold Stevie Award winner. The qualifying entry with the highest average score in a category will be awarded the Gold Stevie Award. The top 45% of other qualifying entries will be accorded Silver Stevie status. The remaining 55% of qualifying entries will be accorded Bronze Stevie Award status.

New for 2027, the final results in the New Product & Service categories will be determined by a blending of the average scores of our professional jurors and the votes of the general public. Nominees in the New Product & Service categories will be given tools they may use to encourage their customers, employees, social media followers, and others to vote for their nominated products and services. Public voting will open on March 15 and conclude on April 14. For every 1,000 public votes a nomination receives, a full point will be added to the judges' average score.

The veracity of claims made in entries may be audited. Any entry found to contain false or misleading information will be disqualified. Gold Stevie-winning entries will be published on The American Business Awards website, after winners have had the opportunity to redact non-public information from them.



SUBMISSION BEST PRACTICES

Subscribe to the Free Stevie® Awards Email Newsletter

Stay up to date on entry deadline extensions, new categories, and other important announcements by subscribing to the weekly Stevie Awards email newsletter. We respect your privacy and will never share your email address with anyone else. [Click here](#) to subscribe.

Determine Who or What You Want to Nominate, and in Which Categories

Decide which individuals, departments, teams, achievements, solutions, or implementations in your organization you wish to nominate, then select the most appropriate categories for those entries. For help with category selection, fees, or other questions, contact us at +1 703-547-8389 or help@stevieawards.com.

Submit Your Entries By the Entry Deadline

The early-bird deadlines are November 18, 2026 and December 17, 2026 through which entry fees are discounted. The primary entry deadline will be February 10, 2027. Late entries will be accepted through March 11, 2027 with payment of a \$55 late fee per entry.

Register for our Live Informational Webinar

[Click here to register](#) for our December webinar about how to prepare successful nominations and learn more about what is new and different in the 2027 competition. The webinar will be available to watch on demand anytime after it airs live.

TERMS & CONDITIONS OF ENTRY



The following is the overview of the terms and conditions of entry to The 2027 American Business Awards®. By submitting entries to the competition you assent that you have read and agree to abide by these terms and conditions.

ENTRY FEES



ACCEPTANCE OF STEVIE AWARDS CORRESPONDENCE



MAINTENANCE OF YOUR ENTRY ACCOUNT INFORMATION



FINAL DECISION



PAYMENT OF SHIPPING FEES



PUBLICATION OF STEVIE-WINNING ENTRIES



NOTICE OF FILMING AND PHOTOGRAPHY AT THE BANQUET



IDENTIFY VERIFICATION



FAILURE TO COMPLY WITH THESE TERMS & CONDITIONS WILL RENDER YOUR ENTRIES INELIGIBLE. ENTRY FEES WILL NOT BE REFUNDED.



10 REASONS YOU SHOULD ENTER

Stevie® Awards offer a cost-effective way to recognize and celebrate your valued employees for their efforts and accomplishments—boosting morale, inspiring pride, and motivating your team to keep striving for excellence.

1

Small organizations have just as much chance to win a Stevie as big companies. Every year, household-name companies are joined in the winners' circle by small and medium-sized organizations that are still building their brands.

3

Winners are celebrated globally at our galas and promoted across our website, blog, social media, and PR. With more than 70,000 monthly site visitors and 30,000 newsletter subscribers, your win gets wide exposure.

5

The awards are a great way to benchmark your achievements against competitors in your industry.

7

Winners may order additional copies of their awards to share with employees, executives, and clients. Official winner logos, social media graphics, and press release templates are provided to all winners at no extra cost.

9

The entry fees are nominal compared to the publicity and credibility you or your organization can reap from winning a Stevie Award. Past winners use their Stevie Awards to enhance their reputation, attract clients, and engage top talent.

2

There are dozens of categories for Organizations, Entrepreneurs, HR, Marketing, Tech, AI, Podcasts, and much more.

4

When you win a Stevie Award, you and your colleagues get to deliver a speech on stage before a global audience, and network with top professionals at our June 15 gala, also broadcast live worldwide.

6

Stevie Awards impress clients, partners, colleagues, and staff. Since 2002, the Stevie Award trophy has become one of the business world's most coveted prizes; it's a global symbol of excellence and innovation.

8

Judges include many of the world's most respected executives, entrepreneurs, innovators, and business educators. You'll have access to all of the judges' feedback for all of your entries; an invaluable resource.

10



THE STEVIE® AWARD

The Stevie Award trophy is one of the world's most coveted prizes. Since 2002 the Gold Stevie Award has been conferred for achievement in the workplace to organizations and individuals in more than 70 nations and territories.

The name Stevie is taken from the name Stephen, which is derived from the Greek for "crowned."

The crystal pyramid held aloft by Stevie represents the hierarchy of human needs, a system often represented as a pyramid that was developed in the 1960s by psychologist Abraham Maslow, who observed that after their basic needs are met, human beings seek the esteem of their peers.

RESOURCES TO HELP YOU PREPARE YOUR ENTRIES

Most public relations agencies and independent practitioners have experience writing Stevie® Awards entries. If you don't have the time to prepare, write and submit your American Business Awards® entries, we suggest you turn to a PR pro to help you. There are also several communications professionals who specialize in writing Stevie Awards entries. We recommend the following:

- August Recognition, Donna O'Toole, hello@augustawards.com
- Award-Winning Results, Jacque Burandt, jacqueline.burandt@gmail.com
- Boost Awards, Chris Robinson, info@boost-awards.co.uk
- Business Awards Consulting, Çağatay Kayabaş, awards@kuzeygelisim.com
- Green Door Co., Heather Marano, heather@greendoor.co (Australia/New Zealand)
- Melissa Sones Consulting, Melissa Sones, melissasonesconsulting@gmail.com
- PAIRELATIONS, Susan Turkell, info@pairelations.com
- The Audacious Agency, Lauren Clemett, info@theaudaciousagency.com

CONTACT US

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