



## B2SMB Institute 2019 Best2SMB Awards Submission Guide

The B2SMB Institute invites any enterprise that markets, sells and delivers products and/or services to Small Businesses (SMBs) to submit entries for the **2019 Best2SMB Awards**.

We'll be awarding excellence and achievement in three (3) categories:

- [Best2SMB Product or Service Offering](#)
- [Best2SMB Innovation](#)
- [Best2SMB Brand of the Year](#)

We will also be awarding our first-ever **Best2SMB Hall of Fame** recipient (nominated by our B2SMB Institute Leaders' League).

Our Best2SMB Awards are intended to highlight the very best in the \$500Bil Business-to-Small-Business (B2SMB) marketplace.

Winners will be chosen by the **B2SMB Institute's Influencers' Circle**, an independent council of journalists, bloggers, thought leaders and authors who collectively address millions of Small Businesses worldwide. The judges will also shortlist up to three (3) finalists in each category (see How to Enter.)

Winners of the 2019 Best2SMB Awards will be showcased during an awards luncheon, October 3, 2019, at the **B2SMB Institute's Global Conference** in Chicago.

Finalists will be announced on September 10, 2019, and all Finalists are strongly encouraged to attend the awards ceremony.

- Please complete our **Google-Survey Based submission form for:** [Best2SMB Product or Service Offering here.](#)
- Please complete our **Google-Survey Based submission form for:** [Best2SMB Innovation here.](#)
- Please complete our **Google-Survey Based submission form for:** [Best2SMB Brand of the Year here.](#)

There is no fee to enter.

**The deadline for ALL submissions is 5pm EDT, September 4, 2019.**

Please submit any **supporting documentation** by the submission deadline to [best2smbawards@b2smbi.com](mailto:best2smbawards@b2smbi.com).

Supporting documents are optional, but we expect that most applicants will send us marketing or sales collateral, case studies and testimonials, examples of media coverage and more. You are also welcome to include short video presentations (or, preferably, links to such videos) as part of your application.

Please note that **ALL submissions will be considered for the Best2SMB Brand of the Year Award**. You are of course welcome to submit your enterprise for Brand of the Year separately.

## HOW TO ENTER

Select which category to enter and complete the online submission form for each category submitted. Optional supporting documentation should be clearly identified and submitted via e-mail to [best2smbawards@b2smbi.com](mailto:best2smbawards@b2smbi.com).

Only those products or services offered in 2019 will be considered.

## JUDGING CRITERIA

The Best2SMB Awards will be judged by a committee made up of the B2SMBI Influencers' Circle Members and B2SMB Institute leadership. The judging committee will set the criteria, tabulate results and certify finalists and winners. Judges may also encourage submissions or provide nominations from brands that they believe represent the Best2SMB standard of excellence. Judges will evaluate submissions and score entries to determine the finalists and winners. Judges make all decisions regarding eligibility, finalists and winners. Judges' decisions are final. Judges score each answer on a 1 to 10 scale, with 10 being the highest. The entry with the highest number of points is the winner.

Your submission should be compelling, concise and complete. Be sure to review and address each section of your entry. Incomplete entries will likely be rejected.

While each category will have unique submission requirements, ALL submissions should successfully address our background information and overarching judging criteria:

**SITUATION/CHALLENGE:** What was the core, basic Small Business problem to be solved or situation to be addressed by your entry? Judges score on how clearly the challenge is stated. 300 max word count.

**STRATEGY:** What is the strategy undertaken by your entry to address the Small Business' problem or situation? How does your entry fit the capabilities and resources of the Small Business? Judges score whether the Brand's strategy is sound, clear and aligned to the real needs and capacity of the Small Business to embrace innovation. Judges also consider if the strategy represents a real departure from the norm in the B2SMB marketplace. 500 max word count.

**EXECUTION:** How have you brought your B2SMB Product or Service to market? Judges score on how well the entry fills a genuine need across a large population of Small Business, and how well it is ultimately delivered at scale. Alignment should be demonstrated across product development, marketing, sales, delivery, service, and support. These criteria will allow judges to give credit for marketplace fit, value, differentiation and innovation. 500 max word count.

**RESULTS:** What were the results produced? Judges score how effective the entry was in producing results for Small Business. Ratings and reviews, testimonials and other direct Small Business customer feedback are welcome here. The results score receives **DOUBLE WEIGHT**, so it is extremely important to describe the results in as measurable terms as possible to prove results were achieved. 500 max word count.

## ENTRY GUIDELINES AND SPECIFICATIONS FOR SUPPORTING MATERIALS

1. It is imperative that you upload the file(s) that helps tell your story and correspond directly with the answers you've provided for your submission. Any submission that appears to be missing crucial information for our judges will be disqualified.
2. For best possible results, we recommend creating one (1) PDF document showcasing your submission, as opposed to multiple files and file types. This will help streamline the process for the judges.
3. Most file types are accepted; however, you must PDF any PowerPoint, InDesign, Illustrator, or similar files.
4. Please limit your complete file size to 10MB.
5. You may also upload links to URLs within your submission, such as video and website links.
6. **The deadline for ALL submissions is 5pm EDT, September 4, 2019.**

7. The representative submitting the entry must have been involved in the direction, development, production and/or implementation of the submitted entry.
8. The brand, product or service submitted for award must be currently in-market. (See DATES under Judging Criteria).
9. Each entry must be prepared according to these guidelines and digital requirements listed below. An entry that fails to follow these guidelines and digital requirements is subject to disqualification.
10. The judging committee may move an entry to a different category and/or divide or merge categories, as it deems appropriate.
11. The decisions of the judging committee and the judges are final.

## DIGITAL REQUIREMENTS

After completing the B2SMB Awards submission form, entrants may forward supporting documentation to [b2smbawards@b2smbi.com](mailto:b2smbawards@b2smbi.com). Digital requirements for this process are as follows:

1. Resolution guidelines: For PDF files it is recommended that files follow these guidelines:
  - a. Sized between 11x8.5 – 14x10.5, landscape
  - b. Files should be no larger than 10MB, with most high-resolution files being a minimum of 1MB
2. It is imperative that the supporting materials you upload with your entry correspond directly with the judging criteria. Any submission that appears to be missing crucial information risks being disqualified.
3. Please identify/label supporting materials clearly.
4. URL links should NOT require any username or password for access. In cases where this already exists, the entrant should create an independent URL. If at any time during judging a URL is not accessible, the entry may be disqualified without notifying the entrant.
5. Finalists may be asked for higher resolution files than originally submitted.
6. Finalists may be required to supply a short overview of their submission for viewing at the Awards luncheon. More details will be provided.
7. Do not submit executable files that will attempt to install a program on the judging computer(s). Executable files cannot be judged and will be disqualified.

**CONTACT DETAILS** If you have questions after reviewing these guidelines, please contact Dave Walker, CEO, B2SMB Institute, [dave@b2smbi.com](mailto:dave@b2smbi.com).

Good Luck!