

# American Business Media presents: The 2008 Custom Media Innovator of the Year Award



Created by ABM's Custom Media Committee (<http://www.abmcustommedia.com>), the **Custom Media Innovator of the Year Award** recognizes a custom media individual who has made significant impact on the growth and development of his or her company, organization or industry over the past year.

Nominations will be accepted until **Friday, May 9, 2008** for activities/contributions during the *2007 calendar year*.

Nominations must be submitted by the President/CEO of the company or the chief Custom Media/Marketing executive with an endorsement from the President/CEO. The President/CEO of an ABM Member Company may also have the option to self nominate. Please include a **\$50 entry fee** with your submission.

Judging will be conducted by a panel of ABM member experts. The award will be presented on June 17, 2008 at 8am at the Union League Club in New York City.

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Awarded to a Custom Media professional that played a key role in driving the performance of his or her company/division, or made significant strides in growing the reputation of the overall industry, by:

- Significantly growing custom media revenues/projects within company/division.
- Developing innovative processes within company/division that increased customer satisfaction or process efficiency.
- Expanding custom media business within new and innovative content marketing products and solutions for customers.
- Unique content solutions that solved core customer communication challenges.

Examples can include revenue growth, expense reduction, new industry products and solutions, integration with overall organization, and any key measurements that show the impact of the custom media person within the core customer base or industry at large.

Preference will be shown to those nominations that can provide data and measurement regarding the specific innovation, including:

- Sales/revenue growth, overall, year over year.
- Customer retention, growth mechanisms.
- Process improvement initiatives that include retention data or expense savings of some kind.
- Initiatives that lead to the overall growth and recognition of custom media as a profession.
- Integration techniques that work with traditional media, but clearly show the importance and substantial nature of customized content creation for customers.
- Breakthrough content marketing concepts that made a behavioral impact on target audience.

**Judges will evaluate the extent to which the individual added value to the organization, increasing the stature of custom media within the organization or industry, and the development of innovations that have a long-term impact on the organization. Nominations are open to any person within an ABM member company.**

The winner will receive:

- Recognition by peers, business leaders, and more than 300 ABM member companies for excellence in Custom Media.
- ABM press release announcements to members of the media business press.
- A trophy presented at the ABM Awards Conference.
- Listing and photo on ABM Web site.

**Please complete the nomination form on the next page to be included in this process!**

## 2008 American Business Media Custom Media Innovator of the Year Award



**Nominee**

Company:	
Name:	
Title:	
Address:	
Phone Number:	
Email address:	

**Nominated by**

Name:	
Title:	
Address:	
Phone Number:	
Email address:	

**And**

Name:	
Title:	
Address:	
Phone Number:	
Email address:	

Please attach a nomination essay, along with the \$50 entry fee, not more than 1,000 words describing why you feel the individual should receive the ABM Custom Media Innovator of the Year Award.

Nominations are due by May 9, 2008. Please email this form with payment information to Jenna Lisanti at [j.lisanti@abmmail.com](mailto:j.lisanti@abmmail.com) or fax to 212-370-0736. You can also mail to:

American Business Media Attention: Custom Media Award  
675 Third Avenue, New York, NY 10017-5704  
T: 212-661-6360, F: 212-370-0736, [j.lisanti@abmmail.com](mailto:j.lisanti@abmmail.com)

**If paying by credit card:** Complete the following information:

Charge: \$\_\_\_\_\_ to  AmEx  Master Card  Visa

Account # : \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Cardholder's Name (Print Only): \_\_\_\_\_

Signature: \_\_\_\_\_ Zip code of Billing Address: \_\_\_\_\_