

VALUING CONNECTION AND CREATIVITY





The Left Brain

Logic Math
Analysis



The Right Brain

Creative Art Imagination



The AI Brain

Neural Net
Machine Learning

The Left Brain. The Right Brain. The AI Brain.

Sales and marketing have always lived at the intersection of art and science. Strategy and story. Data and desire. That's the foundation this program was built on, and it's more relevant than ever.

But something significant has changed. The tools your teams use, the campaigns you run, and the decisions you make are now shaped by a third force: **artificial intelligence**. AI isn't replacing the left brain or the right brain...it's accelerating both. And the professionals who are figuring out how to harness it while keeping their work human, creative, and connected? They deserve to be recognized.

We've expanded our Technology categories to reflect where B2B sales and marketing are actually heading, from revenue operations and intent data to AI-powered personalization and conversational intelligence. And our Creative categories continue to honor the campaigns, leaders, and teams turning bold ideas into measurable results.

Our awards remain what they've always been: a peer-reviewed, judge-scored recognition of the people doing the hardest, most important work in business.

Not a popularity contest. Not a participation trophy. A real win. We can't wait to see what you've built.



Nominations Due
May 15, 2026



Winners Notified
June 17, 2026



Winners Announced
June 30, 2026



Nomination Fee
\$949



Russ Fordyce
CEO & Founder
Business Intelligence Group

THE ADVISORY BOARD

The advisory board plays a crucial role in shaping and refining our award program. Comprised of industry experts, they provide valuable insights to ensure our programs remain relevant and impactful. Our board meets to discuss trends, gather feedback, and explore new ideas, ensuring continuous improvement and alignment with industry standards.

Thanks to the entire team for all of their expertise and support!



Karen Thomas
Thomas PR



Rachel Brockway
Convey Communications



Anoesjka Vvanniekerk
Monks



Sarah Bottorff
Lawmatics



Jai Journay
Fullthrottle.ai

AWARD CATEGORIES

Creative



Power Players

Awards a corporate team (up to 7) excelling in collaboration, strategy, and measurable success.



Brand Dominator

Recognizes an agency or partner driving exceptional PR, branding, and marketing influence.



Market Disruptor

Honors a high-impact campaign that redefines industry standards and drives significant results.



Rising Force

Celebrates an individual with less than two (2) years in the role making a big impact.



Impact Driver

Recognizes a standout non-executive making measurable contributions to sales or marketing success.



Industry Icon

Honors a VP+ level executive shaping the future of sales and marketing leadership.

AWARD CATEGORIES

Technology



Tech Titan (Individual)

Honors any individual pioneering innovation in sales and marketing technology, tools, or platforms.



The Operators (Team – Up to 7)

Recognizes a team of up to seven professionals driving exceptional results through the strategic deployment, integration, and optimization of sales and marketing technology.



Market Master (Organization)

Recognizes an entire organization leading its industry through innovation, strategy, and market impact.



Growth Catalyst (Product/Service)

Celebrates a product, service, or technology that transforms sales and marketing performance or customer engagement.



TECHNOLOGY SOLUTIONS

Advertising Technology

The platforms and strategies behind paid media – SEM, display, retargeting, programmatic, and ad attribution – that drive measurable customer acquisition.

AI-Powered Marketing & Sales

Tools and platforms using artificial intelligence to automate, personalize, predict, or optimize any aspect of the sales or marketing funnel – including generative AI applications.

Content Management System (CMS)

The technology powering websites, blogs, and digital properties that engage and convert customers.

Conversational Intelligence

Platforms that capture, analyze, and act on sales conversations – including call recording, coaching AI, and real-time guidance tools.

Customer Relationship Management (CRM)

Solutions that track relationships, attribute marketing influence, and provide pipeline visibility across the customer lifecycle.

Email & Marketing Automation

The cornerstone of customer communications – platforms that orchestrate multi-touch campaigns, nurture sequences, and behavioral triggers at scale.

Experiential & Event Marketing Technology

Tools managing virtual events, conferences, webinars, and hybrid experiences – and measuring their impact on pipeline and brand.

Insights, Analytics & Intent Data

Platforms that surface behavioral signals, buying intent, and campaign performance data to help teams prioritize and personalize outreach.

Revenue Operations (RevOps)

Technology that aligns sales, marketing, and customer success around shared data, processes, and accountability – eliminating friction across the revenue cycle.

Search Engine Optimization (SEO), Generative Engine Optimization (GEO) & Content Discovery

Tools and strategies driving organic visibility, including keyword research, GEO (generative engine optimization), and content performance platforms.

Social Media & Influencer Marketing Technology

Platforms for scheduling, monitoring, amplifying, and measuring social engagement – including employee advocacy, influencer management, and social listening.

User Experience & Personalization

Programs enabling A/B testing, behavioral personalization, and UX optimization to make marketing more efficient and customer interactions more relevant.

AWARD CATEGORIES

Organization Size

- ⚡ **Mighty Micro** – Small but powerful, these businesses punch above their weight with 1-10 employees.
- 🚀 **Agile Venture** – Fast-moving and ambitious, these companies thrive with 11-100 employees.
- 🔥 **Scaling Force** – Growing and making waves, these businesses drive impact with 101-999 employees.
- 🏆 **Enterprise Powerhouse** – A dominant force with 1,000-9,999 employees shaping industries at scale.
- 🌐 **Global Titan** – Industry giants with 10,000+ employees leading markets and setting the standard.

Budget

- 💰 **The Bootstrap** – (\$0 - \$10K)
- ♣️ **The Hustler** – (\$10K - \$50K)
- 🔥 **The Power Player** – (\$50K - \$250K)
- 🎯 **The Market Mover** – (\$250K - \$1M)
- 🌐 **The Game Changer** – (\$1M+)

Budget information will not be publicly disclosed.

Budget and tactic answer only required for Market Disruptor (Campaign) award contest. Choose up to 3 tactics to highlight.

Tactics

- 📰 **Earned Media**
- 💰 **Paid Media**
- 📱 **Social Media**
- 📝 **Content Marketing**
- 🎙️ **Podcast/Audio**
- 📺 **Advertising**
- 🎪 **Events/Experiential**
- ✉️ **Email/Direct Marketing**
- 🎬 **Video**
- 🎨 **Creative**
- 💻 **Web**



THE NOMINATION PROCESS

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”.

1

Download the entry kit at bintelligence.com

2

Use our handy worksheet to write your nomination

3

Click **NOMINATE NOW** to submit

FEES & RULES

Nomination Fees

The \$949 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.

Mailing 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.



5 REASONS TO ENTER



1

Recognize, honor, and show gratitude to the team that works so hard to innovate.

2

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

3

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

4

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.

5

As a winner we will work with you to promote your success. As part of your entry, you will receive the winner's 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!

WINNING

▶ WATCH: Your Business Award Now Secured on the Blockchain!

Should your nomination be selected as a winner, you will receive:

- One personalized trophy shipped to the USA
- One secure digital certificate per winning entry
- A digital logo for royalty-free use online and in print
- A 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 to the community of global 100,000+ executives and leaders
- Recognition on the Business Intelligence Group's website
- Recognition on the Business Intelligence Group's social communities
- Opportunity to tell your story on the Winners' Circle Podcast
- Additional trophies and secure digital certificates

Note: Shipping of a trophy to the United States is included with each nomination. Winners outside the US will need to supply their own shipping carrier and account number or arrange for a pickup in the US.



 Nominations Due May 15, 2026	 Winners Notified June 17, 2026	 Winners Announced June 30, 2026	 Nomination Fee \$949
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WINNERS MAKE GOOD COMPANY



SEE ALL THE WINNERS

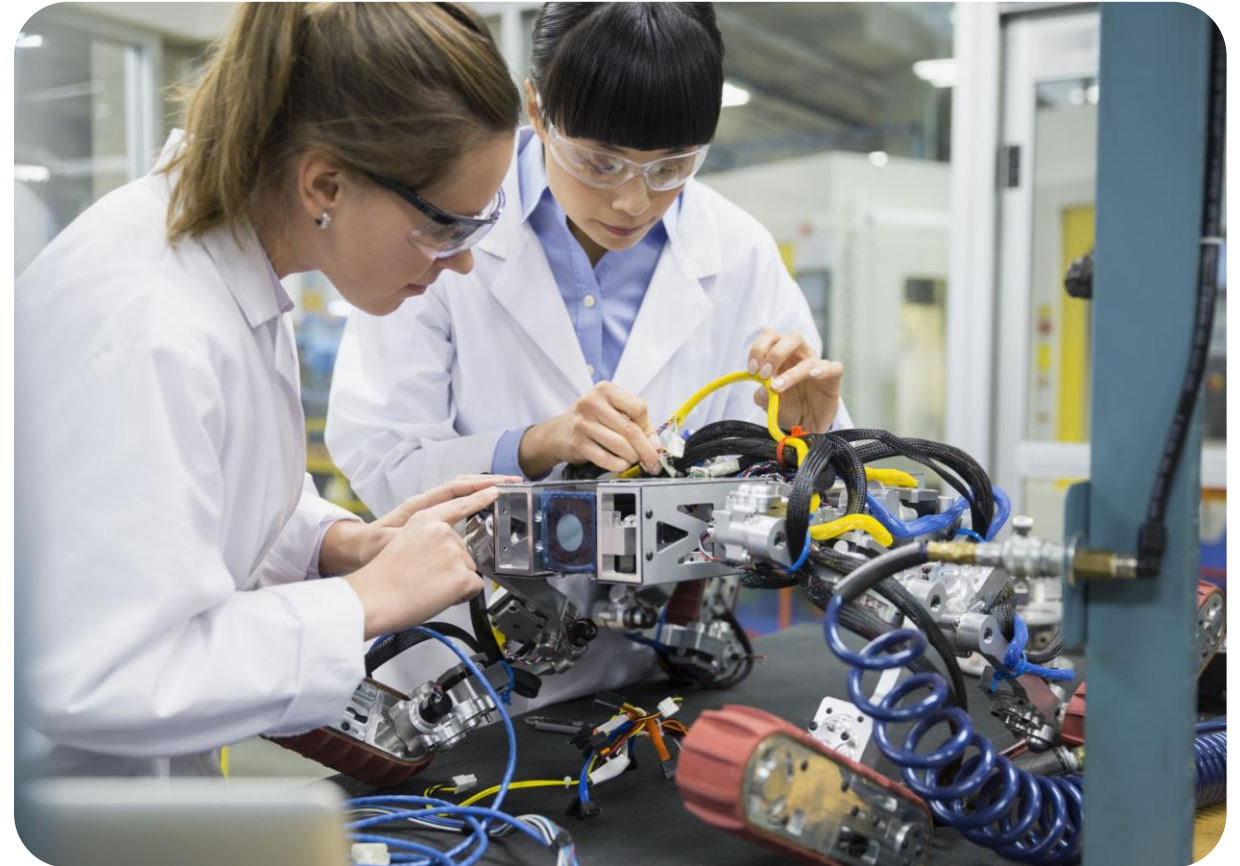


TIPS & TRICKS

A successful nomination should tell a great story. Effectively communicating your message within the entry includes:

- Strong written descriptions
- 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.

Telling a Good Story Creates
a GREAT Nomination



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 on their website that clearly showcase and explain their product or service as well.

OUR JUDGING PHILOSOPHY

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. Not Artificial Intelligence, these are real humans delivering real results. 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.



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.

BECOME A JUDGE



MAKE IT OFFICIAL. MAKE IT IMMUTABLE.

WHY BLOCKCHAIN CERTIFICATES?

- ✓ Tamper-Proof – Authenticated and verifiable by anyone, anytime
- ✓ Shareable – Easily added to LinkedIn, resumes, email signatures
- ✓ Permanent Record – No re-issuing, no lost PDFs
- ✓ Branded – Your course, your logo, fully white-labeled
- ✓ Secure – Built on Verix's trusted blockchain platform

- 🖼️ No frames to dust.
- 😓 No PDFs to lose.
- 🎉 No gimmicks.

Just real, verifiable achievement.

The collage illustrates the practical application of blockchain certificates. It features three main elements: 1) A certificate for Allego, Inc. with a QR code and a Verix verification seal. 2) A certificate for QNY Creative with a trophy graphic and the text 'SALES AND MARKETING SAMMY AWARD 2025'. 3) A LinkedIn post for the QNY Creative award, showing social sharing options and a description: 'Winner of the 2025 SAMMY Award for excellence in sales and marketing technology innovation.'



SEE HOW IT WORKS



AMPLIFY YOUR WIN

Winning isn't the finish line. It's the beginning of your story.

Every winner is invited to join us on the **Winners' Circle**, where we spotlight the innovators, leaders, and changemakers shaping the future of business. With your complete approval, you'll reach thousands of industry peers, analysts, and executives.

Podcast Interview

A relaxed, story-driven discussion featuring you or your team, shared across all major listening platforms.

Social Media Clips

Professionally edited highlight reels optimized for social feeds, designed for engagement and shareability.

Feature Blog Article

Based on your podcast transcript. SEO/GEO-enhanced and published on bintelligence.com for ongoing exposure.

Your story could be the one that inspires the next wave of change.



TUNE IN AND SUBSCRIBE

 bintelligence.com/podcast



SHARE YOUR VOICE



Our advisory boards include industry experts who shape categories, ensure judging integrity, provide feedback on trends, guide program evolution, and elevate the credibility of each of our award programs.

2026 MEETING SCHEDULE

BIG Innovation Awards	Wed., June 11, 2025
Best Places to Work	Wed., April 09, 2025
Artificial Intelligence Excellence Awards	Wed., October 29, 2025
Excellence in Customer Service Awards	Wed., November 5, 2025
Fortress Cyber Security Awards	Wed., November 12, 2025
The Sammy - Sales and Marketing Awards	Wed., December 10, 2025
Sustainability Awards	Wed., January 14, 2026
Stratus Award for Cloud Computing	Wed., March 04, 2026
Herizon Awards	Wed., April 08, 2026
BIG Awards for Business	Wed., May 06, 2026



JOIN A 2026 ADVISORY BOARD





WINNING BIG!

Drive clicks, sales and eyeballs with insider tips and tricks on how to win and leverage business awards!



STAND OUT IN A WORLD GONE DIGITAL





How we evaluate companies, products, and people has continued to evolve as the world around us changes – just as companies have had to revamp the ways they earn their customers' trust. Learn how business and industry awards can help put your company ahead of the curve.

DOWNLOAD OUR EBOOK



2026 AWARD CALENDAR

JAN		FEB		MAR	 
APR		MAY		JUNE	 
JULY		AUG		SEPT	
OCT		NOV		DEC	



GET ALL THE DEADLINES

VALUING CONNECTION AND COLLABORATION

Nominate Now



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