



2017 ABEX Awards presented by Conexus Credit Union
Saturday, October 21, 2017
TCU Place, Saskatoon, SK

Application Deadline: June 30, 2017

AWARD DESCRIPTION

The ABEX Award for Marketing, sponsored by Handy Special Events, is awarded to a Saskatchewan business demonstrating exceptional performance in the execution of a successful marketing strategy.

The jury evaluates the success of a marketing program giving consideration to the nature of the product and the relative size of the business.

WRITING A WINNING NOMINATION

Ensure that all answers are clear, direct, detailed and accurate. All content within the applications is held in the strictest confidence.

You may wish to include letters of support reflecting your initiatives and achievements, articles or other media pieces portraying your efforts, or any other materials (i.e. financials, company reports) which illustrate your commitment.

Applicants are evaluated using a points system which will assess the performance of a business over its most recent fiscal year. The only materials used to select finalists are those included in your nomination package, so please be clear about what you do and avoid the use of abbreviations and jargon. Entries must be typed (not handwritten) and proofed for accuracy and completeness. Unanswered questions are given a score of zero; please ensure you have answered all the questions. The judging matrix takes into account the size of businesses and the relative impact of their activities.



The following points should assist you in completing your nomination:

- Please ensure that your answers are clear and thorough.
- Be clear in the description of what your company does. Our judges only use information included in this nomination during the adjudication process.
- Make sure to include your safety plan (more info on safety plans can be [found here](#))

Please include your financial statements. All financial information submitted to the chamber is confidential and reviewed solely by our independent evaluators, **Cogent Chartered Professional Accountants LLP**.

All applications received are entered into the Business of the Year category. The awards are open to any for-profit business of any size, within the private sector of the province (non-governmental). Businesses may be entered in more than one category, and may submit their own application or be sponsored by a third party. ABEX sponsors are excluded from consideration as ABEX finalists.

The gala awards ceremony will be held in Saskatoon on Saturday, October 21, 2017. All finalists must attend the ceremony, and are encouraged to bring along their staff, family, friends and customers. Tickets will be available at www.saskchamber.com beginning in July 2017.

Return the completed forms and supplementary materials by uploading them to Dropbox or Google Drive and sharing the link by email to abex@saskchamber.com before June 30, 2017. Completed nomination materials may also be placed on a USB stick and sent to the Saskatchewan Chamber of Commerce office, 1630-1920 Broad Street, Regina S4P 3V2.

Please send any questions or communications to abex@saskchamber.com. We'd be pleased to help you out!

