Our Mission: To be a leader in globally recognizing, honoring and fostering innovation and innovators to create a positive impact in the world.

Company Overview
The Edison Awards™ is an annual competition designed to honor excellence in new product and service development, marketing, human-centered design and innovation. Winners represent “game changing” products, services, excellence and leadership in innovation around four criteria: Concept, Value, Delivery and Impact.

The Awards are named after inventor Thomas A. Edison and symbolize the persistence and excellence in innovation as personified by him. Founded in 1987, the Edison Awards is a part of the parent 501(c)(3) organization, Edison Universe.

The Value of an Edison Award
Award winners gain broad national recognition and significant market visibility through the publicity their award generates. The annual event draws hundreds of fellow innovators into a nexus of powerful networking opportunities.

Winners broadcast their award-winning status to the business media and promote their innovation to their audiences by using the Edison Awards seal. As companies ranging from startups to Fortune 500 feature the Edison Awards seal, the Edison Awards brand makes millions of impressions worldwide.

The Power of 3rd-Party Validation
An unbiased review by a network of industry experts, business executives and academics provides a 3rd-party validation that delivers an affirmation of superior quality — a confirmation that can reach customers in a way that marketing and advertising cannot. Receiving an Edison Award is one of the most prestigious accolades honoring excellence in new product and service development.

For more information: www.edisonawards.com

The Award Categories
Categories may be broken down into sub-categories which reflect the emerging innovations of each year.

- Aerospace Innovation
- Applied Technology
- Athletics, Sports & Recreation
- Collective Disruption
- Consumer Electronics & Information Technology
- Consumer Goods
- Energy & Sustainability
- Health & Wellness
- Industrial Design
- Innovative Services
- Living, Working & Learning Environments
- Media, Visual Communications & Entertainment
- Medical/Dental
- Materials Science & Engineering
- Social Innovation
- Transportation & Logistics

PAST WINNERS
Hundreds of companies have won an Edison Award including Fortune 500 companies, small start-ups, and everything in between. Here are just a few:

The Coca-Cola Co.
3M
Ralph Lauren
AT&T Inc
Qualcomm®
Avon Products, Inc
Cisco
Healthsense, Inc.
Intuit
Nike, Inc.
Levi Strauss & Co.
Oru Kayak
Lockheed Martin
Dyson Inc.
CoorsTek
miraclefeet
Braun
LIFX
AfterShokz®
GE Healthcare
Lenovo
Sonomax
Lumen Touch
Nielsen
Proteus Digital Health
Thermo Fisher Scientific
Waze
SpaceX
Rockwell Collins
Hanson Robotics
Dow Chemical Co.
Liquid Robotics
Narrative Science
Procter & Gamble
Beltone
Nest
AUDIENCE

52%
of Edison Award Attendees are C-LEVEL EXECUTIVES in the fields of: Marketing, Technology, Science, Engineering, and Retail

30%
of Edison Award Attendees have expressed interest in funding opportunities to help grow their business

NUMBER OF PEOPLE EMPLOYED BY 2018 NOMINEE COMPANIES

<table>
<thead>
<tr>
<th>Number of Employees</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 or fewer</td>
<td>17%</td>
</tr>
<tr>
<td>11-50</td>
<td>22%</td>
</tr>
<tr>
<td>More than 50</td>
<td>61%</td>
</tr>
</tbody>
</table>

SIZE OF COMPANY (ANNUAL SALES)

<table>
<thead>
<tr>
<th>Annual Sales Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1.5MM or less</td>
<td>23%</td>
</tr>
<tr>
<td>$1.5-10MM</td>
<td>20%</td>
</tr>
<tr>
<td>$11-50MM</td>
<td>18%</td>
</tr>
<tr>
<td>$50MM+</td>
<td>39%</td>
</tr>
</tbody>
</table>

COMBINED ANNUAL REVENUE OF 2012-18 ATTENDEES

Over $1.4 Trillion

Recent Edison Achievement Award Winners

Marilyn Hewson, Lockheed Martin Corp.

Jeff Immelt, General Electric

Astro Teller, X

John Chambers, Cisco Systems

Bob Lutz, General Motors; Clayton Christensen, Harvard Business School

Yang Yuanqing, Lenovo; Elon Musk, Tesla/SpaceX

Award winners represent a multitude of industries including:

- Collaborative & Knowledge Management Tools and Platforms for Business
- Learning Support & Behavior Change Solutions
- Security & Safety Products
- Research & Business Optimization Tools
- Electronic Funding Solutions
- Beauty, Personal Care, Wellness and Wearables Products

- Food & Beverage Preparation & Safety
- Home Improvement and Home Smart Systems
- Lifestyle, Sports and Recreation Equipment and Solutions
- Computer & Entertainment Design and Electronics
- Commercial Resource Management Models and Tools

- Sustainable Systems, Conservation and Utilization Resources
- Commercial and Industrial Design Innovations
- Medical Analytics, Diagnostics, Detection and Treatment Solutions
- Assistive Devices & Surgical Aids
- Transportation Systems
Social Media Outreach

**Social Media Statistics**
- **Twitter Followers**: 10,083+
  - twitter.com/edisonawards
- **YouTube Views**: 101,203+
  - youtube.com/user/EdisonAwards
- **LinkedIn Group Members**: 551+
  - linkedin.com/company/edison-awards
- **Facebook Followers**: 13,200+
  - facebook.com/edisonawards
- **Instagram Followers**: 423+
  - instagram.com/edisonawards

**Website Traffic**
- **edisonawards.com**
  - 20,580 Visits
  - 15,574 Unique Visits
  - 40,740 Page Views

**International Outreach**

"Being a recipient of a prestigious Edison Award has opened many new doors for our company. Relationships and partnerships forged during the event itself and as a result of the award have significantly helped to further our brand recognition among stakeholders, media, the online community and target customers."

Art Jacobsen, General Manager, CarMD Corp

**THE GLOBAL REACH OF THOMAS EDISON**

In less than one second, a Google search of “Thomas Edison” yields over 55 million results.

**LinkedIn Group Members**

LinkedIn Group Members
- **Edison Awards Group**
  - linkedin.com/company/edison-awards

**YouTube Views**

YouTube Views
- **Edison Awards Channel**
  - youtube.com/user/EdisonAwards

**Twitter Followers**

Twitter Followers
- **Edison Awards**
  - twitter.com/edisonawards

**Facebook Followers**

Facebook Followers
- **Edison Awards**
  - facebook.com/edisonawards

**Instagram Followers**

Instagram Followers
- **Edison Awards**
  - instagram.com/edisonawards

**Website Traffic**

**Edison Awards (Monthly Average)**
- 20,580 Visits
- 15,574 Unique Visits
- 40,740 Page Views

**DISTRIBUTION OF NON-U.S.A. NOMINEES BY CONTINENT SINCE 2012**

- **Asia**: 38.5%
- **Europe**: 38.5%
- **Canada/Mexico**: 11.5%
- **S. America**: 3.8%
- **Australia**: 3.8%
- **Africa**: 3.8%

Information current as of July 2018.

**Edison Awards Supporters Include:**

- Black & Veatch
- Dow
- Ipsos InnoQuest
- Discovery Communications
- Caterpillar
- ScienceFist
- PIB Law
- APQC
- ASME
- Citi
- ATMAE
- Nielsen
- Manufacturers’ Monthly
- McAndrews
- PMA
- MENG
- PDMA
- Georgia Tech University
- J. Mack Robinson College of Business
- CMO Council
- dmi Design Management Institute
- Stanford Social Innovation Review
- Google
- USA Today
- Text100
- FT Financial Times
- BPI Network
360° Marketing

By using comprehensive and shared marketing avenues, Edison Awards and the entire Edison community benefits.

Edison Awards strategically integrates goals into a 360° marketing plan. Utilizing our powerful reach, the Edison Awards amplifies its “marketing DNA” through our own network, then exponentially magnifies that exposure as every nominee, finalist, partner and sponsor promotes their Edison Awards connection through their own marketing campaigns.