EDISON AWARDS OVERVIEW

2015 – 2016

VIEW OUR VIDEO FIRST
Our Mission: Be the 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—one of the most prestigious accolades honoring excellence in new product and service development—provides a powerful 3rd-party validation.

For more information: www.edisonawards.com

PAST WINNERS
Since 2010 more than 600 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
- Fitbit
- Healthsense, Inc.
- Intuit
- Nike, Inc.
- Levi Strauss & Co.
- Oru Kayak
- MobileIron
- Dyson Inc.
- Coravin Inc.
- miraclefeet
- Braun
- LIFX
- AfterShokz®
- GE Healthcare
- Lenovo
- Sonomax
- Lumen Touch
- Nielsen
- Proteus Digital Health
- Thermo Fisher Scientific
- Waze
- SpaceX
- Rockwell Collins
- Humin
- Libratone
- Liquid Robotics
- Narrative Science
- Sunjack
- Adlens®
- 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 2014 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>
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</tbody>
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**Size of Company (Annual Sales)**

<table>
<thead>
<tr>
<th>Sales Range</th>
<th>Percentage</th>
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</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 2012-15 Attendees**

Over $1.4 Trillion

**Edison Achievement Award Winners**

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

Yang Yuanqing, CEO, Lenovo; Elon Musk, CEO, Tesla/SpaceX

Irwin Jacobs, Co-founder and Former Chairman, Qualcomm; Paul Jacobs, Executive Chairman, Qualcomm

Mike Rowe, Discovery Channel; Alan Mulally, CEO, Ford Motor Co.

**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

- **26.1 M+**
  Twitter Impressions over the past 3 years
  twitter.com/edisonawards

- **12,430+**
  Bi-monthly E-newsletter Subscribers

- **47,430+**
  Youtube Views
  youtube.com/user/EdisonAwards

- **690+**
  LinkedIn Group Members
  linkedin.com/company/edison-awards

- **13,500+**
  Facebook Fans
  facebook.com/edisonawards

"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

International Outreach

- Monthly Website Traffic
  - 18,510 Visits
  - 13,750+ Unique Visits
  - 43,840 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%

THE GLOBAL POWER OF THE EDISON BRAND

In less than one second, a Google search of "Thomas Edison" yields over 38 million results.

EDISON AWARD SUPPORTERS INCLUDE:
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.

360° Marketing

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

SOCIAL MEDIA

EVENTS

TRADITIONAL MEDIA

ONLINE

SOCIAL

TRADITIONAL

ONLINE

EVENTS

TWITTER
LINKEDIN
FACEBOOK
YOUTUBE
GOOGLE+
TUMBLR
PRINT ADVERTISING
PRESS RELEASES
3RD PARTY MEDIA COVERAGE
SEARCH ENGINE MARKETING
WEBINARS
E-NEWSLETTER
BLOG POSTS
GIVEAWAYS
MEET THE INNOVATORS FORUM
INNOVATORS’ SHOWCASE
EDISON AWARDS GALA

WINNERS

NOMINEES

PARTNERS

SPONSORS

NOMINEE SEALS
WINNERS SEALS
SPONSORSHIP SEALS