EDISON AWARDS OVERVIEW

VIEW OUR VIDEO FIRST
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—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

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

+ 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
+ New Space
+ Science
+ 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
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 2017 NOMINEE COMPANIES
- 10 or fewer: 17%
- 11-50: 22%
- More than 50: 61%

SIZE OF COMPANY (ANNUAL SALES)
- $1.5MM or less: 23% Start-ups
- $1.5-10MM: 20% Small
- $11-50MM: 18% Medium
- $50MM+: 39% Fortune 500

COMBINED ANNUAL REVENUE OF 2012-17 ATTENDEES
Over $1.4 Trillion

Edison Achievement Award Winners

- John Chambers, Executive Chairman and former CEO, Cisco Systems
- Bob Lutz, General Motors; Clayton Christensen, Harvard Business School
- Yang Yuanqing, CEO, Lenovo; Elon Musk, CEO, Tesla/SpaceX
- Irwin Jacobs, Co-founder, 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

- **Twitter Followers**: 10,700+
  - [twitter.com/edisonawards](https://twitter.com/edisonawards)
- **YouTube Views**: 81,462+
  - [youtube.com/user/EdisonAwards](https://youtube.com/user/EdisonAwards)
- **LinkedIn Group Members**: 720+
  - [linkedin.com/company/edison-awards](https://linkedin.com/company/edison-awards)
- **Facebook Fans**: 14,200+
  - [facebook.com/edisonawards](https://facebook.com/edisonawards)
- **Instagram Followers**: 218+
  - [instagram.com/edisonawards](https://instagram.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

THE GLOBAL POWER OF THE EDISON BRAND

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

WEBSITE TRAFFIC (MONTHLY AVERAGE)

- Visits: 14,983
- Unique Visits: 11,861
- Page Views: 28,408

Information current as of July 2017.

International Outreach

**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%

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.