



Recognition, Contribution and Impact

The Deeper Value of an Edison Award

Overview

- Gain broad national recognition and significant market visibility through your award
- Distinguish your team as well as your company and your innovation
- Attend the annual black-tie gala awards ceremony, promote your innovation and meet other innovators
- Command an active and visible role in the annual Meet the Innovators Forum
- Expose your award-winning innovation to the business media
- Promote your innovation in the marketplace by using the Edison Award seal
- Visibly and meaningfully contribute to the cause of innovation in the world
- Be a visible role model to millions of future Edisons
- Support the future of innovation and education in the world
- Help encourage, foster and mentor promising young innovators

Recognition and Visibility

The Edison Awards takes every opportunity to publicly acknowledge and promote nominees who become finalists in each award category to a wide variety of business press and media outlets. Edison Award finalists are freely encouraged to use the designation “Edison Award Finalist” in their own publicity and marketing campaigns. Nominees receive an electronic “Edison Award Nominee” seal image; later, an electronic “Finalist” seal image is provided to all finalists.

Finalists and award winners are given the opportunity to attend the annual Edison Award Gala event. Attendees may commit to individual seats or entire tables depending on the number of people attending. A portion of the cost of attendance is considered a charitable donation to fund programs dedicated to innovation and education.

Nominees and finalists are given the opportunity to attend the Meet the Innovators Forum (“MTIF”) held during the day of the Annual Gala. Nominees and finalists may be asked to make short presentations at the MTIF and/or to participate in panel discussions. The MTIF is covered by the press, and the Edison Awards records the entire event, making high quality audio/visual digital copies available for use by any nominee or finalist.

Nominees and finalists are given the opportunity to display information, product samples, etc. at the New Product Showcase Reception which takes place on the eve of the Annual Gala. These displays are viewed by MTIF attendees as well as members of the press.

Endorsement and Validation

Award winners receive significant media coverage focused on the details of the innovation receiving an award. Consistent with the evaluation criteria established and used to determine winners, the media is encouraged to understand and promote the genesis of an innovation, the underlying value proposition, the broader marketing story and the overall impact that the innovation has had.

Award winners receive significant media coverage focused on the team, the collaboration, the details of development, and the more human story of the innovation.

Award winners may contribute to a licensing program giving them the right to use the “Edison Award Winner” seal (including the Gold, Silver and Bronze designation associated with their award) in their own publicity, marketing campaigns and packaging. A portion of this contribution is considered a charitable donation to fund programs dedicated to innovation and education.

Support, Influence and Impact

Edison Award nominees represent active contributors to the cause and purpose of innovation in the world. A percentage of every nomination fee is a tax deductible contribution used to help tell the broader story of innovation, advance the values and principles of Thomas A. Edison and other accomplished innovators, to fund programs and conferences dedicated to innovation and education and to fund the development of new innovation curricula.

Award winners are given a unique opportunity to share their stories to a variety of audiences. These include business audiences, higher education institutions, K-12 education systems and museums focused on science, industry, innovation, etc. Whether through direct connections the Edison Awards facilitates to these audiences, or as a part of educational assets developed by Edison Universe, award winners are encouraged to give back to current and future innovators through storytelling, mentorship programs, direct teaching and communication in a variety of media.