

# *Technology Innovation Award*

Technology is a key tool for direct selling companies. Whether technology runs back-end systems or helps consultants recruit new sellers, there is a constant demand for innovation in this area. However, success requires much more than investing in off-the-shelf systems. It means identifying a need, evaluating options, developing a plan, creating and implementing the necessary tools and evaluating whether the results effectively addressed the need. The Technology Innovation Award recognizes companies that have developed an innovative use of technology that has had a demonstrable impact on the business and/or the field sellers.

*Who is eligible to enter:*

Direct selling companies. (Supplier companies may be recognized in conjunction with a direct selling company. Please see the criteria for details.)

*Criteria:*

- The program must have been created primarily by the entering direct selling company. In cases where a supplier company is also recognized, the supplier may be the primary developer of the program, but the program must have been developed specifically for the entering company.
- Successful entries must describe the need, the process used for developing and implementing the tool and an evaluation of the results illustrating the outcome and criteria used to determine success.
- The program or its concept must be replicable in whole or in part by other direct selling companies.
- The program must have been implemented in the past three years.

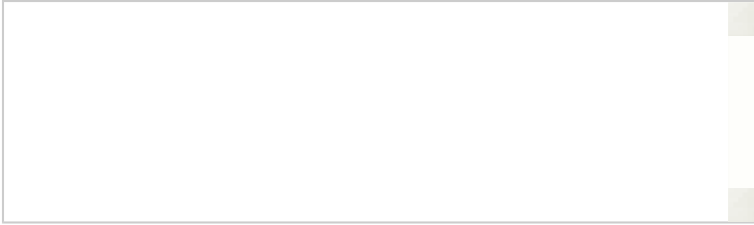
**\* Program Title**

**Name of Supplier Company to be recognized with the primary entrant (if applicable):**

**Describe the role of the Supplier company in the development of this program (if applicable):**

**\* Provide a one paragraph summary (150 words) of your entry to be included in the Awards Banquet Program. Please note this summary should not replace a more detailed description of your program and its results submitted as part of your entry materials. This thumbnail description will be used only for purposes of the banquet program and Web site, should your entry be chosen as a finalist or recipient.**

**\* Program Description and Details**



Please attach your entry materials as a single PDF file. The PDF file should address all criteria listed for the award for which you are applying. Hard copy materials can be provided to supplement the information contained in this document - see details below. It is recommended that you provide as much information as possible within this PDF document including links to relevant Web pages or other online materials. *(Please note: there is a 9MB total file size limit for attachments.)*

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#### Supplemental Materials

You may submit additional materials by mail. However, please note the following guidelines:

1. Include a cover sheet with your materials clearly identifying your company name, program name and name of the award for which you are applying.
2. Ensure the additional materials you submit enhance the presentation of your entry - do not simply repackaging the information provided in the entry document.
3. Send only one copy of any materials you submit.
4. Do not send unique or original documents - items will not be returned.
5. All supplemental materials must be received by the entry deadline of 5 pm ET on Wednesday, March 31, 2010.
6. Check the box below to indicate you will be submitting additional materials by mail.

Supplemental materials will be submitted by mail



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