



Asian Entrepreneur OF THE Year AWARDS

26 September • Friday at the Beverly Hilton

ASIAN ENTREPRENEUR OF THE YEAR APPLICATION PROCESS and CRITERIA

As Asian Entrepreneur of the Year Awards enters its 20th year of seeking and recognizing exemplary Asian American businesses, the awards committee officially opens the door for applications/submissions for small business entrepreneurs across America to vie for one of the highest levels of recognition in AAPI community.

Sponsored by several Fortune 500 companies and hosted by Asian Enterprise Magazine, successful Asian American and Pacific Islander firms are sought in the following categories:



SMALL BUSINESS CATEGORY

- High Technology
- Food/Hospitality Industry
- Industry • Manufacturing/Construction/Engineering
- Services / Wholesale / Retail
- Companies with Less Than 50 Employees

NOW ACCEPTING APPLICATIONS!

COMPANY PROFILE

Please profile your business. It is important to provide as much information as possible - we want to establish a benchmark for evaluating your success. We recognize that different geographic markets and industries have different competitive pressures. We will factor in those differences.

CONTACT INFORMATION:

Name of Owner _____
 Company _____
 Address _____ City _____ State _____ Zip _____
 Tel _____ Fax _____ email _____

BUSINESS INFORMATION:

Type of business _____
 Main product (s) or Service (s) _____ Annual Sales (2013) _____
 Sales Growth over the last 3 years _____
 No. of employees _____ Year established _____ No. of location _____
 Type of market where you do your business () Local () State () Reg'l () Nat'l () Int'l

Please send your application form together with a \$50 application fee to PO Box 1126 Walnut CA 91788

JUDGING CRITERIA

Entries will be judged on a 100 point scale as follows:

History and obstacles firm had to overcome;	
business and racial/ethnic barriers and how company dealt with them	25
Current Status and Success of firm (P/L balance sheets)	20
Standing relative to other similar businesses; revenues, earnings, growth	20
Community Involvement relationships with Asian and broader community employees	30
Presentation	5
Total	100

Selection committee reserves the right to add categories if the number of applicants in a given category warrants it.



For sponsorship and advertising opportunities, please call
T 909.896.2865 • 909.319.2306 F 909.274.2776
 or email aey.awards@gmail.com



Asian Entrepreneur OF THE Year

Mission & Philosophy

A Journey to Sustainable Growth and Maximum Potential is an awards program that ultimately aims to create an environment that would not only recognize the successful efforts of Asian Americans in corporate America, but also educate the general public on ethnic issues and to serve as a role model in the appreciation of diversity in and out of the boardroom.

It is dedicated to the success and development of Asian Pacific Americans by showcasing exemplary Asian American firms through a competition-based program.

A Journey to Sustainable Growth and Maximum Potential is a proactive force working towards economic change for Asian American firms and entrepreneurs across America. This awards program also serve as a forum for achievements of the entrepreneurs, but also the richness and diverse quality of community itself.

It strives to create a venue wherein exemplary Asian American entrepreneurs and business people can validate themselves in American Society. At the same time it also acknowledges diversity and ethnic initiatives created by Fortune 500 Companies and promote entrepreneurship and foster visionary spirit for the advancement of Asian American community in the United States.



NOMINATION Guidelines

Rules & Regulations

Listed below are the criteria for the Asian Entrepreneur of the Year Awards.

Please provide a narrative discussion for each item on standard size. (8.5 X 11 letter size) paper. (Each nomination must be attached to the nomination form which is used to cover sheet for the corresponding award categories.)

All nominations should contain sufficient information for each category. Selections will be made solely on information together with a \$50 application fee submitted by **August 11, 2014**

• Provide a clear and concise narrative on the background of the business and the nominees, to include:

- a) Heritage of business owner/ nominee
- b) Information on the current health of the business
- c) Major obstacles that have been overcome

• Provide a narrative history of the growth and development pattern of the business.

• Provide specific information regarding the nominees community activities, to include especially those relating to entrepreneurship, mentoring, youth awareness, community economic development, etc

• Provide specific information on relevant awards citations received in the past three years. List organizations which the nominee is affiliated with and has an active role relative to minority business development and growth.

• List three major customer/buyers and provide references.

• Include additional information that may provide helpful insight into the nominee and business.



Sept. 26

The Beverly Hills Hotel, Beverly Hills, CA 90210

NOW ACCEPTING NOMINATIONS!



Sponsorship 2014 Advertising OPPORTUNITIES

A Journey to Sustainable Growth and Maximum Potential

\$50,000 PRESIDENTIAL SPONSOR

2 Tables for 10 and 16 VIP tickets, 2 Booth Spaces (with priority placement), Full page Full color Back Cover booklet AD, Corporate Recognition in all event materials Company signage; CEO Message in the booklet program

\$25,000 PLATINUM SPONSOR

Table for 10 and 10 VIP Reception Tickets; Company Signage at the event Full Page Full color booklet AD (IFC); 1 booth space; Corporate recognition in all event materials

\$15,000 GOLD SPONSOR

Table for 8 and 8 VIP Reception Tickets, Full page Full Color booklet AD, 1 Booth space

\$10,000 SILVER SPONSOR

Table for 8, 4 VIP Reception Tickets, Half page BW Ad in booklet program, 1 booth space

\$8,000 BRONZE SPONSOR

Table for 8 and 2 VIP Reception Tickets, Quarter page booklet AD, 1 booth space

\$5,000 COMMUNITY SPONSOR

Table for 8

CORPORATE TICKET \$300 SMALL BUSINESS \$200

PROGRAM ADVERTISING

Full page	\$2,000	Outside Back Cover	\$3,500
Inside Front Cover	\$2,500	Inside Back Cover	\$2,000
Half-page	\$1,500	Quarter Page	\$1,000
Booth Space	\$ 750		



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AD SPECIFICATIONS

MECHANICALS	W x H
Trim size	8-1/2 x 11
Full page	7 1/8 x 9-1/16
Full page bleed	8 3/4 x 11-1/4
Double Spread bleed	17 1/2 x 11 1/4
Double Spread trim	17 x 11
1/2 page vertical	4-11/16 x 8
1/2 page horizontal	7-1/8 x 4-11/16
1/4 page	3-7/16 x 4-11/16

ELECTRONIC FILES must be **300 DPI** in PDF (un-compressed) format. Please send files via email or FTP

For confirmation of sponsorships and ticket reservations, please respond by **Aug. 11, 2014**. All creative must be in PDF or **TIFF** Format and emailed at aeyawards@gmail.com not later than **August 27, 2014**.

RESERVATION

Name _____
 Position _____
 Address _____
 City _____ St _____ Zip _____
 Tel. _____ Fax _____
 email _____
 MC Mastercard/Visa/Amex Exp. Date _____
 Name on Card _____

21st National Annual

Asian Entrepreneur OF THE Year

Call us today 909.896.2865 • 909.319.2306 of Fax 9092472776
 PO Box 1126 Walnut CA 91788 • www.asianenterprise.com

Best Companies OF THE Year

NOW ACCEPTING APPLICATIONS!

The following are the underlying principles used by the selection committee for the BEST COMPANIES for Asian Pacific Americans as basis in the evaluation process:

Enhancement Does the corporation enhance and/or contribute to diversity in the workplace.

Effectiveness What were the specific results of the corporation's efforts? Did the result meet or exceed expectations?

Impact How does the corporation impact ethnic diversity in terms of best practices. Is the impact visible or highly recognizable to the general public and the communities it serves.

Uniqueness Does the corporation exhibit uniqueness in the support/advancement of ethnic diversity within its ranks?

Longevity How long has the corporation been active in enhancing supplier diversity? Is this an isolated event? (Please take note that the committee places extreme importance on sustaining programs that promote supplier diversity).

Commitment Is the corporation volunteering resources, people and time? Does the corporation demonstrate initiative? What means does it utilize in outreach?

Please use additional documents to demonstrate commitment to diversity as evidenced by a formal diversity plan committed to achievement, sensitivity and receptivity of diversity issue including promotion of its minority employees and utilization of minority vendors. Also, please address as many of the above guidelines as possible/appropriate.

ASIAN ENTERPRISE MAGAZINE

PO BOX 1126, Walnut, CA 91788 T 909.896.2865 • 909.319.2306
aey.awards@gmail.com



Fortune 500's Best Companies 2013

- Denny's Corporation
- Caesar's Entertainment
- Comcast NBC Universal
- SCE, Edison International
- The Coca-Cola Company
- Verizon
- State Farm Insurance Company
- Northrop Grumman Corporation
- Xerox Corporation
- I B M
- Nordstrom Inc.
- U P S
- PEPSICO

2012

- State Farm Insurance Corp.
- Comcast/NBC/ Universal
- Northrop Grumman Corp.
- DENNY's, Inc.
- Caesars Entertainment
- Wells Fargo Home Mortgage
- Wells Fargo Foundation
- The Coca-Cola Company
- SCE/Edison International
- I B M
- PepsiCo.
- VeriZon
- United Parcel Service UPS
- Nordstrom, Inc.

26Sept2014

The Beverly Hills Hotel
Beverly Hills, CA 90210

**APPLICATION
DEADLINE
July 31, 2014**

www.asianenterprise.com

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or call 909.896.2865 or 909.319.2306 Fax 19092472776

Asian Entrepreneur of the Year Awards was established in 1994 as the most prestigious competition-based awards program in the United States. It is the program's goal to recognize exemplary Asian Pacific American entrepreneurs in the nation and the Best Companies for Asian Pacific Americans.