

Helpful Hints for Completing the Form

Initiative Category - To get started, select the category that represents your company and if applicable the sub-category for your initiative. For example, if your company is an Asset Manager and your initiative is a new Equities research tool then you would select Asset Manager for your category and Equities as the sub-category.

Initiative Criteria - Each category and sub-category will have a different set of criteria. Please read that nomination criteria carefully and formulate your response accordingly.

Initiative Title - Please be specific in your initiative title to reflect what your company is nominating and avoid generic terms such as “platform.” Keep in mind the judges are looking for new initiatives or specific enhancements to existing programs/products.

New Initiative - Please note that the initiative needs to be recently developed or launched – please verify that what you are nominating is a new initiative.

Initiative Description - When entering your initiative description, please take some time to craft a thoughtful and organized response. The use of bullet points, with clear descriptions, metrics, usage stats and how it facilitates advisor success will be important for the judges to decide upon. If you are supplying supporting documentation, please note in your description which documents support which points.

Supporting Documentation – Upload any collateral materials, white papers, research, survey results and/or videos to further bolster your nomination.

Company and Executive Information – Please include your company’s logo and a head shot photo of the initiative’s senior executive, such as your CEO, CTO or product leader.