



CableFAX

Sales Executive of the Year Awards

saluting cable sales leadership

***Honoring sales excellence at cable programming networks,
MSOs and cable operators, and ad agencies***

Linear TV • Online • Mobile • VOD • HD

Entry Deadline: March 6, 2009 • **Awards Event:** June 11, 2009

Winners will be awarded in the following categories

(sub-categories will be judged separately and receive separate awards):

**Sales Person of the Year
(VP and Above):**

- National Cable Sales
- Local Ad Sales
- Regional Ad Sales
- Web/online Sales

**Sales Person of the Year
(Below the VP Level):**

- National Cable Sales
- Local Ad Sales
- Regional Ad Sales
- Web/online Sales

Outstanding sales Account Executives, Directors, Managers in all areas of cable ad sales, including national cable sales, local ad sales, regional ad sales, web sales, VOD and mobile. Both cable operator and programmer sales executives are eligible.

Sales Team of the Year:

- National Cable Sales
- Local Ad Sales
- Regional Ad Sales
- Web/online Sales

A team should include at least two salespeople and one team leader. Team members and their roles in this effort should also be included in your entry synopsis.

Most Creative Sales Pitch:

- National Cable Sales
- Local Ad Sales
- Regional Ad Sales
- Web/online Sales

We're looking for the most innovative packages and most clever approaches to capture new business or grow existing business.

Rookie Sales Person of the Year:

- National Cable Sales
- Local Ad Sales
- Regional Ad Sales
- Web/online sales

We'll honor sales people who are relatively new to cable sales (2 years or fewer) who've risen to success quickly.

Affiliate Sales Person of the Year (VP and Above):

- Emerging Networks (with carriage of 30 million or fewer)
- Mid-Size Networks (with carriage of 30-60 million)
- Large Networks (with carriage of 60 million or above)
- Web/online sales

Affiliate Sales Person of the Year (Below the VP Level):

- Emerging Networks (with carriage of 30 million or fewer)
- Mid-Size Networks (with carriage of 30-60 million)
- Large Networks (with carriage of 60 million or above)
- Web/online sales

An honor to recognize affiliate sales and marketing efforts that produced extraordinary results. This includes deal-making for network carriage, relationship building and maintenance, effective brand management and advocacy, and creative entertainment, education and networking events designed to sustain good relationships with affiliates.

Launch Team of the Year:

- HD Networks
- Cable Networks
- Series
- Web/online

Honoring ad sales teams that have launched either new networks (including HD networks), new shows or series, new Web sites or Web initiatives and/or any other new initiatives.

Brand Integration Team of the Year:

- Linear TV
- Web/online

Recognizing the most creative and innovative brand integration efforts; open to brand integration in any area of cable, including product placements, brand extensions, sponsored segments and other efforts to integrate products into scripted, non-fiction, reality and other types of programs.

CableFAX Sales Hall of Fame:

A Hall of Fame award is bestowed upon an executive who has grown through the sales ranks to the level of President, VP, Director, etc; one whose name speaks to his or her excellent reputation in driving revenue and relationships; who has earned the respect of his or her peers in and outside of the cable community. Hall of Fame nominees should demonstrate a career of sales success, not only in the 2008-2009 selling

period but prior years as well. (Open to currently working and retired executives in all areas of cable.)

CableFAX Sales Executive of the Year Awards Eligibility and Entry Instructions

Eligibility:

This awards program is open to cable sales and business development executives, account managers, advertising executives, team leaders and team members whose primary responsibility is to sell advertising, sponsorship, and affiliate programs for cable programming networks, MSOs, cable operators, and ad agencies either for linear, online, mobile, or VOD. It is open to all sales/business development job titles.

Recognition:

CableFAX Sales Executives of the Year will receive:

- Crystal Award
- Recognition at an awards event on June 11, 2009 in New York City
- Special winners logo button ad and stickers to use for marketing purposes
- Coverage in CableFAX Daily Special Awards Issue
- Promotion via press releases and other marketing initiatives
- Announcement and coverage on cablefax.com

How to Enter:

Please provide a written synopsis describing why the nominee/team should receive an award and include supporting material. We want to hear how you, your team or the person you are entering best match the category criteria. Please include specific details of ideas and pitches involved.

Include:

- Areas of Responsibility
- Specific Sales or Sales Leadership Successes
- Sales or Leadership Hurdles/Challenges Overcome
- Description of your Best Client/Agency Relationships
- Testimonials and References, if you have them
- For Hall of Fame, describe nominee's contributions to cable sales over his/her career

Sending Your Entry Please include

- Five Copies of the Entry Form
- Five Copies of Your Written Entry (1-3 pages)
- Five Copies of any Supporting Material

Deadlines:

Entries must be postmarked by Friday, March 6, 2009. Entries postmarked between March 7 and March 14, 2009, please add a \$150 late fee per entry.



Sales Executive
of the Year Awards

saluting cable sales leadership

Entry Form

Categories (Check those you are entering):

Sales Person of the Year (VP and Above)

- National Cable Sales
- Local Ad Sales
- Regional Ad Sales
- Web/online Sales

Sales Person of the Year (Below the VP Level)

- National Cable Sales
- Local Ad Sales
- Regional Ad Sales
- Web/online Sales

Sales Team of the Year

- National Cable Sales
- Local Ad Sales
- Regional Ad Sales
- Web/online Sales

Most Creative Sales Pitch

- National Cable Sales
- Local Ad Sales
- Regional Ad Sales
- Web/online Sales

Rookie Sales Person of the Year

- National Cable Sales
- Local Ad Sales
- Regional Ad Sales
- Web/online Sales

Affiliate Sales Person of the Year (VP and above)

- Emerging Networks (with carriage of 30 million or fewer)

- Mid-Size Networks (with carriage of 30-60 million)
- Large Networks (with carriage of 60 million or above)
- Web/online Sales

Affiliate Sales Person of the Year (Below the VP Level)

- Emerging Networks (with carriage of 30 million or fewer)
- Mid-Size Networks (with carriage of 30-60 million)
- Large Networks (with carriage of 60 million or above)
- Web/online Sales

Launch Team of the Year

- HD Networks
- Cable Networks
- Series
- Web/online

Brand Integration Team of the Year

- Linear TV
- Web/online

CableFAX Sales Hall of Fame

- Sales Hall of Fame

Title of Entry: _____

Contact Name: _____

Title: _____

Company: _____

Agency (if applicable): _____

Contact Address: _____

City, State, Zip: _____

Telephone of Contact (Required): _____

Fax (Required): _____

E-Mail Address (Required): _____

ENTRY FEES

- Primary entry \$290 each \$ _____
- Secondary entry of same campaign** into one or more categories \$145 each \$ _____
- Late entry fee (for entries sent between March 7, 2009 and March 14, 2009) \$150 each \$ _____
- Total \$ _____

The late entry fee must be applied to each individual entry postmarked after the primary due date of March 6, 2009.

* Payment in full must accompany the entry.

** If your organization is entering another campaign, please submit separate entry form.

PAYMENT OPTIONS

- Check (payable to Access Intelligence/CableFAX) Money Order
- Mastercard Visa Discover American Express

Credit Card # _____

Exp. _____

Print name of card holder _____

Signature _____

Entry fees are non-refundable.
Access Intelligence Federal Tax ID#: 52-2270063

MAIL ENTRIES TO:

Mary-Lou French
CableFAX Sales Executive of the Year Awards
Access Intelligence
4 Choke Cherry Road, 2nd Floor
Rockville, MD 20850