

Outstanding Web Site Marketing Message Award

Entry Criteria & Instruction Form



To enter your company for the **2009 Outstanding Web Site Marketing Message Award**, you must provide all the information listed below (especially your web site address); and, you **must include**, on a separate sheet/sheets of paper, a detailed narrative following the given parameters indicating why your company merits becoming a Better Business Bureau **Outstanding Web Site Marketing Message Award** recipient. In your narrative, you should address how your firm's web site meets the award criteria listed below.

The **Web Site Marketing Message Award** recognizes member firms that utilize ethical and informative web sites as tools for their products, services and/or industry.

Award Criteria

Candidates for the **2009 Outstanding Web Site Marketing Message Award** will be evaluated based on the criteria listed below:

The company's website:

- * exemplifies ethical marketing by meeting all of BBB's standards of advertising and selling practices;
- * educates consumers by offering detailed information about the company's products, services and/or industry;
- * includes the company's accessibility information, such as an e-mail address, fax number, telephone number and street address;
- * includes a description of the company's policies pertaining to refunds/exchanges, guarantees/warranties and/or how consumers may obtain service;
- * posts a clear and easy to understand privacy policy and
- * is easy to navigate.

This official Entry is being submitted by:

Name: _____ Company: _____

Address: _____ City: _____

Telephone: (____) _____ Fax: (____) _____

Internet URL: _____ E-mail: _____

Company Being Nominated: _____

Address: _____

Name of: President/Owner: _____

Telephone: (____) _____ Fax: (____) _____

Other Principals: _____

Size of Company being nominated: Size of Company: _____

_____ 1- 9 employees _____ 10 - 99 employees _____ More than 50+ employees

The Bureau must receive all requested information by October 3, 2009

Please send entries to: BBB Awards 2009, Better Business Bureau, Inc., 94 South Turnpike Rd., Wallingford, CT 06492, Telephone: (203) 269-2700 x 100, Fax: (203) 294-6882, Email: cgaetano@ct.bbb.org

The **2009 Outstanding Web Site Marketing Message Award** will be presented at our 81st Annual Meeting and Awards Dinner on October 29, 2009 at the Aqua Turf Club in Plantsville, CT.

For additional information on the award, contact the BBB at 203-269-2700 #100.