Leading Lights 2014 Awards FAQ

What are Light Reading’s Leading Lights Awards?
The Leading Lights are the next-generation communications industry’s most coveted honor. Light Reading’s reputation for fiercely independent analysis of the people, products and companies it covers makes this the most credible and authoritative awards program in the industry. Also, because of that editorial independence, it provides telecom companies with a fantastic chance to evangelize their expertise and success. The entry process, judging and final decisions are completely independent of any other program or process run by or associated with Light Reading – every entry is judged on its own merits.

When and where are the Leading Lights announced?
The Leading Lights Awards and Light Reading Hall of Fame winners will be presented at an awards dinner in Chicago (further details to follow) on Tuesday, June 17th, to coincide with the Big Telecom Event (http://www.bigtelecomevent.com/chicago/). The deadline for Leading Lights entries and Light Reading Hall of Fame nominations is Monday, March 31, 2014. Finalists for the Leading Lights Awards will be announced on Light Reading on Monday, May 5, 2014.

Does it cost anything to enter the Leading Lights?
There is a $350.00 entry fee per submission.

What are the awards categories?
The award categories for 2014 are Best New Product (Cable), Best New Product (Mobile), Best New Product (Telecom), Most Innovative SMB Service, Most Innovative Enterprise Service, Most Innovative 4G Service, Most Innovative Carrier Wi-Fi Deployment, Most Innovative Carrier Cloud Service, Most Innovative Ethernet/Optical Service, Most Innovative Video Service, Outstanding Components Vendor *NEW*, Outstanding Test & Measurement Vendor *NEW*, Outstanding OSS/BSS Vendor *NEW*, Company of the Year (Private), Company of the Year (Public), and Best Deal Maker.
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What are the questions I need to answer for each category?
You can download a printable PDF of the questions for each category, so you can work on your answers ahead of your actual submission. You can find these PDFs by clicking on the ‘more info’ link that is next to, or under, the name of each category, as listed on the submission page here.

Who won in 2013?
You can see which companies and individuals prevailed in 2013 by checking out the following feature: Light Reading Announces 2013 Leading Lights Winners.

What submissions qualify for the Best New Product and ‘Most Innovative’ categories?
Your product or service must have been announced on or after April 1, 2013 to qualify for the 2014 Leading Lights Awards.

Who judges the awards entries?
Light Reading’s editors are the main judges, along with their Heavy Reading (www.heavyreading.com) analyst colleagues. The decision of the judges is final.

What advice would you give to anyone entering the awards?
We get hundreds of entries, so keep your entry concise and to the point but ensure you complete all the relevant fields. There’s no need to include long background company histories – we can always check out corporate websites if we need any reminders or corporate updates. Focus on why you think your company should win an award and keep it brief. And please don’t just cut and paste from a press release – if your entry shows you actually care it’s more likely to get noticed. Something that reads like it’s been passed through the digestive systems of 12 lawyers will not stand out.
What information from my awards entry will be released to the public?
We will not publish the awards entries. But we do reserve the right to use any of the information disclosed, especially product claims and verifiable market share and sales statistics, in our reporting. Rest assured we will be respectful of your company and responsible to our readers. We will contact you to verify anything we aim to report.

What if I work for a private company and we can’t disclose some of the information you’re requesting?
We’re asking you to take a risk and aim for greatness. Assume that every field of every entry form is mandatory and fill them in to the best of your ability. If you leave stuff out it only makes it that much easier for an overworked editor, sifting through a big pile of competing companies, to set your nomination aside or to use it as a drink coaster.

What is the Light Reading Hall of Fame?
It’s a program where we single out those executives whose actions, reputations and personalities have made them famous -- and infamous -- in the communications industry.

So is the Hall of Fame a positive award?
It’s a Light Reading Award. Some inductees will be saints. Others, not so much. The famous and infamous will get equal weighting here.

I work for a PR agency, I’m not sure exactly what it is my clients do and I have never bothered to look at your publication. Is there an email address I can write to in order to request answers for all the same questions you’ve already answered above?
You contacted us last year, right? Welcome back. Please send an email with the subject line ‘Leading Lights question’ to editors@lightreading.com and we’ll get back to you as soon
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as humanly possible.

Does my company have to be a Light Reading sponsor to win a Leading Light award?
No, these awards are editorially independent. If we only could pick from a pool of our advertisers and sponsors, some of our most remarkable and controversial picks would never have seen the light of day. That said, contact sales@lightreading.com if you’d like to sponsor any part of our Leading Lights Awards evening. By allowing sponsors for the event itself, we can keep ticket costs down, invite more people from our nominated finalists, and generally throw a bigger and better party. Win-win, right?

Wait! You haven’t answered my question!
Ach, we knew we’d missed something! Never mind. Don’t worry about it. Please send an email with the subject line 'Leading Lights question’ to editors@lightreading.com and we’ll respond as soon as we can think of an answer.