



American Metal Market's Awards for Steel Excellence

American Metal Market proudly announces the ninth annual Awards for Steel Excellence. The 2018 Awards for Steel Excellence program will recognize the highest achieving companies across multiple categories.

We invite you to nominate your company today. If you are nominating for your client, your submission is subject to approval by the company, and a contact from the nominated company must be provided.

Usually no more than five finalists will be selected for each category. Respected industry leaders who serve as judges will evaluate nominations using a point-based qualitative approach to determine the overall award winners. The judging process is in full compliance with Euromoney/Institutional Investor guidelines and standards to ensure integrity and objectivity.

Please select from the following award categories applicable to your business:

- Best Innovation – Product
- Best Innovation – Process
- Best Mergers & Acquisitions
- Best Operational Improvements
- Technology Provider of the Year
- Financial Services Provider of the Year
- Legal Services Provider of the Year
- Information Technology Services (including enterprise and manufacturing software) Provider of the Year
- Environmental Responsibility/Stewardship (including energy conservation or delivery)
- Logistics/Transportation Provider of the Year
- Scrap Company of the Year
- Scrap Equipment Provider of the Year
- Tube and Pipe Producer of the Year
- Service Center of the Year
- Raw Materials/Consumables Provider of the Year
- Steel Producer of the Year

There is no fee to nominate, and nominations in multiple categories are accepted. Please complete the following nomination form for each category in which you are nominating before the **deadline of February 16, 2018**. The form may also be accessed at www.amm.com/awards-home. Completed forms can be faxed or emailed to:

Elizabeth "Bette" Kovach
bette.kovach@amm.com
Phone: 212-224-3902
Fax: 212-213-6273

Please choose one:

- I am a Producer submitting this nomination for my company
- I am a Service Center
- I am a Supplier submitting for our client
- I am a PR company submitting for our client
- I am a Scrap Company/Producer
- I am a Services Provider
- I am a Technology/Equipment Provider
- I am a Raw Materials/Consumables Company

Submitting Company Detail:

Nomination Submitted By:	Your Company:
Title:	Mailing Address: City/State/Zip:
Phone:	Alternate Phone:
Email:	Fax:

Nominated Company Information:

(Please complete if submitting on behalf of a client or if there is an alternate contact)

Primary/Alternate Contact:	Name of Company being Nominated:
Title:	Mailing Address: City/State/Zip:
Phone:	Alternate Phone:
Email:	Fax:

Best Innovation -- Product:

What was the objective of this innovation?

What were the background, scope and timeline of this initiative?

Describe the achievements of this initiative:

What was the return on investment as result of this innovation?

Best Innovation -- Process:

What was the objective of this innovation?

What were the background, scope and timeline of this initiative?

Describe the achievements of this initiative:

What was the return on investment as result of this innovation?

Best Mergers & Acquisitions:

Tell us about the cost of and strategy/rationale behind this acquisition:

Describe the return on investment of acquisition in terms of market penetration, entrée to value-added products or markets, management know-how, technological prowess and accretion:

Explain the approach and effectiveness of efforts to integrate two disparate corporate cultures into a uniform whole:

Best Operational Improvements:

What was the objective of this enhancement?

Describe the background, scope, timeline and technologies employed to improve the operation:

Describe the achievements of this project:

What was the return on investment as result of this improvement?

Technology Provider of the Year:

Describe your technology, what distinguishes it from its competitors, and how it aids the company:

What are the bottom-line benefits – in quantitative terms – provided by this technology/service to the steel industry?

How did the use of your technology improve the product, process or overall competitiveness and/or cost performance of the company?

What product or process innovations were made possible and realized as a result of implementing this technology?

Financial Services Provider of the Year

Describe the scope of services provided to the steel industry:

What changes/improvements were made to the client's or clients' financial reporting and/or measurements?

Describe the impact on the financial performance of the client.

Legal Services Provider of the Year:

Describe the scope of services provided to the steel industry:

What are the areas of legal expertise for the steel industry, and what are the significant achievements within the industry in the recent past?

Describe the impact of your firm's legal work on the client's regulatory compliance, financial performance and/or market share:

Information Technology Services (including enterprise and manufacturing software) Provider of the Year

Describe the scope of services provided to the steel industry:

What are the bottom line benefits – in quantitative terms – provided by your firm's information technology services to the steel industry?

What product or process innovations were made possible and realized as a result of implementing this technology?

Environmental Responsibility/Stewardship (including energy conservation/delivery):

Describe your 'green' or environment-related project and associated capital expenditures undertaken in the past five years:

What are the real-world results of those initiatives in terms of increased recycling rates, decreased carbon footprint and state and federal EPA interface?

Describe your participation in local community, state, and national green initiatives:

Logistics/Transportation Provider of the Year:

For Driver-Oriented Businesses (rail, truck, waterways, etc.):

Describe the continuous improvement efforts keyed to enhanced customer support, service, on-time pick-up and delivery, and fuel cost containment:

What has been the growth of your customer base, service area and factors behind the logistics and transportation?

Describe the driver safety, turnover and accident record improvements:

For Port-Based/Intermodal Businesses:

Explain the scope of facilities and services offered for steel products:

Describe quality control and customer service procedures as they pertain to steel products:

How has your commitment to the steel industry changed in the past five years?

Scrap Company of the Year:

Describe the characteristics that make your company successful in your field and sets you apart from others:

How is your company overcoming the challenges faced in your particular industry?

What are the main ways your business has improved from 2016 to 2017?

Scrap Equipment Provider of the Year:

Describe your ferrous scrap equipment, what distinguishes it from its competition, and the range of services you provide to ferrous scrap companies.

How does your equipment help a scrap company continue to meet environmental regulations while reducing energy consumption?

How does your equipment improve reliability and minimize downtime?

Tube & Pipe Producer of the Year

Describe the characteristics that make your company successful in your field and sets you apart from others:

How is your company overcoming the challenges faced in your particular industry?

What are the main ways your business has improved from 2016 to 2017?

Service Center of the Year:

Describe the characteristics that make your company successful in your field and sets you apart from others:

How is your company overcoming the challenges faced in your particular industry?

What are the main ways your business has improved from 2016 to 2017?

Raw Materials/Consumables Provider of the Year:

Describe the characteristics that make your company successful in your field and sets you apart from others:

How is your company overcoming the challenges faced in your particular industry?

What are the main ways your business has improved from 2016 to 2017?

Steel Producer of the Year:

Describe the characteristics that make your company successful in your field and sets you apart from others:

How is your company overcoming the challenges faced in your particular industry?

What are the main ways your business has improved from 2016 to 2017?

All nominations will remain confidential and will not be used without approval. Company names will be used in announcements of finalists and winners, and may be used in promotion of future Awards for Steel Excellence programs.

We will announce the finalists in March 2018. Winners will be announced and honored on June 26, 2018 during the AMM Awards for Excellence dinner, which will take place during the 2018 Steel Success Strategies Conference June 25-27, 2018 in New York City, at the Edison Ballroom in midtown Manhattan.

Please email your submission before the deadline of **February 16, 2018**.

Elizabeth "Bette" Kovach
bette.kovach@amm.com
Phone: 212-224-3902

Thank you for your submission.