

CHICAGO, Feb. 27, 2014 /PRNewswire/ -- The [Business Marketing Association](#) (BMA) announced it is now accepting entries and nominations for its annual award competition, the *B2 Awards*

. One of the industry's most prestigious awards programs, the *B2 Awards*

honor extraordinary business marketers who demonstrate excellence in forward thinking, creativity and results in business-to-business (B2B) marketing.

The annual *B2 Awards* recognize the dynamic work of business marketers across 22 categories including innovative global brand strategy, customer marketing, demand generation and integrated internal and external marketing communications. In addition, this year the B2 Awards will offer a new twist for agency, marketer and vendor of the year.

"The *B2 Awards* is one of the most competitive and well respected awards programs in the industry," said BMA Chair, Kathy Button Bell. "The best and brightest marketing professions compete to be recognized for premiere talent in strategy, execution, results and out-of-the-box thinking. This is the 38

th

annual

B2 Awards

and the caliber of submissions continues to raise the bar."

B2 Award entries will be reviewed by a select panel of judges, including industry leaders and experts in business-to-business marketing. Deadline for the submission of award entries is March 14, 2014

. This year's

B2 Award

winners will be announced at an Awards Reception taking place

May 27, 2014

at Paris Club-Studio Paris in

Written by Australian Business

Chicago

.

B2 Award

corporate sponsors include

Bader Rutter

, Brainshark, Fifth Ring, Soland Publishing, HM Graphics and Prepared Foods Network.

For additional B2 Awards details or to submit an award entry, please visit: <http://www.marketing.org/B2Awards>

About the Business Marketing Association

Started in 1922, today's Business Marketing Association (BMA) works to increase the importance, impact and value of marketing in businesses worldwide. BMA is the only professional organization with an exclusive focus on business-to-business marketing and its key drivers: customer engagement and relationships, product and service innovation, value pricing, channels, online/offline marketing communications and analytics. BMA's members represent state-of-the art expertise in business-to-business marketing and communications, and share best practices for the benefit of the global business community. For more information visit www.marketing.org

. Or phone 630-544-5054. E-mail info@marketing.org

.

SOURCE Business Marketing Association

RELATED LINKS <http://www.marketing.org>