

## *Light Reading* Top Picks FAQ

### **What does a Top Pick winner get?**

Three things: (1) Bragging rights; (2) A special logo to place on your Website and marketing materials with a link back to our official acknowledgement of your company's efforts; (3) An invitation to *Light Reading's* exclusive Top Picks After Party in New York City, where you'll have unprecedented access to key members of the *Light Reading* editorial, events, and research teams. Oh, and we'll buy you LOTS of top-shelf drinks.

### **How do I make sure my company's products/services are considered?**

Participate. We probably know you well already, but don't assume that we know as much about why your product/service is great as you do. If you feel your firm's products and services best indicate where the communications industry is headed in the next 12 months, then call attention to them via our dedicated message boards.

### **What should I expect when I submit my product/service for consideration?**

Interest and scrutiny. We might ask you for more information. Analysts from Pyramid Research and *Heavy Reading* might have an inquiry or two. Your competitors might even stop in to say their piece as well. That's the beauty of a free-flowing discussion.

### **How free-flowing will the discussions be, exactly?**

Free enough. Our editors will still enforce our Terms of Service though, so while you should expect some opinionated banter, we'll do our best to keep the crazies out. Unless the crazies work for us.

### **What if I don't want to be a top pick?**

Tough. If you're in the business, you're fair game for our discussions -- and an award. These are, after all, our editors' picks, and they can't leave out a significant product or service just because its owners are a bunch of donkeys.

### **How are the Top Picks going to be different from the Leading Lights awards?**

The editorial focus, presentation, execution, and resulting event are all different. But, mainly, let's home in on the editorial focus. The Top Picks will be more subjective and forward-looking than the Leading Lights; it will be a program concerned more with the next year's best bets than the previous year's best accomplishments.

### **When will the Top Picks be announced?**

*Light Reading's* Top Picks will be announced on <http://www.lightreading.com> on October 19. Invitations to our Top Picks After Party will go out the week of October 19, too. That party is in November in New York City during Ethernet Expo, and all the vetting and bloodletting is sure to happen before then.

**We're not from Naperville, Illinois. Can we still enter?**

Yes, of course. We're awarding our Top Picks by geography -- for Asia/Pacific, EMEA, and the Americas -- in seven of the nine total categories. There is a world outside of Naperville, you know.

**What is a Top Picks nomination?**

There's a *Light Reading* editor in charge of each Top Picks category, and the "nominations" are that editor's shortlist of companies that are most likely to be selected as Top Pick. Nominations are updated at the editor's discretion, and they can change at any time. The list should simply indicate which products and services are being most aggressively vetted at that particular moment.

**Do companies that are nominated win anything?**

No. Not unless they're announced as a Top Pick on October 19.

**Has *Light Reading* ever had a Top Picks Award before?**

No, this is an entirely new program.

**Is the glass half full or half empty?**

The glass is completely empty. Fill 'er up, please.

**What if I have more questions?**

Bring it. Send an email to [editors@lightreading.com](mailto:editors@lightreading.com).