



First Annual **Sterling Awards**  
Silvers Summit 2012  
**CALL FOR ENTRIES**



**Sterling Award**  
— Produced by Silvers Summit

**Do you have what it takes to be a "Sterling?"**

The products and services for the more than 100 million Boomers and Silvers are booming—in fact this influential consumer group controls more than \$2.3 trillion in purchasing power. What are the "best of the best" for those age 50+?

You'll find out when we say "And the winner is..." on January 10, 2012 at our first annual **Sterling Awards** at the Silvers Summit during CES in Las Vegas.

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For more information about the Sterling Awards, visit: [www.silverssummit.com](http://www.silverssummit.com)  
or contact us at: [summitinfo@silverssummit.com](mailto:summitinfo@silverssummit.com)



### The Best Boom-Town has to Offer

Our expert panel of judges will review nominations from all categories of consumer electronics and technology products that address the Silvers audience:

- ★ Mobile Apps and hardware—whatever turns the Boomers and beyond “on”: sports, dating & relationships, hobbies, travel, smart phones and tablets, functionality and features.
- ★ Home safety, remote monitoring, etc.
- ★ Driving software, automotive features
- ★ Products that address limited mobility, hearing or eyesight
- ★ Interactive games and web sites that enhance inter-generational communication and learning
- ★ Health and wellness tools
- ★ Products with a social responsibility element (boomers love a worthy cause)

### The Best Things in Life Are - Free!

It doesn't cost a thing to enter your product or service in our first annual Sterling Awards. Just fill out the online entry form by the deadline of October 21, 2011 to be considered.

Don't miss your chance to nominate a product or service that engages, empowers and enhances the lives of Boomers and Silvers—enter our first annual Sterling Awards.

Nominations and online entry forms available starting:

**Monday, October 3, 2011**

Deadline for submissions:

**Saturday, October 21, 2011**

Winners notified:

**Week of November 21, 2011**

Sterling Awards Ceremony during Silver Summit:

**Tuesday, January 10, 2012**

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