



AWARDS
THE BEST IN B2B
1976 • 2026

DEFINING B2B MARKETING EXCELLENCE 2026 B2 AWARDS

This year marks the 50th Anniversary of the prestigious ANA B2 Awards, and there has never been a better time to make your mark. Winning in this milestone year means more than ever. It represents leadership, innovation, and creative excellence at the highest level in B2B marketing.

The B2 Awards:

- Recognize excellence in innovative, impactful, and groundbreaking B2B campaigns and solutions.
- Showcase the insight, craft, discipline, and bold thinking needed to stand out and set high standards in B2B marketing strategies.

Your work will be evaluated by over 300 senior B2B marketing executives who understand what it takes to lead in B2B.

If you are ready to demonstrate your work is best-in-class, there is only one place to do it. Being #1 in B2B starts with winning a B2 Award.

Enter now! Visit www.b2awards.com



CATEGORIES

More than 40 ways to define B2B marketing excellence. Award categories include:

General Awards Categories

- AI/Emerging Technologies
- Account-Based Marketing
- B2B Marketplace Marketing
- Channel Partners/Ecosystem Program
- Content Marketing
- Corporate Branding Campaign
- Customer Experience
- Email
- Influencer Marketing
- Media Strategy
- Product Launch or Relaunch
- Social Media
- Thought Leadership

Top Award Categories

- B2B Marketing Team of the Year
- Small/Midsize/Large Agency of the Year
- Multi-Year Impact
- Best in Show

KEY ENTRY DETAILS

Who can submit an entry?

Anyone involved in B2B marketing is welcome to enter, including marketing solution providers, client-side marketers, agencies, consultants, teams, or individuals. ANA membership is not required.

What campaigns are eligible?

Any B2B marketing campaign, from anywhere in the world, that ran in market at any point between January 1, 2025, and February 28, 2026, is eligible.

Key Dates

- Open Call for Entries: November 4, 2025
- Early-Bird Deadline: December 12, 2025
- Early-Bird for Members: December 31, 2025
- Standard Entry Deadline: January 23, 2026
- Final Entry Deadline: March 6, 2026

Entry Fees (ANA Member/Non-Member)

- Early-Bird Deadline: \$495/\$650
- Standard Deadline: \$595/\$750
- Final Deadline: \$695/\$850
- Top Awards: \$650
- GEM Awards: \$350

GALA

We look forward to celebrating your success at the 2026 ANA Masters of B2B Marketing Conference, taking place June 3–5, 2026 at the Marriott Magnificent Mile in Chicago, Illinois. The B2 Awards Gala will take place on June 4. To reserve tickets please visit www.ana.net/b2b

JUDGING

Every year, the ANA conducts a rigorous search for senior industry leaders who have distinguished themselves as innovative, strategic B2B marketers and invites them to select marketing work worthy of the B2 Award. A call for judges opens on November 4, 2025.

