



MM+M  
**PINNACLE AWARDS**

2024

**ENTRY KIT**





# MM+M PINNACLE AWARDS 2024

## ENTRY KIT

### ABOUT

MM+M is proud to announce the fourth annual Pinnacle Awards program, which celebrates the medical marketing industry's most venerable marketers, strategists and creators.

The goal of the Pinnacle Awards is to honor and celebrate those who have made a significant impact on the health industry. Individuals with 25+ years experience in the industry, but who aren't quite done yet, are encouraged to enter. Whether this be a boss, colleague, mentor, client, or friend, we urge you to nominate a deserving individual for one of MM+M's most prestigious achievement awards.

**“MEDICAL MARKETING IS AN EVER-CHANGING BUSINESS, WHICH MAKES STAYING AHEAD OF TRENDS AND NEW TECHNOLOGIES ALMOST A FULL-TIME JOB IN ITSELF,” SAID MM+M EDITOR-IN-CHIEF LARRY DOBROW. “THAT MAKES THE ACHIEVEMENT OF PINNACLE AWARD HONOREES EVEN MORE IMPRESSIVE: NOT ONLY HAVE THEY EVOLVED WITH THE TIMES, BUT THEY’VE ALSO CONTINUED TO OPERATE AT A HIGH LEVEL THROUGHOUT.”**

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## NOMINATION REQUIREMENTS

- All nominations must be submitted by a peer of the nominee. No self-nominations at this time.
- All nominees should still be actively working.
- Each entry must be submitted online. Once all entry information is prepared, you can submit your entries online through our submission portal. All entries must be submitted and paid for online. You may input your entry information and save as a draft to return at a later date to submit payment. Credit cards accepted include Visa, Mastercard and American Express. Entries that are not paid prior to judging will not be considered.
- MM+M reserves the right to publish information about the nomination if the individual is chosen as a Pinnacle honoree. If any information in your nomination must be kept confidential, please use the Confidential Information section on the nomination form, and only the MM+M's editorial team will see it. This includes the headshot.
- All nomination forms must be submitted with a high-quality headshot of the nominee. All headshots should be color, at least 300 dpi and, preferably, professionally shot. Images should be no smaller than 3" by 3". File size should not be less than 300 KB.

## ENTRY PRICING

Standard Entry Fee: \$310  
Late Entry Fee: \$330

### KEY DATES

The entry deadline is Monday, November 27, 2023, 11:59 p.m. ET.

Late entries will be received until Thursday, December 7, 2023, 11:59 p.m. ET. However, those entries received after November 27 will incur a late fee of \$20 per entry.

Finalists will be announced on February 7, 2024.

## ENTRY FORM

- Business relationship to nominee
- Why should MM+M consider this nominee?  
Word count: 300
- Explain how this nominee has been a standout in the industry throughout the decades or an agent for change at their current or previous place of work.  
Word count: 200
- How has this nominee made a wider contribution to the medical marketing industry?  
Word count: 200
- Support material

[Click here](#) to view the MM+M's Pinnacle Awards 2024 submission page.