



SHOWCASE AWARDS

SHOWCASE AWARD APPLICATION INSTRUCTIONS

1. Applications are due July 15, 2023.
2. Type your responses in Word, save your document as a PDF, and submit to smartrural@ntca.org.
3. Please limit the narrative responses to the application question to 2,000 words (cumulative). Letters of recommendation and other materials do not count toward this limit. *Applications whose length exceeds these limits may not be considered.*
4. Successful applicants will be required to register in the Smart Rural Community program *before the conferment of an award.*
5. Contact smartrural@ntca.org if you have any questions or need additional information.

APPLICATION ON FOLLOWING PAGES



SHOWCASE AWARDS

SHOWCASE AWARDS APPLICATION

Company name:

Company address:
Street
City, State Zip

Company Phone:

Company URL:

Size of service area (square miles):

Population of service area:

Contact name:

Contact email:

Contact phone:

Continued on the next four pages.



SHOWCASE AWARDS

1. **ACHIEVEMENT** (25 points)

Describe the following:

- Technology platforms deployed in your network.
- Capabilities offered to residential and business customers.
- Take rates for broadband service.
- Challenges faced deploying advanced broadband network services.
- Special conditions or local needs the company addressed in pursuing increased adoption rates.

State whether you offer a standalone broadband service.

Submit your answer here.



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2. IMPACT (25 points)

Describe the difference that broadband has made in your community. Where appropriate or possible, quantify these impacts on other industries, including:

- Agriculture
- Economic development
- Education
- Government services
- Health care
- Public safety

Share anecdotal case studies. Explain how the company presents itself to the community, *i.e.*, as a solutions provider instead of a service provider, and share examples supporting these statements. Consider the impact your company has had not only on your local community but on regional efforts, as well.

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3. COLLABORATION (25 points)

Describe how the company worked with and collaborated with other local leaders. These efforts may include, but need not be limited to:

- Developing and deploying innovative broadband-enabled solutions.
- Community-building efforts.
- Leadership and training.
- Targeted programming for youth, the elderly, and the underserved.

These accounts may include strategic efforts undertaken at a broad, community-overview level and the development of company-led efforts to implement specific technical solutions.

Submit your answer here.



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4. IN THEIR OWN WORDS (25 points)

Use this section to provide customer testimonials and reflections on the difference broadband has made in your customers' engagement with school, work, health care, and other applications. These may be presented as letters, video or other formats. Include at least three letters of recommendation from community members or leaders.

Submit your answer here.