



ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS Call for Nominations

2027 Trailblazer Award for Impactful Contributions in Marketing

Complete Nominations Due: October 5, 2026, 5:00 p.m. CST

Overview

The Association of Collegiate Marketing Educators (ACME), an affiliate of the Federation of Business Disciplines (FBD), invites nominations for the 2027 Trailblazer Award. ACME is a professional organization founded to encourage exploration and development of superior marketing practices from academic and practitioner perspectives. In line with ACME's objectives, the ACME Trailblazer Award honors academic faculty for their illustrious contributions to the marketing discipline over a long and established career.

The award comprises a complimentary conference registration and one night of lodging provided by ACME, a plaque, and recognition at the ACME Annual Conference, to be held in Dallas, Texas, on March 10-13, 2027 (please [CLICK HERE](#) to see the complete Call for Papers).

Eligibility

- The nominee must have a terminal degree and have been active in academia for at least 20 years.
- The nominee must be a highly recognized, inspirational figure in the field of marketing through their impactful research contributions. This impact will be measured in terms of (1) the number of premium (A*, A+) publications and (2) citations garnered over the lifetime (with an H Index of 40 or above – Truly exceptional range).
- The nominee should be a currently active marketing academic.

Current ACME officers are not eligible for consideration. You may also nominate your colleagues with written consent from them.

Application Process

Nominations and all supporting materials should be submitted electronically via Microsoft's Conference Management Toolkit (CMT) for the conference **by October 5, 2026, at 5:00 pm CST**. The nomination package should include:

1. **Statement of Eligibility** (limited to two pages): A narrative statement providing details about the applicant's eligibility for consideration for the ACME Trailblazer Award. This

statement should provide evidence of the nominee’s status as a trailblazer in the field of marketing. In addition, the statement should also include a reference to how the nominator is associated with the nominee.

2. **Supporting documentation:** Documentation from reliable sources that support the accomplishments outlined in the statement of eligibility.
3. **Recent CV:** The nominee’s recent curriculum vita, including the date of award of the doctoral degree.

Submit one consolidated PDF file of the above-listed nomination materials by **October 5, 2026**, at **5:00 pm CST**, via Microsoft's Conference Management Toolkit (CMT) (CLICK [HERE](#)).

To submit your application:

- Click on the “Create New Submission” tab and select “Awards Application Track.”
- At bottom of the page, choose the TRAILBLAZER AWARD listed as the subject area.
- Upload or drag and drop your files, then click Submit.

Please ensure that your submission and uploaded files clearly indicate the award for which you are being considered. **Name your file** “[ACME Trailblazer] [space] [nominee’s first name] [space] [nominee’s last name].”

Review Process

The selection committee will be appointed by the ACME officers and chaired by a member of the ACME Board of Directors. The committee will review all nomination materials and select one individual to be honored at the ACME Annual Conference. The award recipient will be notified by **January 20, 2027**.

Requirements for Award Recipient

The award recipient is required to:

- Serve as an in-person plenary speaker during the ACME 2027 Conference,
- Attend the ACME Awards Luncheon and Business Meeting on March 12, and
- Be a mentor/speaker during 1-2 sessions organized by ACME for its membership, held via Zoom, during the Fall 2027 semester.

Questions?

If you have questions about the award or the selection process, please contact:

Lili Gai, Ph.D. Immediate Past President and Board of Directors Member,
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or

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