

The 2009 IMC Market Research Innovation Prize

The 2009 IMC Innovation Research Prize will be awarded to a manufacturing organization that demonstrates the greatest product innovation/development need that is judged to provide potential for significant impact to Pennsylvania and IMC's local economies and employees. The prize will provide support for a new innovations project or product design effort using one or more market research methods and strategies⁽¹⁾ to enhance the awardees revenue and profit growth or provide greater competitiveness.

Nominating Criteria

Anyone may nominate a manufacturing business for the Innovation Research Prize. The nomination may be made by the entrepreneur, business owner, manufacturing entity, itself or other interested individuals.

Eligibility

- Project need must be related to market or product research or intelligence gathering pertaining to the development of a business opportunity for a new product or market.
- Headquarters or major operating unit should be in the 12 county IMC area.⁽²⁾
- Qualify as a manufacturer as classified by SIC/NAICS designation.
- Produce a good or product or be in development of strong product concept.
- Be in good standing with the Commonwealth of Pennsylvania.

⁽¹⁾Market research will be provided by Diagnostics Plus, Inc. a market research firm located in State College, PA.

⁽²⁾The 12 county IMC area includes Bedford, Blair, Centre, Clinton, Huntingdon, Juniata, Lycoming, Mifflin, Montour, Northumberland, Snyder and Union.

The Nomination Form

- 1) Enter the name, title, organizational affiliation, telephone number and complete mail address of the person making the nomination.
- 2) Indicate the complete name of the company. Indicate the name of the person responsible for the company's operations or the product manager.
- 3) Please include a statement about the company including its history in Pennsylvania, employment level and products. Attach appropriate documentation if available.
- 4) As finalists' references may be contacted for verification of programs, activities and accomplishments, please choose a reference who is familiar with and can be available to discuss the company's activities.
- 5) This form may be completed online at the IMC website (http://www.imcpa.com/news/news_index.shtml) or in print. All applications are due to the IMC by January 15, 2009 and the prize will be awarded in February 2009.
- 6) Incomplete or late applications will NOT be considered.

Assessment Criteria

- 1) What research or market intelligence need(s) do you want to address? Describe this need, and explain the problem or opportunity that the proposed project will address and how it will assist you in your product/innovation efforts.
- 2) How will this information help you?
- 3) What result or outcome is of importance to you?
- 4) How will it benefit the various Pennsylvania stakeholders (customers, employees, local economies) such as adding value for customers, enhancing quality of life for employees and contributing to society?
- 5) How will you use the information to improve or challenge your current practices in the development of new products and processes?

Selection Process

Nominations will be reviewed and the recipient for each prize selected by a panel of judges chosen by IMC in its sole discretion. Finalists may be required to present their proposed concept and discuss their need and/or scope of work to the panel. Winner will be selected through a competitive judging process in January, and will be publicly announced during a presentation in February 2009.

Presentation of the Prize

The prize may be presented at a special ceremony.