

Nomination Form – Innovative Product

***The manufacturer and product name provided will appear as is on the Award.**

1. Contact information:

Name:

Company:

Email Address:

Phone Number:

2. Product Information:

a. Product name:

b. Name of manufacturer:

c. When was this product launched?

d. Product description: (up to 75 words)

3. How does this product demonstrate innovation? Highlight the most unique features: (up to 250 words)

a. Aspects of newness:

b. Applicability/usefulness:

c. User-friendliness:

d. Design and style:

4. Identify the benefits for the end-user and reseller: (up to 150 words)

5. Describe the market impact (consumer or channel acceptance, sales performance, media coverage, etc.): (up to 150 words)

6. Describe the marketing support you offer and/or initiatives you have to promote the product: (up to 250 words)

Supporting Materials

Please provide files, links, and samples to support your submission and provide more information to the judges: Video and Website pages describing the product and its features or marketing initiatives (no more than 3 links); PDF files with product and marketing details (no more than 3 pages). **All submissions must be made electronically.**

*Supporting files are NOT required in both official languages.

Send product samples to:

Attention: COPA Awards Committee
101 - 1335 Morningside Ave.
Scarborough, ON M1B 5M4
Canada