



Connecting Innovators Worldwide

PDMA Corporate Membership Benefits

Offering	Included	Optional
Discounts on Educational Programs offered (up to 50% off of list price)	<ul style="list-style-type: none"> • Access to discounted rates for in-house training delivered by PDMA qualified instructors • Access to discounted on-line training as needed for individual designated members • Current course offered is NPD Training (others are in development) 	<ul style="list-style-type: none"> • Training courses offered at PDMA corporate headquarters (30% off of normal pricing)
Employee Membership	<ul style="list-style-type: none"> • Includes Visions publication (with articles written by expert practitioners) • JPIM - highly regarded academic journal • Discount on PIM Conferences • Full website access • Discounts on local chapter meetings • Discounts on NPDP Certification 	<ul style="list-style-type: none"> • PDMA will support the development of a local chapter, if a local PDMA chapter is not already in place (in partnership with the corporate member)
Innovation Standards	<ul style="list-style-type: none"> • 30% off the price of standards (normally \$800) to corporate members • Free consultation to help understand the standards (first consultation only) 	<ul style="list-style-type: none"> • 20% off of consulting or training fees to help company incorporate standards and get accredited
Outstanding Corporate Innovator (OCI)	<ul style="list-style-type: none"> • Preferred access to OCI winners to get first hand perspective on best practices for new product innovation 	<ul style="list-style-type: none"> • Onsite tours of OCI winner can be arranged, at the option of OCI winner (costs of visit paid by corporate member)
PDMA Annual Benchmarking Study	<ul style="list-style-type: none"> • Free participation in Annual Benchmarking Study and free industry report of aggregated findings (not-industry specific) • Only corporate members will be solicited for questions to potentially include in future benchmarking surveys 	<ul style="list-style-type: none"> • Report provided which compares company to industry on relevant innovation attributes (\$2,500: 75% off of non- corporate membership rate)
Corporate Advisory Committee		<ul style="list-style-type: none"> • One designated individual per company can join the PDMA Advisory Board where members can share ideas and influence PDMA's future direction. Optional meetings will be held twice a year.
Cost per Year	<ul style="list-style-type: none"> • \$10,000 for up to 100 employee members • \$20,000 for up to 250 employee members • \$30,000 for up to 500 employee members • \$50,000 for up to 1000 employee members 	<ul style="list-style-type: none"> • It will be responsibility of PDMA to maintain and monitor individual employee memberships