



Global **gia** sponsor and organizer

The world's leading awards program honoring overall excellence, business innovation and creative merchandising in homegoods retailing.

www.housewares.org/gia

International Housewares Association (IHA)/International Home + Housewares Show, Chicago

IHA, together with the initial group of magazine sponsors from 13 countries, officially launched **gia** in January 2000 with the goal of honoring excellence in homegoods retailing around the world. Today, **gia** is the most recognized, high-profile awards program for homegoods retailers anywhere around the globe.

National sponsors

Leading industry trade publications reaching close to 40 countries.

Eligible retailers

Financially stable home & housewares retailers with at least two years in business are eligible for the **gia** award in these categories:

- Small independent retailers
- Large independent retailers/department stores
- Large format retailers

Evaluation criteria

- Mission Statement, Vision, Strategy
- Store Design, Layout and Floor Plan
- Visual Merchandising, Displays and Window Displays
- Marketing, Advertising and Promotions
- Customer Service and Staff Training
- Innovation

Benefits to **gia** winners

Extensive publicity (national/international)

- Recognition as a retail leader
- Enlarged customer base and potential sales growth
- Networking with other **gia** winners
- Opportunity to learn and improve one's retail operation
- High visibility at the International Home + Housewares Show

gia's global reach

- Over 20 winners from countries on five continents
- 5 Global Honorees
- 1 Martin M. Pegler Award for Excellence in Visual Merchandising
- 1 **gia** Digital Commerce Award for Excellence in Online Retailing

gia at International Home + Housewares Show

The national winners are invited to attend the International Home + Housewares Show. At the Show, all winners will be honored at a festive awards dinner together with five Global **gia** Honorees who will be selected from within this group by a special global jury.

gia programs and winners' visibility at the Show

- A special **gia** winners' photo display in the main Show area
- Large **gia** winner banners in the walkway between two main exhibit halls
- A presentation at the **gia** dinner
- Special recognition on entrance badges
- Photo opportunities
- Store introduction on IHA's website for the worldwide housewares press

About the International Home + Housewares Show

World's leading housewares-specific trade fair taking place in Chicago each March
Exhibitors: 2,100 from over 40 countries
Attendees: 60,000 from over 120 countries



march 5 - 8 • chicago
www.housewares.org

IT'S smart



INTERNATIONAL HOUSEWARES ASSOCIATION®
the home authority