

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

TheInspiredHomeShow.com/Awards/gia-Retailing

Global *gia* sponsor and organizer:

International Housewares Association (IHA)/The Inspired Home 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 over 50 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 Inspired Home Show

***gia*'s global reach:**

- Over 30 winners from countries on six 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 The Inspired Home Show:**

The national winners are invited to attend The Inspired Home Show. At the Show, all winners will be honored at a festive awards dinner together with five *gia* Global 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
- A presentation at the *gia* dinner
- Special recognition on entrance badges
- Photo opportunities
- Store introduction on IHA's website for the worldwide housewares press