

# New Product Showcase + IHA Global Innovation Award



Enter the New Product Showcase and be eligible for a *gia* award

**Entry Deadline: January 18**



IT'S **SMart**

# NEW PRODUCT SHOWCASE

Located in the Buyers Clubs, the New Product Showcases are seen by a captive audience of buyers and media only – and not your competitors.

- 80% of buyers surveyed said they planned to visit the Showcases.
- 45% of the companies participating in the New Product Showcase have been featured in news media coverage of the Show.

Globe watering can



Messy Mutts travel water bottle & bowl



Flex - toilet brush



Titan - trash compactor



## Enter the New Product Showcase and be eligible for an IHA Global Innovation Award (*gia*)

- The **New Product Showcase** is the **entry point** to be judged for a ***gia* award** for product design.
- All products submitted to the New Product Showcases by the **January 18** deadline are entered in the *gia* competition.
- Products entered after **January 18** will not be eligible for the *gia* but will be placed in the Showcases.
- **\$300 per product entry.**

## Entry Benefits:

- Products are featured according to category in one of the three Show halls.
- Products are included in the Pre-Show Buyer & Media Alert email.
- Buyers are able to scan products in each of the showcases. Post-Show, you will receive a list of those buyers who scanned your product, including their email address, and buyers will receive a list of the products they scanned.

Products will be featured throughout the year at  
[www.housewares.org/marketing/newproductshowcase/display](http://www.housewares.org/marketing/newproductshowcase/display)

# Attract Buyer & Media Attention

Deadline for entering the New Product Showcase and eligibility to win an IHA Global Innovation Award (gia) is **January 18**.



## Win a Coveted IHA Global Innovation Award (gia)

- Since its inception in 2000, the IHA Global Innovation Awards (gia) have grown into the world's most prestigious honor in housewares retail and product design excellence. Your company has the opportunity to earn this special distinction, bringing media coverage and exposure to your design efforts.
- Products entered in the New Product Showcase by the deadline are judged by a panel of experts that includes designers, retailers and news media. Product finalists selected will be announced prior to the Show and will be featured in each Buyers Club and in the IHA Global Innovation Awards display.
- Finalists will gather on Saturday, March 2 at the Radisson Blu for an exciting evening honoring the best in product innovation and the announcement of Global Honorees in each of the 13 categories.  
*(See awards criteria on back page)*



For complete details, please visit  
[www.housewares.org/marketing/newproductshowcase](http://www.housewares.org/marketing/newproductshowcase)

## AWARDS CRITERIA

Products must be new to the International Home + Housewares Show and are not required to currently be on the market. Prototypes will be accepted. Enter products by the deadline, **January 18, 2019**, to be considered for a **gia award**.

### Judges will evaluate submissions according to the following criteria:

#### Innovation

Product presents an original concept, employs new technology or materials or offers new functionality or benefits compared to existing products.

#### Appearance

Product appearance differentiates an appealing alternative to existing products in form, color, texture or material.

#### User Benefits

Product demonstrates enhanced functionality and additional user comfort, safety or convenience over existing products.

#### Ecological Responsibility

Product is distinguished because of the materials or processes used in production, distribution or packaging; because of its impact on user behavior for conserving natural resources; or because of its contribution to improving social conditions.

#### Market Impact and Positioning

Product offers unique price/value alternative in its market positioning.



### Categories

- Bath + Personal Care
- Cleaning
- Cook + Bakeware
- Home Décor + Gifts
- Home Organization + Storage
- Household + Home Electrics
- Kitchen Electrics
- Kitchen Hand Tools + Cutlery
- Kitchenware
- Personal Electrics
- Pet Products
- Smart Home Products
- Tabletop

For complete details, please visit  
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