

gia[®] global
innovation
awards

home + housewares
product design excellence



2024 NEW PRODUCT SHOWCASE

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

ENTRY DEADLINE:
February 2, 2024



THE
INSPIRED
HOME
SHOW[®] | IHA's GLOBAL HOME +
HOUSEWARES MARKET

MARCH 17-19, 2024

McCormick Place | Chicago

SUNDAY • MONDAY • TUESDAY

80%

OF BUYERS SURVEYED
SAID THEY PLANNED
TO VISIT THE NEW
PRODUCT SHOWCASE

45%

OF THE COMPANIES
PARTICIPATING IN THE
NEW PRODUCT
SHOWCASE HAVE BEEN
FEATURED IN NEWS
MEDIA COVERAGE OF
THE SHOW

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.

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

- The New Product Showcase is the entry point to be judged for a *gia* Award for Product Design Excellence.
- All products submitted to the New Product Showcase by the February 2 deadline are entered into the *gia* Awards program.
- Products entered after February 2 will not be eligible for the *gia* but will be displayed in the New Product Showcases.
- **\$325 per product entry (Members)**
\$425 per product entry (Non-Members)

Entry Benefits:

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

ENTRY DEADLINE TO BE ENTERED INTO THE *gia* AWARDS:
February 2, 2024



gia[®]



GLOBAL INNOVATION AWARDS **PRODUCT DESIGN EXCELLENCE**

Win a Prestigious IHA Global Innovation Award (gia)

The IHA Global Innovation Awards (*gia*) honor groundbreaking innovation and breathtaking design in home + housewares products. Products receiving this distinction are consistently sought after by both retailers and media searching for the newest and most exciting creations in the industry.

How It Works:

- All products entered into the New Product Showcase by February 2 will automatically be entered into the *gia* Awards program.
- A panel of experts that includes designers, retailers and news media will determine five finalists in each of 14 categories.
- These finalists will be showcased in displays at The Inspired Home Show in the Buyers Clubs as well as in a brand-new *gia* exhibit in the Grand Concourse Lobby.
- Finalists will be invited to the *gia* Dinner and Awards Gala on Sunday March 17 at the Radisson Blu Aqua, where we will reveal a single Global Honoree in each product category.

For complete details, visit [**TheInspiredHomeShow.com/gia-product**](http://TheInspiredHomeShow.com/gia-product)



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**Five Finalists and one
Global Honoree will be
awarded in each of
14 CATEGORIES:**

Bath + Personal Care

Cleaning

Cook + Bakeware

Home Décor + Gifts

**Home Organization
+ Storage**

Household + Home Electrics

Kitchen Electrics

**Kitchen Hand Tools
+ Cutlery**

Kitchenware

**Luggage, Travel Goods
+ Accessories**

Pet Products

Smart Home Products

Sustainable Products

Tabletop

For complete details, visit
[TheInspiredHomeShow.com/
gia-product](https://TheInspiredHomeShow.com/gia-product)

ENTRY CRITERIA

All products submitted for the New Product Showcase and for a *gia* award must meet the following criteria:

- Product must be new to The Inspired Home Show.
- Product is not required to be in-market; prototypes are acceptable

Timing:

- All products submitted for the New Product Showcase by February 2 are automatically entered into the *gia* Awards program. No additional action is required.
- Products submitted after the February 2 deadline are still eligible to be included in the New Product Showcase.

gia Judging Process:

Our *gia* panel of experts will review all products submitted by the February 2 deadline and evaluate them based on the following:

Innovation

Product presents an original concept, employs new technology or materials or offers unique 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.



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