

# *new product* showcase

*gia*<sup>®</sup> global  
innovation  
awards

home + housewares  
product design excellence

Enter the New Product Showcase and be eligible for a *gia* award  
Entry Deadline: January 21



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

March 5 - 8, 2022  
McCormick Place | Chicago, USA

# 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 New Product Showcase.

## 45% of the companies participating

in the New Product Showcase have been featured in news media coverage of the Show.

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

- 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 Showcase by the January 21 deadline are entered in the gia competition.
- Products entered after January 21 will not be eligible for the gia but will be placed in the showcases.
- **\$325 per product entry (Members)**  
**\$425 per product entry (Non-Members)**

## Entry Benefits:

- Products are featured according to category in one of the three exhibit 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.





# *gia*® Product Design Excellence

## *gia*® global innovation awards

home + housewares  
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 January 21 will automatically be considered for a *gia*.
- 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 Saturday, March 5 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)



# Entry *Criteria*

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

- Product must be new to The Inspired Home Show – not previously shown at the International Home + Housewares Show
- Product is not required to be in-market; prototypes are acceptable

## Timing:

All products submitted for the New Product Showcase by January 21 are automatically entered into the *gia* judging program. No additional action is required.

Products submitted after the January 21 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 January 21 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.



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

## 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
- Personal Electrics
- Pet Products
- Smart Home Products
- Sustainable Products
- Tabletop



6400 Shafer Court, Ste. 650  
Rosemont, IL 60018 USA  
Tel: +1 847.292.4200  
[TheInspiredHomeShow.com](http://TheInspiredHomeShow.com)