

<b>Global <i>gia</i> sponsor and organizer</b>	International Housewares Association (IHA)/International Home + Housewares Show, Chicago  IHA, together with the initial group of magazine sponsors from 13 countries, officially launched <i>gia</i> in January 2000 with the goal of honoring excellence in homegoods retailing around the world. Today, <i>gia</i> is the most recognized, high-profile awards program for homegoods retailers anywhere around the globe.
<b>National sponsors</b>	Leading industry trade publications reaching close to 40 countries.
<b>Eligible retailers</b>	Financially stable home & housewares retailers with at least two years in business are eligible for the <i>gia</i> award in these categories: <ul style="list-style-type: none"> <li>• Small independent retailers</li> <li>• Large independent retailers/department stores</li> <li>• Large format retailers</li> </ul>
<b>Evaluation criteria</b>	<ul style="list-style-type: none"> <li>• Mission Statement, Vision, Strategy</li> <li>• Store Design, Layout and Floor Plan</li> <li>• Visual Merchandising Displays and Window Displays</li> <li>• Marketing, Advertising and Promotions</li> <li>• Customer Service and Staff Training</li> <li>• Store Innovation</li> </ul>
<b>Benefits to <i>gia</i> winners</b>	<ul style="list-style-type: none"> <li>• Extensive publicity (national/international)</li> <li>• Recognition as a retail leader</li> <li>• Enlarged customer base and potential sales growth</li> <li>• Networking with other <i>gia</i> winners</li> <li>• Opportunity to learn and improve one's retail operation</li> <li>• High visibility at the International Home + Housewares Show</li> </ul>
<b><i>gia</i>'s global reach</b>	<ul style="list-style-type: none"> <li>• Over 20 winners from countries on five continents</li> <li>• 5 Global Honorees</li> <li>• 1 Martin M. Pegler Award for Excellence in Visual Merchandising</li> </ul>
<b><i>gia</i> at International Home + Housewares Show</b>	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 <i>gia</i> Honorees who will be selected from within this group by a special global jury.
<b><i>gia</i> programs and winner's visibility at the Show</b>	<ul style="list-style-type: none"> <li>• A special <i>gia</i> winners' photo display in the main Show area</li> <li>• Large <i>gia</i> winner banners in the walkway between two main exhibit halls</li> <li>• A presentation at the <i>gia</i> dinner</li> <li>• Special recognition on entrance badges</li> <li>• Photo opportunities</li> <li>• Store introduction on IHA's website for the worldwide housewares press</li> </ul>
<b>About the International Home + Housewares Show</b>	World's leading housewares-specific trade fair taking place in Chicago each March Exhibitors: 2000 from over 35 countries Visitors: 60,000 from over 120 countries