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ICONHONORS.COM

FOR IMMEDIATE RELEASE

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ICON HONORS 2016: THE CALL FOR ENTRIES OPENS NOW
Competition for Top Achievement in the Home and Gift Industry's
Most Celebrated Recognition

ATLANTA, December 8, 2015—The **ICON HONORS 2016** Call for Entries opens today in a three-month run extending to all who will compete for top recognition in the home and gift industry's highest and most celebrated mark of achievement.

Retailers, manufacturers, sales agencies and service providers all are eligible to pursue **ICON HONORS** recognition in a broad field of 16 distinct categories of competition. The 2016 Call for Entries is offered exclusively online with all submissions and nominations made at ICONHONORS.COM through March 14, 2016.

ICON HONORS is produced and staged by AmericasMart® Atlanta in exclusive partnership with the Gift & Home Trade Association (GHTA) and Progressive Business Media, and in affiliation with Gift For Life.

With a coterie of more than 60 Honorees named over its first six years—from every dimension of the home and gift industry—**ICON HONORS** in 2016 will again recognize the highest levels of achievement from a diverse field of submissions and nominations. **ICON HONORS** are conferred annually in July in conjunction with The Atlanta International Gift & Home Furnishings Market® on what is universally recognized as the most anticipated and important night in the home and gift industry.

The four **ICON HONORS** recognition categories, with their individual subsections, include:
INNOVATION

Innovation 1: Technology Innovations/Marketing; Technology Innovations/Networking; and Technology Innovations/Selling.

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Innovation 2: Product Innovations/New Products; Product Innovations/Redesigned Products; and Product Innovations/Licensed Products.

Innovation 3: Packaging Innovations/New Designs; Packaging Innovations/New Material; and Packaging Innovations/Eco-Friendly.

CONTRIBUTION

Contribution 1: Community Influence/Business Development and Community Influence/Outreach.

Contribution 2: Industry Influence/Leadership and Industry Influence/Cause-Related Product.

BRANDING

Branding/Identity: Brand Identity Development/Brand Launch; Brand Identity Development/Brand Continuity; and Brand Identity Development/Rebranding.

ACHIEVEMENT

Achievement 1: New Achiever.

Achievement 2: Career Achiever.

ICON HONORS additionally confers special recognition through the Lifetime Achievement Honor, AmericasMart Medal of Excellence Honor and The GHITA/Gift For Life Honor of Excellence. These Honors are conferred at the sole discretion of the **ICON HONORS** governing board representing the partners. Those individuals and entities named as Honorees in this level of recognition include LEE Industries, Howard Henschel (The Norman Group), RM Innovation, Hallmark, Barbara Bradley Baekgaard (Vera Bradley), catstudio, Century Furniture, Restoration Hardware, The Museum of Modern Art (MoMA) Retail, Anthropologie, the Williamsburg Brand of The Colonial Williamsburg Foundation and others.

Honorees are selected through extensive adjudication by highly qualified experts drawn from the world of design, manufacturing and product development.

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