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HOME & GIFT INDUSTRY CALL FOR ENTRIES NOW OPEN ICON HONORS 2017 Accepting Entries for the Industry's Most Celebrated Recognition

ATLANTA, October 17, 2016—The ICON HONORS Call for Entries opens today launching the 2017 competition for the home and gift industry's most celebrated and recognized mark of achievement.

Competition for ICON HONORS recognition is open to the home and gift industry at large across all categories of trade and product and service sectors, including the design community. Retailers, manufacturers, sales agencies and service providers are eligible to compete in a broad field of 16 distinct **ICON HONORS** categories. The 2017 Call for Entries is offered exclusively online with all submissions and nominations made at ICONHONORS.COM through March 13, 2017.

"ICON HONORS marks the extraordinary achievements of those who dare to reach beyond ordinary circumstances and conditions," notes Jeffrey L. Portman, Sr., vice chairman, president and chief operating officer of AmericasMart Atlanta and ICON HONORS founding partner. "Year after year, ICON HONORS gives voice to the dreamers, creators, achievers and change-makers who give the home and gift industry purpose and hope for the future. That is its mission and essential contribution to the industry we love," adds Portman.

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 65 Honorees named over its first seven years—from every dimension of the home and gift industry—**ICON HONORS** in 2017 will again recognize superior achievement from a diverse field of submissions and nominations. **ICON HONORS** are

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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.

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 GHTA/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, Douglas Self of jdouglas, 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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About AmericasMart® Atlanta

AmericasMart Atlanta is the nation's only global wholesale marketplace housing the world's single-largest collection of home, gift, area rug and apparel merchandise. The largest of AmericasMart's 16 annual Markets and shows, The Atlanta International Gift & Home Furnishings Market and The Atlanta International Area Rug Market in January and July are the ignition switch for global retailing with buyers from every U.S. state and as many as 70 countries discovering product in more than 1,500 showrooms and more than 3,000 temporary exhibiting companies. [ICON HONORS](#), the home and gift industry's most celebrated recognition program, is produced and staged annually by AmericasMart.

Located in downtown Atlanta, the AmericasMart complex contains more than seven million square feet of space. It's a huge global stage on which manufacturers, designers and sales representatives unveil new lines, launch new designs and introduce new categories - all for the benefit of buyers seeking all that is fresh and first in the home, rug, gift and apparel arenas. For more information, please visit www.AmericasMart.com. Follow us @AmericasMartATL or @AtlantaApparel.

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