

ABOUT LIFE INSTYLE

Life Instyle is an exclusive showing of beautiful and stylish products in a calm and relaxed buying atmosphere for retailers, interior designers and decorators.

Life Instyle Sydney

16-19 February 2017
Royal Hall of Industries & Hordern Pavillion
Moore Park

Thursday 10am - 7pm
Friday 9am - 6pm
Saturday 9am - 6pm
Sunday 9am - 5pm

Presenting more than 350 exhibitors from around Australia and New Zealand, Life Instyle attracts top end/boutique trade visitors, stylists and interior designers/decorators to their trade event showings.

FIRST INSTYLE

First Instyle is a feature installation within Life Instyle. Showcasing new and emerging design talent from around the country, First Instyle provides a unique opportunity, for up-and coming designers to launch themselves into the retail market.

First Instyle provides its exhibitors the opportunity to present a sample selection of their products to top retail buyers. The First Instyle applicants must meet the selection criteria and conditions of entry.

Competition will be fierce to become one of the select group of emerging new designers to be accepted to participate in the First Instyle installation.

ELIGIBILITY

Open to Australian designers and manufacturers who are emerging and have limited exposure to exhibiting in trade fairs. (Importers and Students are not eligible).

Suitable products for showing in First Instyle include:

- Designer Homewares - ceramics, glass, textile art, tableware, small furniture items, lighting, stationery
- Fashion Accessories (jewellery, bags, etc)
- Kids Designs (from newborn to toddlers, limited clothes ranges, toys, interior decoration etc)

Please note that due to dimension limitations of the display plinth, items such as clothing, furniture /large textile cannot be considered.

SELECTION CRITERIA

Applicants will be selected if they can demonstrate:

- Products of a high quality aimed at the top end of the market
- Ability to fill orders at the completion of the event
- No more than 3 years business experience or limited exposure to trade fairs

Please note that applicants are limited to participation in two First Instyle installations only.

APPLICATIONS CLOSE: 17 DECEMBER 2016
(or until all spaces are filled)

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THE FIRST INSTYLE PACKAGE

If selected, the cost to participate in First Instyle is **\$2068.00** including GST. This amount is payable at the time of selection to secure a position.

First Instyle exhibitors will present their products on a gallery style plinth (see example below)

The stand package includes:

- A 2.4m high white back wall
- One wall mounted one arm light
- One exhibitor sign
- Public liability cover
- Publication listing within our event collateral

The event marketing collateral includes:

- **Look Book** – featuring a double page listing of all First Instyle exhibitors (no image included), distributed 1 month prior to the event
- **Handbook** - exhibitor business listing and one product image in the handbook distributed at the event
- **Website Listing** – Exhibitors receive a business listing with up to 5 images on the Life Instyle website – Exhibitor Directory

GALLERY PLINTH SPECIFICATIONS

- Your gallery style plinth is a hexagonal shape with sides each measuring 51cm.
- The dimensions are 1010mm x 895mm.
- A wall mounted image will sit approximately 600mm above the top of the plinth.
- Product displayed should be limited to the display area of your plinth and must not exceed 600mm height restriction.
- The plinth can support a maximum weight of 50kg.

