

life in style.

post show
report

melbourne
2019





thank you

A very big thank you to all the brands and retailers who continue to make Life Instyle Melbourne one of Australia's favourite trade shows.

This year, with demand for new at an all time high from retailers, we were excited to welcome over 148 new brands who made their debut at Melbourne 2019, including 71 First Instylers.

We also introduced our new exhibitor community space "The Neighbourhood" to the Melbourne event. For 2019 the theme was "A Conscious Community" - and in partnership with The Green Hub we showcased 14 makers with a shared vision for a sustainable future and to drive positive change for the world with integrity and style.

The Life Style Edit and The Little Mag also returned to Life Instyle for the second time this year, as hosts for The Studio - our live photographic studio space. Each day these expert stylists and photographers created a number of new sets to shoot and showcase our exhibitor's products. We continue to share these beautiful images across our platforms and with those who were lucky to be included.

The line-up of speakers and topics in the Conversation Series just keeps getting better each year, reflected by our highest attendee numbers in Melbourne so far. And the business education didn't stop there. This year we also launched The Business Couch in partnership with The Lotco, providing both retailers and exhibitors with the complimentary opportunity for a half hour one on one

with the retail mavens across a broad range of business topics, with sessions booking out in record time!

While our pre-registration increased by 4% in the lead-up to the show, unique visitor numbers on the day dipped slightly from 2018 (4% across the 4 days) but the buzz on the show floor and feedback from exhibitors was promising that the quality still remains high.

Visitor satisfaction, increased 9% from 2018 as well as likelihood to attend next year, which shows positive signs for 2020.

Your feedback shows that post-show buying patterns continue to increase with many exhibitors still expecting more business to come-in off the back of the show and as you follow-up on the leads captured using the Emperia app. The number of leads captured continue to grow at each event, with over 80% of exhibitors using the app and 18,927 badge scans. That's potential for big business after the show!

As usual, our post-event surveys and conversations at the show have given us many insights and constructive feedback to build on for our 2020 event, and the team are already working to develop and execute a number of changes and new initiatives -to reflect the changing industry and its needs.

There is a lot going on for Life Instyle in 2020 and we can't wait to share these with you as we work together for a bright future.

FLYN ROBERTS
Exhibition Manager

The Life Instyle Melbourne 2019 Team:
(Front L to R) Rosie Oakshott, Lara Low, Sarah Emanuel, Sinead Kavanagh, Penny Pollard, Monique Parker
(Middle L to R) Emma Behrend, Flyn Roberts, Emily Wightman, Maya Oxford
(Back L to R) Phil Batty, Tom McAlister, Kane Langman, Charlotte Michalanne, James Guerin

01

show highlights

visitors
6,187

exhibitors
431



148 new brands
exhibited with us at
Life Instyle Melbourne
for the first time



71 emerging designers
debuted their business
with First Instyle



**11 Conversation
Series sessions**
designed to inspire
you & your business.



200 bottles of Posh Plonk
popped for Happy Hour
on Thursday & Friday
evenings.



18,927 badge scans
using the Emperia lead
tracker app



**31 business
consultations**
hosted by The Lotco on
the Business Couch



115 exhibitors snapped
in The Studio by the
The Life Style Edit and
The Little Mag



**A conscious community
of 14 brands showcased**
in The Neighbourhood

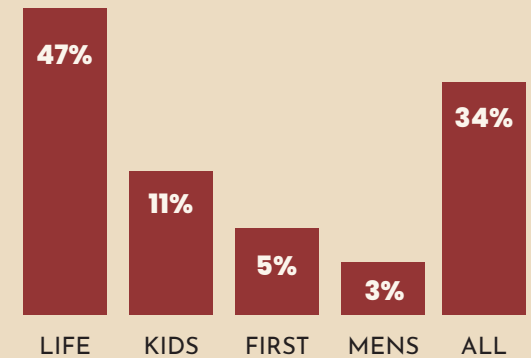


02

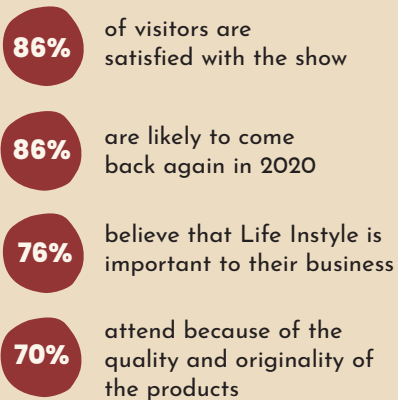
visitor insights



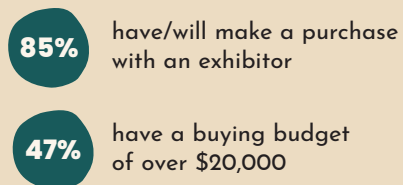
what they wanted to see.



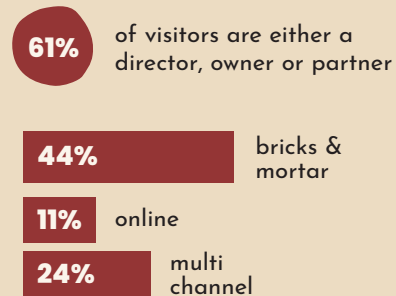
how they rate us.



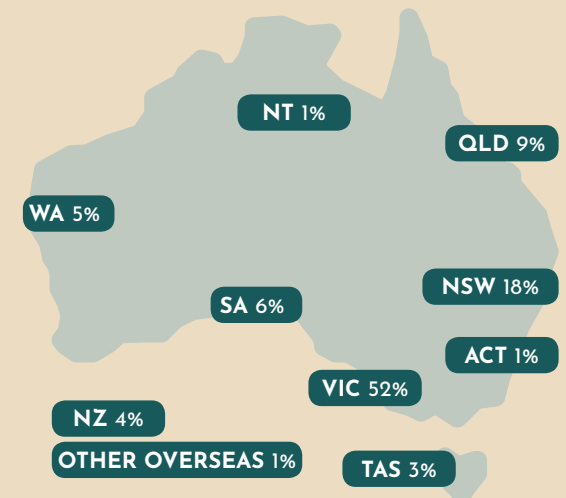
purchasing habits.



about their business.



where they came from.



03

what the buyers said

"loved the brands and the passion that everyone had for their product. a huge focus on sustainability, which was awesome"



"the elegant & historic location is a perfect foil for the presentation of bespoke products. event management was thoughtful with fresh flowers, comfortable furniture, glass of complimentary wine a lovely touch."

"just look at the other tired trade fairs - there's really no competition"



"quality is present every step of the way from pre-show communications to the standard of exhibitors... not to mention the spectacular venue!"

"not too big or overwhelming and I love that most are small business people like me, supporting each other in growing our business"



"my favourite show of the year. it never dissappoints."

04

exhibitor insights

what they thought.

- 72%** were satisfied with Life Instyle Melbourne
- 70%** are likely to exhibit again in 2020
- 70%** rate the quality of buyers as good to excellent

top reasons for exhibiting.

- 1** delivers MORE NEW LEADS than any other sales/marketing
- 2** delivers HIGHER QUALITY LEADS than any other sales/marketing option
- 3** participating ELEVATES MY BRAND STATUS



business conducted.

- 88%** of exhibitors are likely to conduct business with someone they met while at Life Instyle
- 83%** of exhibitors met new customers at the show
- 39%** up to \$10,000
- 26%** \$11,000 to \$50,000
- 9%** \$50,000 to \$100,000
- 4%** over \$100,000

05

what the exhibitors said

"the event was well managed from curating products, style, facilities (great coffee!), logistics and helpful staff."



"great ambience, relaxed and not chaotic like the other fairs"



"all the staff were really welcoming and helpful for our first show. the set-up, planning and venue were impressive."



"a collaborative group of like-minded people all pushing towards doing things better"

"a stunning event. classy, creative and lots of fun"



"great exposure over a four day period and good opportunity to connect and collaborate with other brands and retailers."

"for a boutique business like mine this is the only fair to consider."



06

community snapshot

direct marketing.



8,500
lookbooks sent
prior to event



5,500
handbooks
distributed at
the show



66,000+
email database



324,943 page views
on our website
during the campaign

social media following.



Life Instyle
19,035
Kids Instyle
7,149



Instagram
79,125



Pinterest
5,610 followers
15.5k monthly views



Twitter
4,435

with thanks to our event partners

T L S Ē

thelotco

the
little
MAGAZINE

JOCO

POSH PLONK®
THE GREEN HUB

beauty's
got
soul.

EVIES



life in style.

sydney 2020

21 - 24 febraury
ICC, darling harbour

melbourne 2020

31 july - 3 august
royal exhibition building, carlton

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