



THE NEIGHBOURHOOD

# Great Southern Land.

Welcome to The Neighbourhood, Life Instyle's home for a specially curated collection of like-minded brands.

With a unique theme each year, this space is dedicated to showcasing a mix of new and original Life Instyle brands focused around specific trends, themes and attributes, but as always with style.

**In 2021 our theme for The Neighbourhood is Great Southern Land and we are looking for like-minded brands inspired by and celebrating the unique spirit, landscape and culture of Australia.**

**life  
instyle.**

29 July – 1 August 2021

Royal Exhibition Building, Melbourne

# Celebrating the unique spirit, landscape and culture of Australia.

2020 has seen a movement for our community to come together, to support fellow Australians, to support local. Together we have battled drought, fires, floods, a pandemic and social injustice. Through it all we have stood side by side and embraced the true Australian trait of helping our neighbours. As we move into a new year we have the opportunity and momentum to look inward as a nation and unite as an industry to truly grow and celebrate the talent, innovation and spirit of makers and designers from within our own backyard.

Australian style comes from the unique spirit of our country and the people who inhabit it. We love beautifully made and designed Australian products utilising quality materials and craftsmanship, drawing inspiration from our landscapes and our stories. It is a style, much like our own lifestyle that is laid-back, yet adventurous, with an effortless individuality.

With this in mind, Life Instyle invites brands with like-minded values to apply for this year's Neighbourhood.

## What we're after in Melbourne.

The Neighbourhood's not just for anyone! We're looking for the best brands across ALL PRODUCT CATEGORIES, but with these attributes in mind...

**APPLY NOW**

- Inspired by or celebrating Australia
- Designed & Manufactured in Australia
- Support of local charities & community
- Use of natural Australian materials or ingredients where possible



The Neighbourhood, Great Southern Land – Sydney 2021

## Premium Location, Build & Marketing inclusions.

Unlike our standard build, this 3x3m hand selected position at the **front of the show** gets a little extra love with **custom walling, signage and paint**, ensuring every stand compliments the Neighbourhood theme.

Along with the addition of being featured in our Neighbourhood specific **marketing campaign and promotion**, you will also receive an individual Instagram post and upgraded exhibitor profile in our online directory.

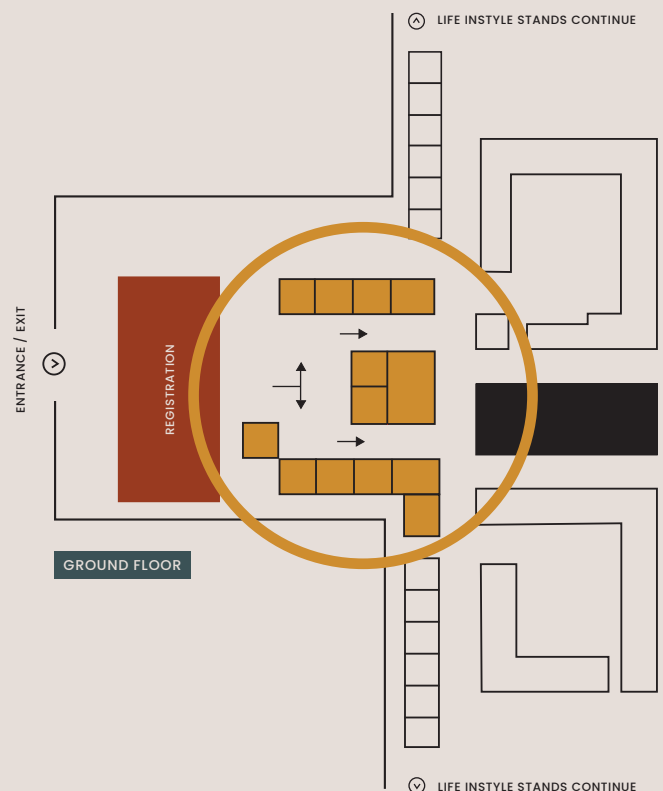
The Neighbourhood is the premium location and package to showcase your brand/product to over 7,000 retailers across 4 days of trade.

Package Price - \$6,670 + gst



Pictured : The Neighbourhood, Great Southern Land  
- Sydney 2021

## Floorplan.



## Sound like you? Then lets chat.

With a limited number of spaces available, The Neighbourhood is sure to sell-out fast. To be considered and for more information contact us;

**SINEAD KAVANAGH** | Sales Manager

T: 02 9422 8694 E: [sinead.kavanagh@reedexpo.com.au](mailto:sinead.kavanagh@reedexpo.com.au)