

life  
in style.

28 - 31 JULY 2022

MELBOURNE

DIGITAL &  
SPONSORSHIP  
OPPORTUNITIES



More than just a traditional trade show, Life Instyle connects a like-minded community of leading and emerging brands with Australia's professional retail industry through a multi-channel experience, layering the best of physical and digital opportunities to provide a platform for discovery, education, networking and inspiration anytime, anywhere.



# OUR COMMUNITY REACH



**6,000+**

EVENT ATTENDEES



**24,000+**

WEBSITE USERS PER  
MONTH



**22,000+**

EMAIL DATABASE



**21,000+**

FACEBOOK  
FOLLOWERS



**76.8k**

INSTAGRAM  
FOLLOWERS





A photograph of two women standing in a clothing boutique. The woman on the left has long blonde hair and is smiling, wearing a long white robe over a dark green dress. The woman on the right has dark hair and is also smiling, wearing a similar white robe over a white top. They are standing next to a white table that holds a large potted plant, a woven basket, a pair of brown shoes, and a tablet displaying a fashion website. In the background, there are racks of clothing and a mannequin. A large red banner with the word 'DIGITAL' in white capital letters is overlaid on the right side of the image.

# DIGITAL

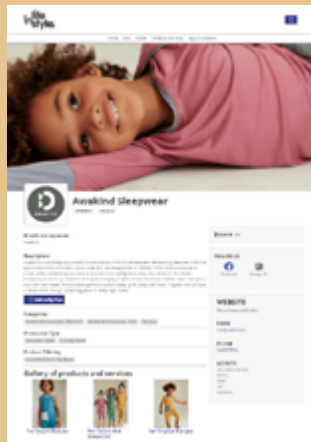
# WHAT'S ALREADY INCLUDED IN YOUR STAND PACKAGE?



## BRONZE WEBSITE LISTING

This is your profile in the Life Instyle Brand Directory, live on our website year round.

Showcase your brands and products, upload catalogues and link to your website and social channels.



## LOOK BOOK LISTING

This is your listing in Life Instyle's digital Look Book.

Released just weeks before the show, and promoted via email and social channels this is the industries sneak peek for the event and an important pre-planning tool.



## HANDBOOK LISTING

The Handbook is our more comprehensive book featuring show content, schedules and most importantly our exhibitors.

The Handbook will be available at the event for buyers to pick-up as they arrive. There will also be a QR code for buyers to scan if they prefer a digital version. Each exhibitor will receive 1 full page colour profile.



## EMPERIA

Forget business cards! Emperia is our lead scanning mobile app that helps you collect contact details for sales leads and connections made at the show.

Download and use on your own device to scan the badge of attendees, then download the data at the end of the show to build your own database for post event follow-up.



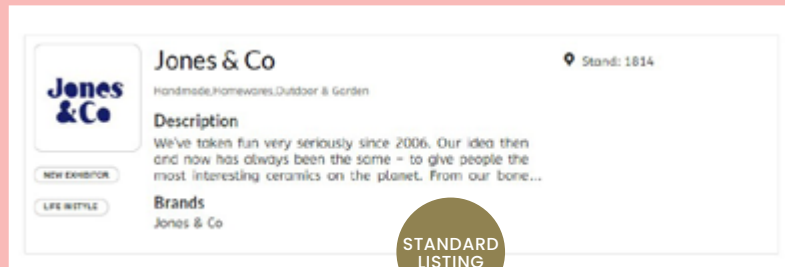
**Showing more than one brand on your stand?** You can purchase an additional listing package (website, lookbook and handbook) for \$665 +gst per brand.

# UPGRADE YOUR WEBSITE LISTING

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STANDARD

## BRONZE WEBSITE LISTING



### SILVER UPGRADE

On average drives 2.7 x more traffic to your profile

Includes:

- Premium Listing View
- Contact details
- Why Visit description
- 3 x product images

**\$297** + gst

*\* limited to 30 exhibitors*

### GOLD UPGRADE

On average drives 6.3 x more traffic to your profile

As per Silver plus:

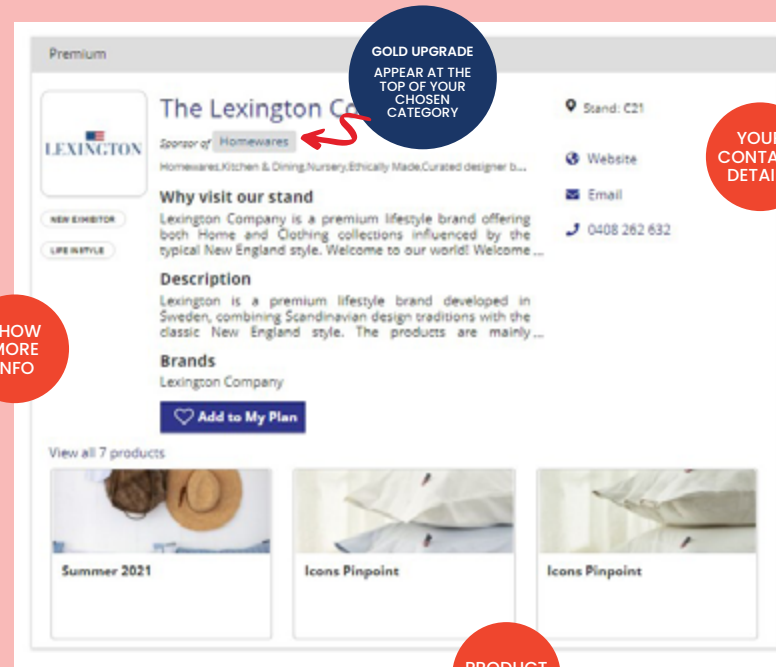
- Appear at the top of your chosen product category search
- Logo and link to profile on Life Instyle Home page

**\$510** + gst

*\* limited to 1 exhibitor per product category. Maximum 10 exhibitors*

UPGRADE

## SILVER & GOLD WEBSITE LISTING





# THE LOOK BOOK & HANDBOOK



Upgrade your exposure with an ad space or editorial to really make your brand shine!

## LOOK BOOK

**Editorial:** \$615 + gst  
*\*includes video link*



## HANDBOOK

**Full Page Ad:** \$975 + gst  
**Double Page Spread:** \$1,569 + gst  
**Inside Front or Back** \$2,081 + gst

## AD SPECS

Ad Type	Dimensions	Resolution	File Type
<b>Full Page</b>	150mm (w) x 180mm (h) + 5mm bleed	300dpi	PDF
<b>Double Page</b>	300mm (w) x 360mm (h) + 5mm bleed	300dpi	PDF
<b>Inside Front or Back</b>	150mm (w) x 180mm (h) + 5mm bleed	300dpi	PDF

# SOCIAL MEDIA

Our online community is one of our most valued assets, with our social channels connecting you instantly with over 98k followers and growing.

## POST



**\$310** + gst

*Appears on both Instagram & Facebook feeds simultaneously*

## STORY



**\$635** + gst

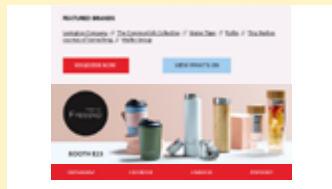
*Appears on both Instagram and Facebook stories for 24hr simultaneously with link to your profile on our directory.*

*\* Supports still images or video.*

# EMAIL & WEB ADS

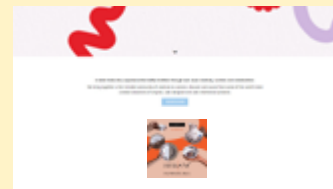
The go-to source for all event information, your brand will land straight in the inbox of our email database of over 22k retail professionals OR sit pride of place on our website with eyes from over 24k average users per month

## EMAIL BANNER



**\$350** + gst

## WEB TILE AD



**\$659/month** + gst

## TOP TIP

On average, exhibitors who purchase social media posts and email ads get **10 x more traffic to their web profile**

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# MORE DIGITAL OPPORTUNITIES



## VISITOR BADGE AD



Your ad appears on the PDF badge emailed to all registered buyers before the show. Buyers then print the badge out and bring it with them on the day, helping to drive visitation to both your online profile pre-event and to your stand on the day!

**\$655** + gst

## LOGO ON FLOORPLAN



Your logo appears on our event floorplan in the digital Lookbook, Handbook and onsite signage, highlighting your stand location.

**\$498** + gst

## MEET THE MAKER



Interview style blog post, promoting your brand story and/or latest products.

Hosted on the Life Instyle website and includes dedicated email to our database and social post.

**\$799** + gst

## DIGITAL SHOW BAG



NEW

This year, we're launching the Digital Show Bag, which gives you the opportunity to increase visibility of your special promotions and offers to buyers at a low cost, driving traffic to your stand or website and generating leads!

This is perfect if you are doing any kind of giveaway, prize draw, exclusive show specials or product launches.

**\$250** + gst per offer

## STAND TOUR VIDEO



NEW

A 1-3min video tour of your stand, highlighting your newest products and ranges. Shot by our team at the show and hosted on our IGTV channel and website this is a great way to drive attendees to your stand during the show days as well as reach the wider online community.

**\$995** + gst

[WATCH EXAMPLE](#)





SPONSORSHIP

# SPONSORSHIP OPPORTUNITIES

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## COFFEE CART



Branding, product placement and promotion at dedicated coffee cart or food and beverage outlets on the show floor. Perfect for food, beverage and kitchen brands.

**\$3,500** + gst

## BATHROOM SPONSOR



Exclusive product placement in bathrooms with branded decals on mirrors. Perfect for Body, Bath and Fragrance brands.

**\$950**/bathroom + gst

## WATER REFILL STATION



Branding and promotion on dedicated water refill stations on the show floor. Opportunity to give away a branded water bottle for an additional fee.

**\$3,000** + gst

## BUSINESS COUCH



A headline sponsor for the Business Couch receive branding and exposure in all pre-event and onsite promotion.

Includes the opportunity to provide an expert host for one of the couches and display and distribute your promotional material.

**\$5,000** + gst

## PRODUCT GIVEAWAY



Life Instyle will promote and facilitate a giveaway of your product at a specific time and location during the show to get your products in the hands of retailers.

**\$500** + gst

# EXPOSURE PACKAGES

**Package & Save!** We've bundled the best of our products to provide you with affordable options to connect with our community no matter your budget or marketing experience.

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## DIGITAL STARTER

A popular option to enhance your basic package and get in front of the Life Instyle audience.

- Social Post
- Email Banner Ad
- Digital Show Bag

**\$499** + gst

SAVE  
OVER  
**\$400**

## ULTIMATE VALUE

Our most popular package, giving you exposure across a variety of channels.

- Silver Directory Listing
- Social Post
- Email Banner Ad
- Lookbook Editorial Feature
- Digital Show Bag

**\$1,299** + gst

SAVE  
OVER  
**\$500**

## BIG IN DIGITAL

Go big and reach our community through web, email and social.

- Silver Directory Listing
- Social Post
- Email Banner Ad
- Lookbook Editorial Feature
- Digital Show Bag
- Meet the Maker Email/Article

**\$1,999** + gst

SAVE  
OVER  
**\$600**

## FULL INSTYLE SUITE

Perfect to elevate your brand by promoting through all Life Instyle channels and gaining MAXIMUM REACH.

- Gold Directory Listing
- Social Post
- Lookbook Editorial Feature
- Handbook Full Page Ad
- Digital Show Bag
- Meet the Maker Email/Article
- Stand Tour Video

**\$3,399** + gst

SAVE  
OVER  
**\$1,000**



# DIGITAL & SPONSORSHIP

## RATE CARD

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### DIGITAL

PRODUCT	PRICE
<b>Online Brand Directory</b>	
Silver Directory Listing Upgrade	\$297
Gold Directory Listing Upgrade	\$510
<b>Look Book</b>	
Look Book Editorial	\$615
<b>Handbook</b>	
Full Page Ad	\$975
Double Page Ad	\$1,569
Inside Front or Back	\$2,081
<b>Social</b>	
Social Post	\$310
Social Story	\$635
<b>Email &amp; Web Ads</b>	
Email Banner Ad	\$350
Web Tile Ad	\$659/month
<b>Other Digital</b>	
Additional Listing (digital & print)	\$665
Visitor Badge Ad	\$655
Logo on Floorplan	\$498
Meet the Maker Email/Post	\$799
Digital Show Bag	\$250

### SPONSORSHIP

PRODUCT	PRICE
<b>Sponsorship Opportunities</b>	
Coffee Cart	\$3,500
Bathroom Sponsor	\$950/bathroom
Water Refill	\$3,000
The Business Couch	\$5,000
Product Giveaway	\$500 + 100 units

### PACKAGES

PACKAGE	PRICE
Digital Starter	\$499
Ultimate Value	\$1,299
Big in Digital	\$1,999
Full Instyle Suite	\$3,399

ALL PRICES LISTED ARE EXCLUDING GST







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building businesses