



in life
style.

28 - 31 JULY 2022

MELBOURNE

EXHIBITOR
PROSPECTUS

life in style.

VENUE

Royal Exhibition Building
Carlton VIC

DATES

Thursday 28 July	10am – 6pm
Friday 29 July	10am – 6pm
Saturday 30 July	10am – 5pm
Sunday 31 July	10am – 4pm

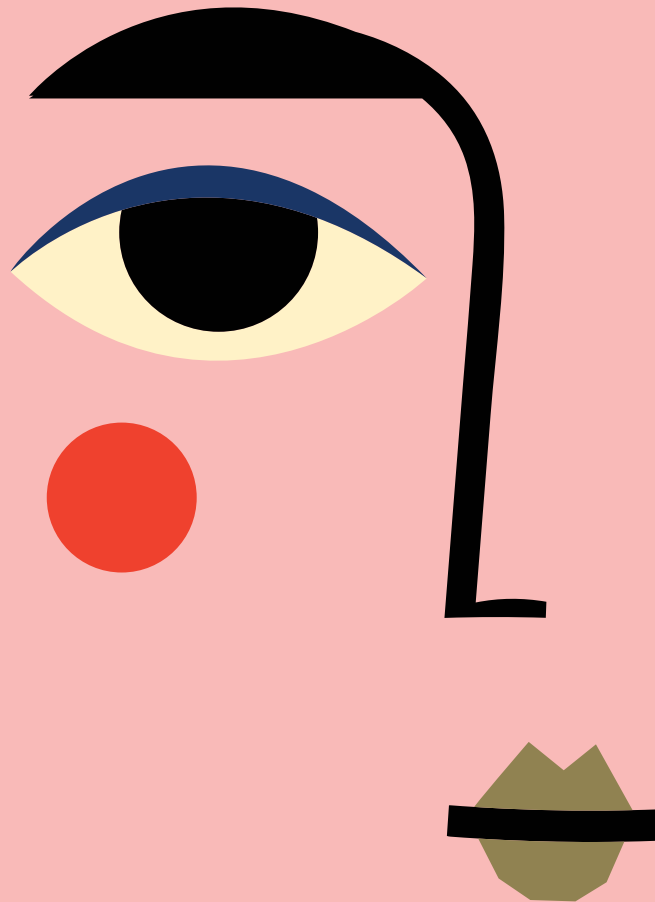
lifeinstyle.com.au





"It's a no-brainer,
you cannot miss Life Instyle if
you are a serious buyer!"

RETAIL ATTENDEE




It's simple really. Life Instyle was created with one simple goal – to celebrate and elevate makers and creatives doing great things.

We provide the opportunity to connect brands with the retailers, stylists and media who will help propel them into their next level of success. And what better way than to create an epic event experience that brings all of that together under one roof.

Life Instyle is first and foremost about discovery - a place to source from some of the world's best curated collections of well designed, well intentioned products. But it's also more than that. Life Instyle is about connection - a platform for like-minded creatives to come together and feel supported and nurtured on their way to greatness.

Along the way, we at Life Instyle promise to nurture, educate, inspire and stand with them, shoulder-to-shoulder as their partners in creative collaboration.

A group of people are gathered around a market stall. The stall is displaying various items, including candles in different colors (white, blue, red, green) and sizes, some in glass containers and others in cardboard boxes. There are also small potted plants and a coffee grinder. The background features a large, colorful, abstract mural and a hanging plant. The text is overlaid on the image in a white box with a black border.

We provide an opportunity for discovery
and connection, served up with a side of
inspiration and education.

WHO WE ARE

A small team, with a global reach and a passion to propel good brands into greatness.

WHAT WE DO

We bring together a like-minded community of creatives to connect and discover.

HOW WE DO IT

A trade expo experience that defies tradition through next-level creativity, curation and collaboration.

WHY WE DO IT

To elevate meaningful products into the hands of those who want them.





Our trade shows are the go-to destination where carefully curated products and the brilliant business minds behind them can learn, grow and thrive.

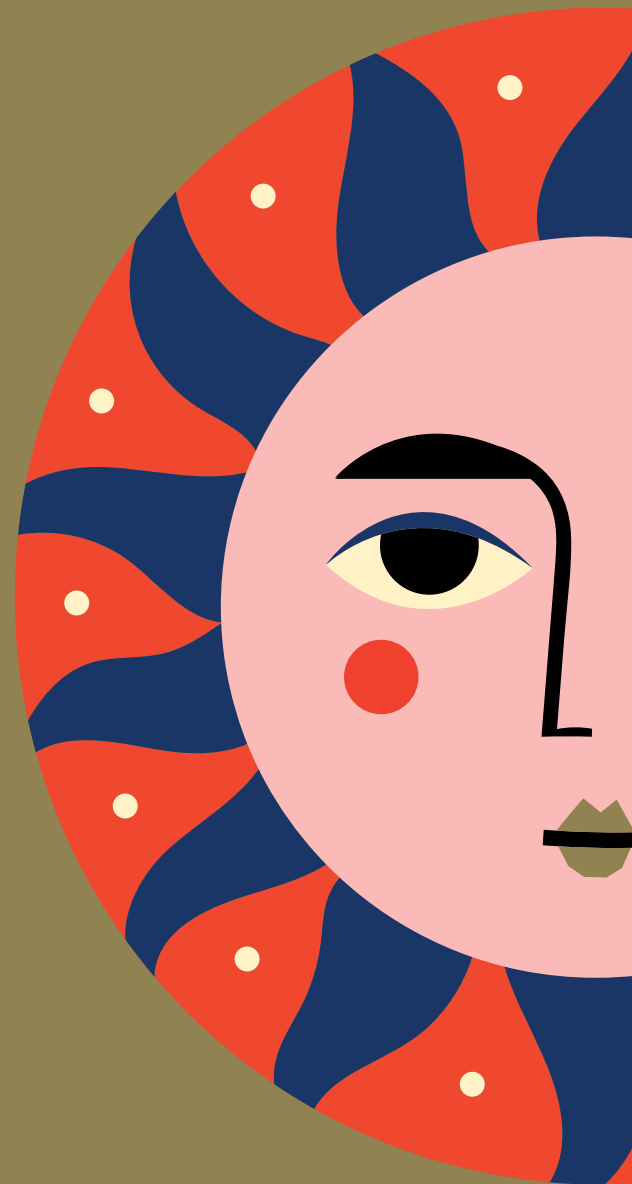
**TWO
EVENTS**
MELB + SYD

PRODUCT
CATEGORIES
27

16K
ATTENDEES

75K+
COMMUNITY
REACH

650+
EXHIBITING
BRANDS



**Figures a combined representation of both our Sydney & Melbourne events. For numbers individual for each event speak with our team.*

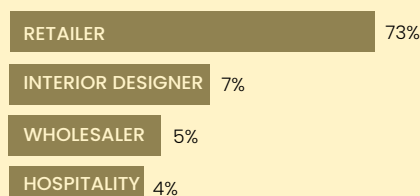
2019 EVENT SNAPSHOT

6,187 visitors

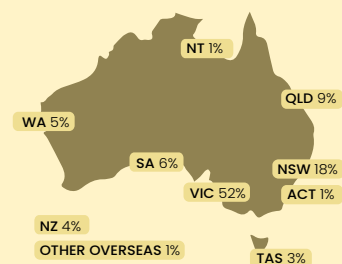
The Top 3 reasons our visitors choose Life Instyle

1. The **QUALITY & UNIQUENESS** of products
2. Discovering **NEW TRENDS** and **INSPIRATION**
3. The **VARIETY** of product categories

KEY VISITOR TYPE



WHERE THEY CAME FROM



86%
visitor
satisfaction

70%
attend because
of the quality
compared to
other shows

85%
have/will
make a
purchase with
an exhibitor

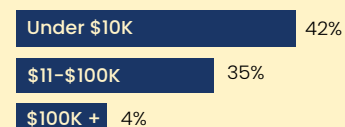
87%
plan to
return again

431 exhibitors

The Top 3 reasons our exhibitors choose Life Instyle

1. Delivers **MORE NEW LEADS** than any other sales or marketing option
2. Delivers **HIGHER QUALITY LEADS** than any other sales or marketing option
3. Participating **ELEVATES MY BRAND STATUS**

ESTIMATED BUSINESS WRITTEN AT THE SHOW



88%
do business
at the event

83%
met new
customers

70%
rate the buyer
quality as good
to excellent

72%
exhibitor
satisfaction



life
in style.

2022

It's fair to say that 2020/21 didn't go to plan for any of us and our hearts and support continue to go out to all those businesses and retailers effected by the pandemic. What we have seen come out of the last two years is the resilience and innovation of so many who have had to adapt, not only to simply survive, but even flourish.

In April 2021 we were lucky enough to run a small but mighty edition of Life Instyle Sydney before our plans for our Melbourne event were halted once again. We now look towards 2022 with a vision to re-connect and engage face to face at Life Instyle Melbourne in the iconic Royal Exhibition Building.

It's true, nothing beats face to face. The opportunity to see, touch and feel the latest products firsthand simply cannot be replicated online, and live events is what we do best.

RX (Reed Exhibitions) will also be working closely with our suppliers and partners on our safe event framework and practises to ensure health and safety is our number one priority at all our events, allowing you to focus on your business success.

LIFE INSTYLE IS NOT YOUR AVERAGE TRADE SHOW, AND NEVER WILL BE.

The heart of Life Instyle is a vibrant community of local, independent designers, makers and creatives — and this will not change.

Protecting and cultivating this community is more imperative than ever and RX (Reed Exhibitions) is committed to the evolution of Life Instyle with a strong focus on curating a unique and authentic platform to connect quality brands and retailers.

“for a boutique business like mine this is the only fair to consider”



“a stunning event. classy, creative and lots of fun”

OUR 2019 EXHIBITORS



“it’s a collaborative group of like-minded people all pushing towards doing things better”



ART

BABIES &
NEWBORN

BEAUTY &
GROOMING

BODY,
BATH &
FRAGRANCE



BOOKS &
STATIONERY

CARDS,
WRAP &
CELEBRATION

EDUCATION

FASHION &
ACCESSORIES
(KIDS)



FASHION &
ACCESSORIES
(MEN)

FASHION &
ACCESSORIES
(WOMEN)

A divine mix of
product categories to
please all retailers, media
and stylists.



FOOD &
BEVERAGE

FURNITURE
& LIGHTING

GADGETS
& TECH

HEALTH &
WELLBEING

HOME
WARES

JEWELLERY

KITCHEN &
DINING

LICENSED
PRODUCT

NOVELTY



NURSERY

OUTDOOR
& GARDEN

PETS



RETAIL
SOLUTIONS

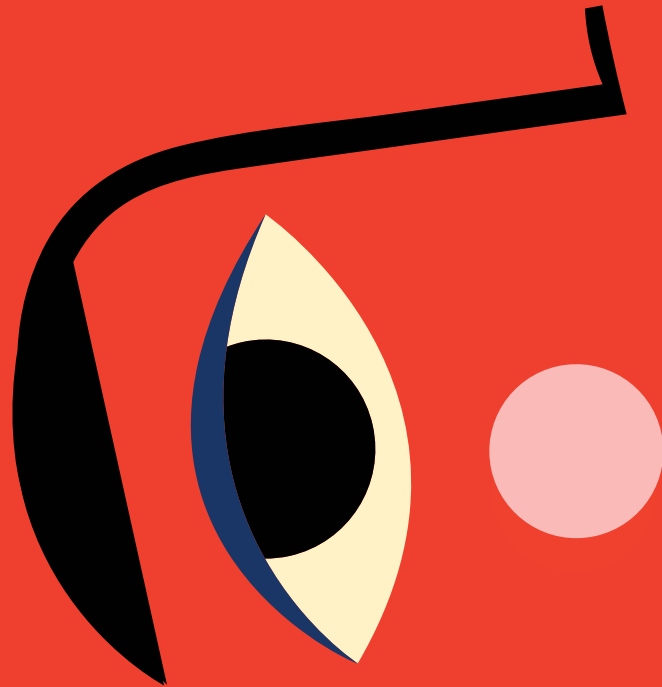
SEASONAL

SOUVENIRS

TOYS &
GAMES

TRAVEL

THE LIFE INSTYLE DIFFERENCE



WORLD CLASS CURATION

Our passion for design integrity quality and a finger on the pulse is what sets us apart from our competition. Our hand-picked curation is our greatest asset and we aim to never compromise on this, regardless of dollar value.

ALL UNDER ONE ROOF

Our buyers love being able to source everything they need all under one roof - the ease and efficiency of this is what keeps them coming back year after year.

NETWORKING & CONNECTION

When you join the Life Instyle family you align yourself with like-minded brands and creatives, expanding your reach within a passionate community who want to support each other.

EDUCATION & INSPIRATION

More than just a trade show, our events are an opportunity to learn and be inspired in a unique environment and experience unlike the traditional fairs. Its the special touches and the thoughtful content that make all the difference.

OUR TEAM

As a team we are fuelled by great design, lasting relationships, strong coffee and love nothing more than to see our brands soar. We support bravery and we promise to stand shoulder to shoulder as partners and cheerleaders.



THE NEIGHBOURHOOD

Foodie Nation

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.

So in 2022 our new theme for The Neighbourhood is **Foodie Nation** and we are looking for like-minded brands in the food & beverage space.

The pursuit of pleasurable moments through food & drink.

With people continuing to spend more time at home both during and post pandemic, consumers are looking to embrace pleasurable moments at home by replicating restaurant quality meals, livening up their breakfasts and lunches and even mixing their own cocktails. And as the world starts to re-open and we look to re-engage with friends and families, entertaining at home or outdoors will become an important tool in the pursuit of celebration and connection.



Pictured:
The Self-Care
Society 2020

What we're looking for in 2022;



Food & Beverage



Kitchen & Dining



Entertaining/Lifestyle

The Neighbourhood is the premium location and package to showcase your brand/product to over 6,000 retailers across 4 days of trade.

Package Price: \$6,715 + gst



EXHIBITOR OPTIONS

LIFE INSTYLE MELBOURNE 2022

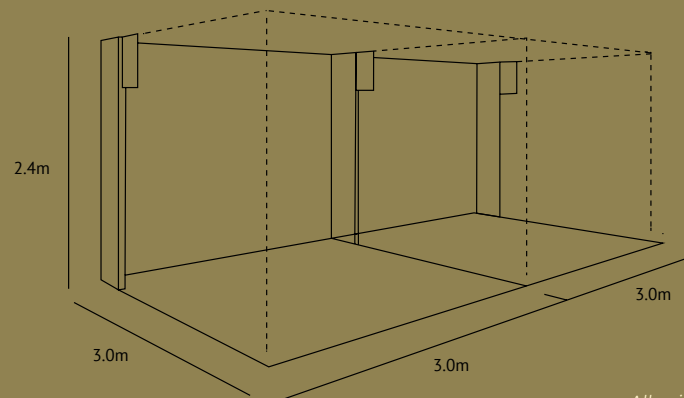
from \$4,612

LIFE INSTYLE & KIDS INSTYLE

The biggest segments of the show, and our standard build package, our stands are the perfect blank canvas to showcase your brand and products at any size. The stand build includes:

- 2.4m high white art panel back wall
- 50cm wide supports
- 1 x 300watt arm light per 1.5m
- 1 x A3 sign at each end of your stand

Please note that **SIDE WALLS** are not included in your package but can be added at an additional cost.



All prices exclude GST

NEW BREED

from \$3,702

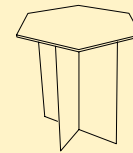
This custom package is tailored made for start-ups and small businesses giving those who are not eligible for First Instyle a budget friendly option for their first Life Instyle. At just 2x2m these stands come with all the usual inclusions as per on the left, just at a smaller scale.

\$2,689

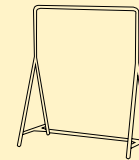
FIRST INSTYLE

Showcasing new and emerging design talent from around the country, First Instyle provides a unique opportunity, for businesses within their first 3 years of trade to launch themselves into the retail market. Best suited for smaller products and samples, First Instyle exhibitors can choose from one of three display options depending on product type;

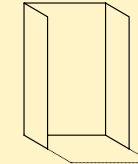
Timber
Display Plinth



Fashion
Rack



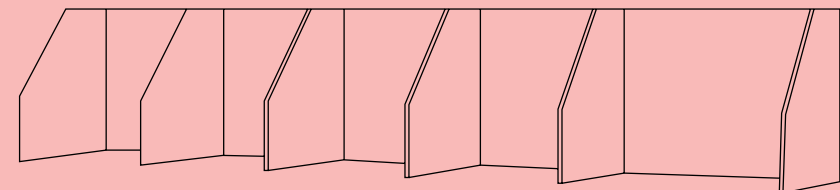
Art
Walling



THE NEIGHBOURHOOD

\$6,715

Unlike our standard build, this invitation only position at the **FRONT OF THE SHOW** gets a little extra love with custom walling, signage and paint, ensuring every stand complements the Neighbourhood theme, which this year is; **Foodie Nation**.





STAND PRICING

LIFE INSTYLE MELBOURNE 2022

SIZE	STANDARD POSITION	PREMIUM POSITION	PLATINUM POSITION
NEW EXHIBITOR & START-UP PACKAGES			
First Instyle	NA	NA	\$2,689
New Breed 2x2m (4sqm)	\$3,702	\$3,782	\$3,882
THE NEIGHBOURHOOD (by invitation only)			
3x3m (9sqm)	NA	NA	\$6,738
ALL EXHIBITORS			
2x3m (6sqm)	\$4,612	\$4,732	\$4,882
2.5x3m (7.5sqm)	\$5,319	\$5,469	\$5,656
2x4m (8sqm)	\$5,737	\$5,897	\$6,097
3x3m (9sqm)	\$6,025	\$6,205	\$6,430
2.5x4m (10sqm)	\$6,679	\$6,879	\$7,129
2x6m (12sqm)	\$7,102	\$7,438	\$7,894
3x4m (12sqm)	\$7,621	\$7,861	\$8,161
2.5x5m (12.5sqm)	\$8,135	\$8,385	\$8,697
3x5m (15sqm)	\$9,312	\$9,612	\$9,987
3x6m (18sqm)	\$11,003	\$11,363	\$11,813
3x7m (21sqm)	\$12,599	\$13,019	\$13,544
3x8m (24sqm)	\$14,290	\$14,770	\$15,370
3x9m (27sqm)	\$15,981	\$16,521	\$17,196
3x10m (30sqm)	\$17,577	\$18,177	\$18,927

Prices excl. GST // Additional surcharge of \$285 for corner stands.



ALL PACKAGES INCLUDE

- Listing in digital Look Book and printed Handbook
(subject to booking deadline)
- Digital Listing in the Online Directory
(live year round)
- Emperia Lead Scan App
(to use at the show)
- Stand walling and lighting
- Public Liability Insurance

THE FINE PRINT

Life Instyle is committed to a high standard in exhibitor stand design and we encourage you to get creative when designing your space.

We keep the show open-planned so please keep in mind the strict height restrictions when designing your stand (Back wall 2.4m high, side walls are 1.5m high).

Please note side walls are not included in your stand package but can be added at an additional cost.

JOIN THE FAMILY

Still not sure if Life Instyle is for you?

Here's what we look for in a brand to clarify whether we are the right fit for each other.

We are not a flash in the pan. We look for longevity in two senses of the word.

No Fads. We love style-led, purposeful products that will be loved for many years.

No Faux. We love products that are designed and produced with the highest intention, quality and originality, so that they will last for these loved-up years.

If it's a yes from you, its a yes from us...

- Are your products high quality in design and production?
- Are your products well designed and well-intentioned?
- Are your products meaningful and purpose-led?
- Can your products be presented beautifully?
- Are you passionate about your craft?
- Do you have a story you're prepared to share?

We love products that are...

- Australian designed and owned
- Sustainably produced
- Ethically produced
- Cruelty free and socially conscious
- Fair trade

Sound like you? Then let's talk more.

Contact our team or apply online at www.lifeinstyle.com.au



DANIELLE BENNETT

Strategic Account Manager

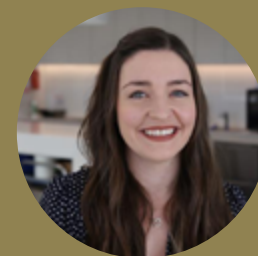
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building businesses