

**in life
style.**



**SYD-
NEY21**

Post-Show Report

17-20 April 2021, ICC Sydney

01

Show highlights

9,759

Visitors

An increase of 12% since our last Sydney event in 2020

121

Exhibitors

Showcased their brands and products

first
instyle.

22 emerging designers

debuted their business with First Instyle



10,331 leads captured

using the Emperia badge scanning app

Great Southern Land.

5 like-minded brands

showcased their Australian ranges in The Neighbourhood



7 retail therapy sessions

designed to inspire you and your business



282 1-on-1 consultations

hosted on The Business Couch



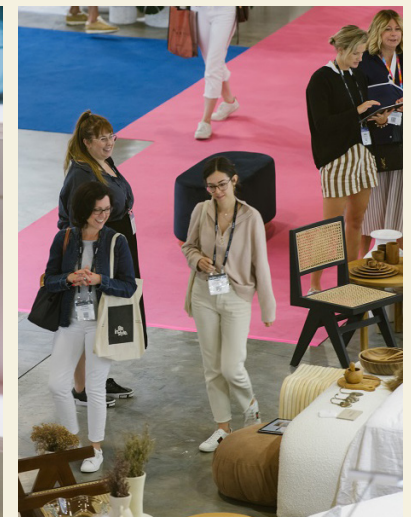
1,885 plastic bottles

saved from landfill (65kg) thanks to our water refill stations



130.7K website views

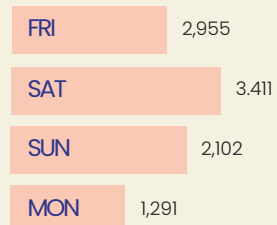
from November - April



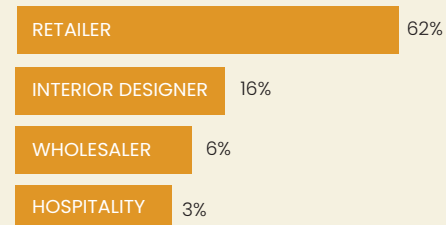
02

Visitor insights

What days they attended.



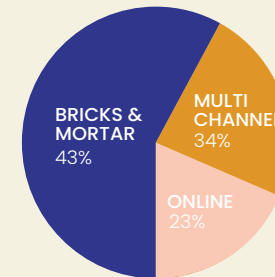
Key visitor type.



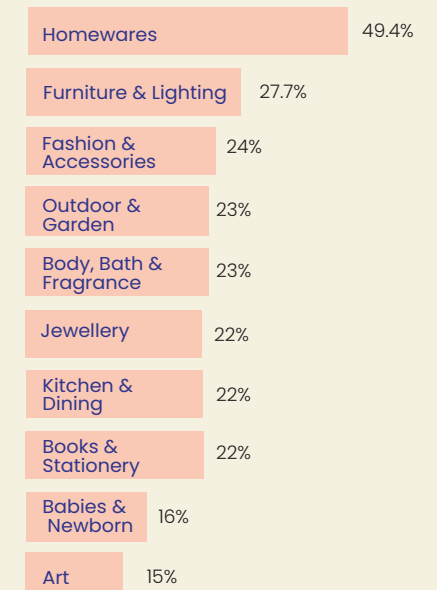
Top reasons for attending.

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

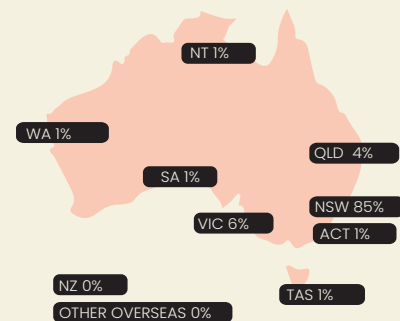
Retailer type.



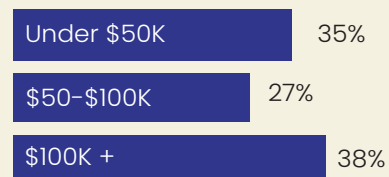
Top 10 product interests.



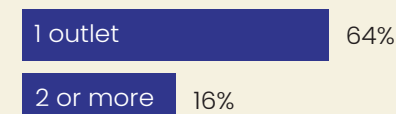
Where they came from.



Yearly buying budget.



Number of outlets.



67% of visitors are either an owner or director

49% placed orders at the show

85% plan to place orders after the show



55%

visitor satisfaction

70%

rely on Life Instyle to do their purchasing

70%

plan to return in 2022

03

What the buyers said

"Having the two events co-located was very helpful for retailers to access them easily, and with great sourcing outcomes"

"Amazing atmosphere, beautiful products and great prices."

"Love the experience, please keep doing what you are doing. Love the unique quirky or new suppliers with hand made products and love to support other small business owners"

"It's the best place to source new product, keep up with new trends, make business connections, do business. And it's fun seeing everyone!"

"One of the best shows this year!"

"Good variety and new brands to discover with a focus on Australian made products"



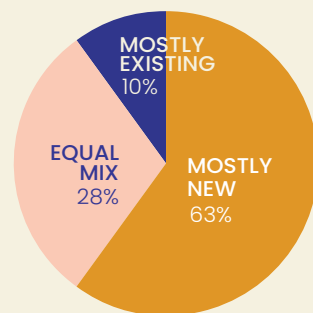
04

Exhibitor insights

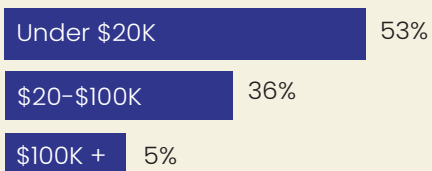
Top reasons for exhibiting.

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

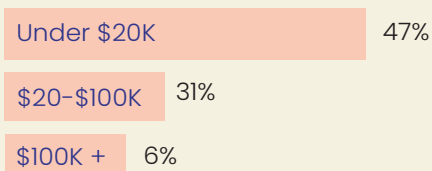
Type of customers.



Estimated business written AT the show.



Estimated business written AFTER the show.



76% rate the **quality of buyers** as good to excellent

75% of exhibitors met **new customers** at the show

55% of exhibitors saw a similar if not increased **number of leads** compared to 2019

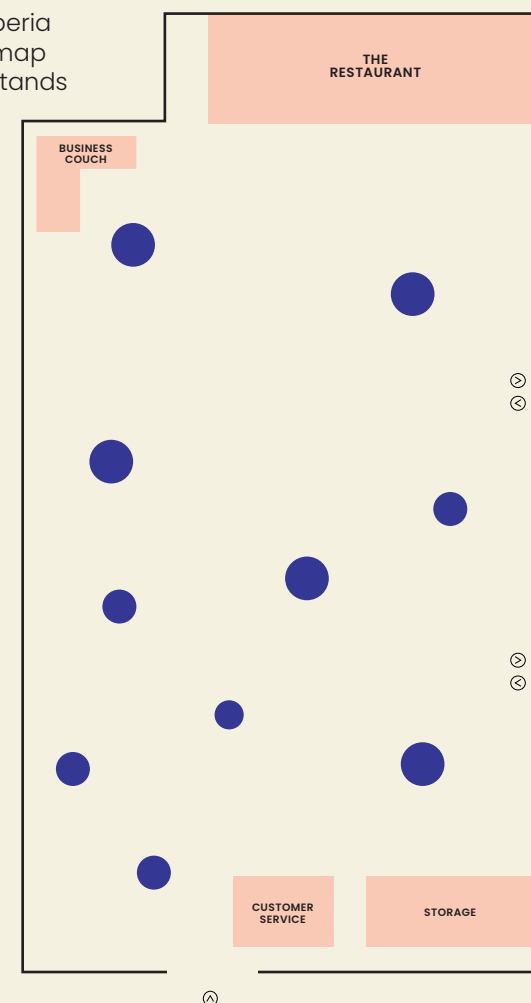
83% rate Life Instyle Sydney as important to their business success

Top performing stands by location.

Using the data from our Emperia lead scanning app we can map where the best performing stands were within the halls.

The highest number of scans by a single exhibitor was 370

On average, exhibitors scanned 85 **QUALIFIED LEADS** each



83%

exhibitor satisfaction

95%

do business at the event

78%

plan to return in 2021

95%

rate our customer service as great

05

What the exhibitors said



"The Life Instyle team are all beautiful and brilliant at what they do, and their passion goes beyond 'just a job' which is the same mindset of the brands who exhibit"

"Good exposure for my brand and enjoyable. It is the only trade show appropriate buyers attend."



"I was able to connect with - and take orders from some very promising new customers and have plenty of leads to follow up. I made excellent connections and new business leads from the event"

"Great atmosphere, good business results, organization is friendly, understanding and full of energy despite of the current environment"



"I usually 'wax lyrical' with loads of words about the huge emotion of this event, but I can't quite articulate the four days we spent together. It was a big decision to make to push on through when we've all been fear based for so very long, and put so much work into events that didn't happen. In the end, it was my trust and absolute faith in the Life Instyle team that was the decider, and any trepidation was so quickly replaced by its joy and relief. Once again, this was a thoughtful, well curated and absolutely stunning event."

"Loved it and felt looked after and supported. Great show and great outcome! Will be back for sure!"





07 Community reach



20.7k
Facebook



78k
Instagram



5.7k
Pinterest



22k
Email Database



6k
Lookbook
reads



4k
Handbooks
at the show



8k
visits to the
online Exhibitor
Directory



16.9k
SMS event
reminders



130.7k
Website Visits
(Nov-April)

With thanks to our event partners

thelotco

T L S E

Deane
& CO

talkshop
RETAIL

Good360
GOODS FOR THE GREATER GOOD™



SYD- NEY22

19 - 22 February
ICC Darling Harbour

MELB- OURNE22

28 - 31 July
Royal Exhibition Building

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