

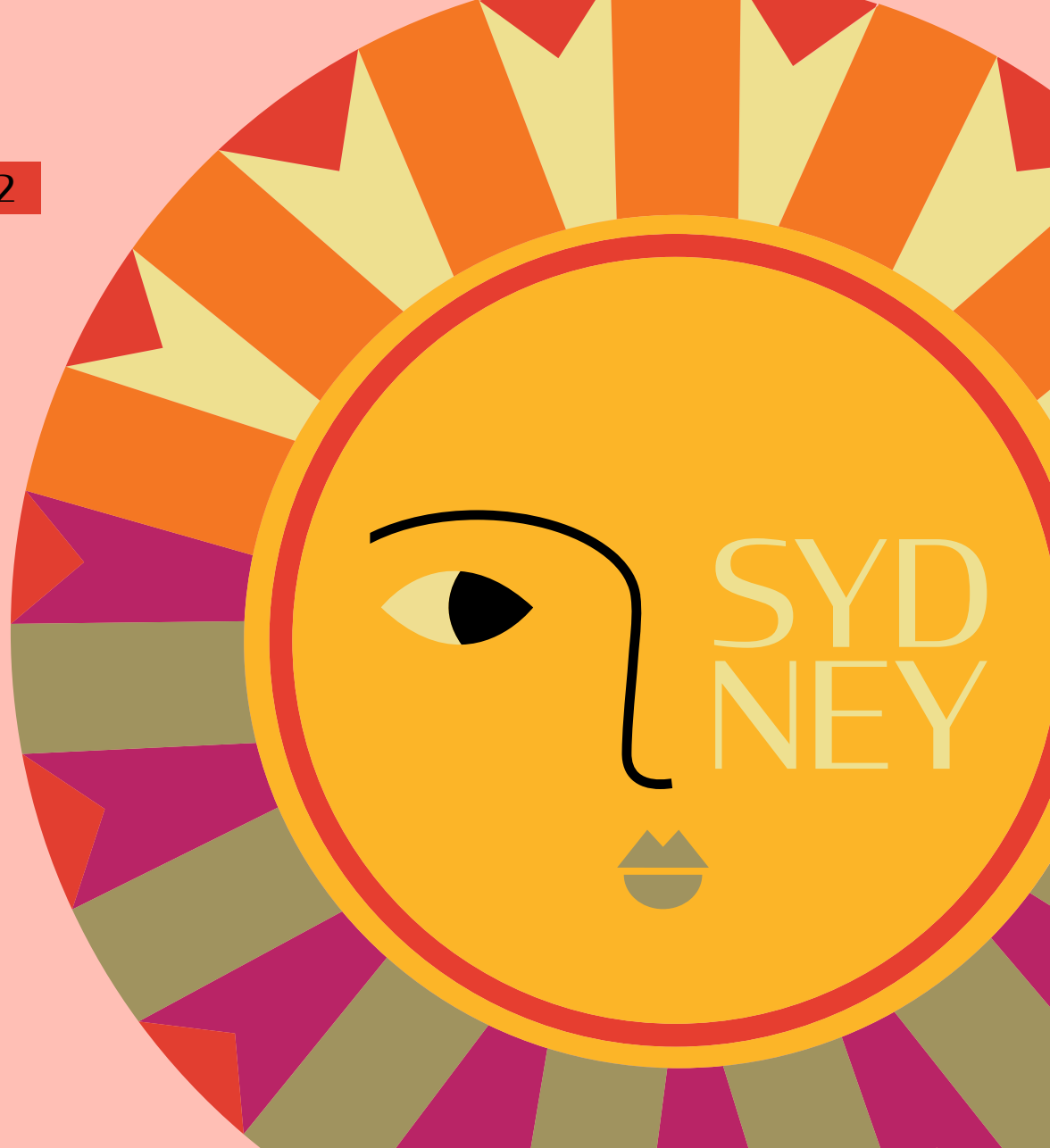
life
in style.

NOW 9-12 APRIL 2022

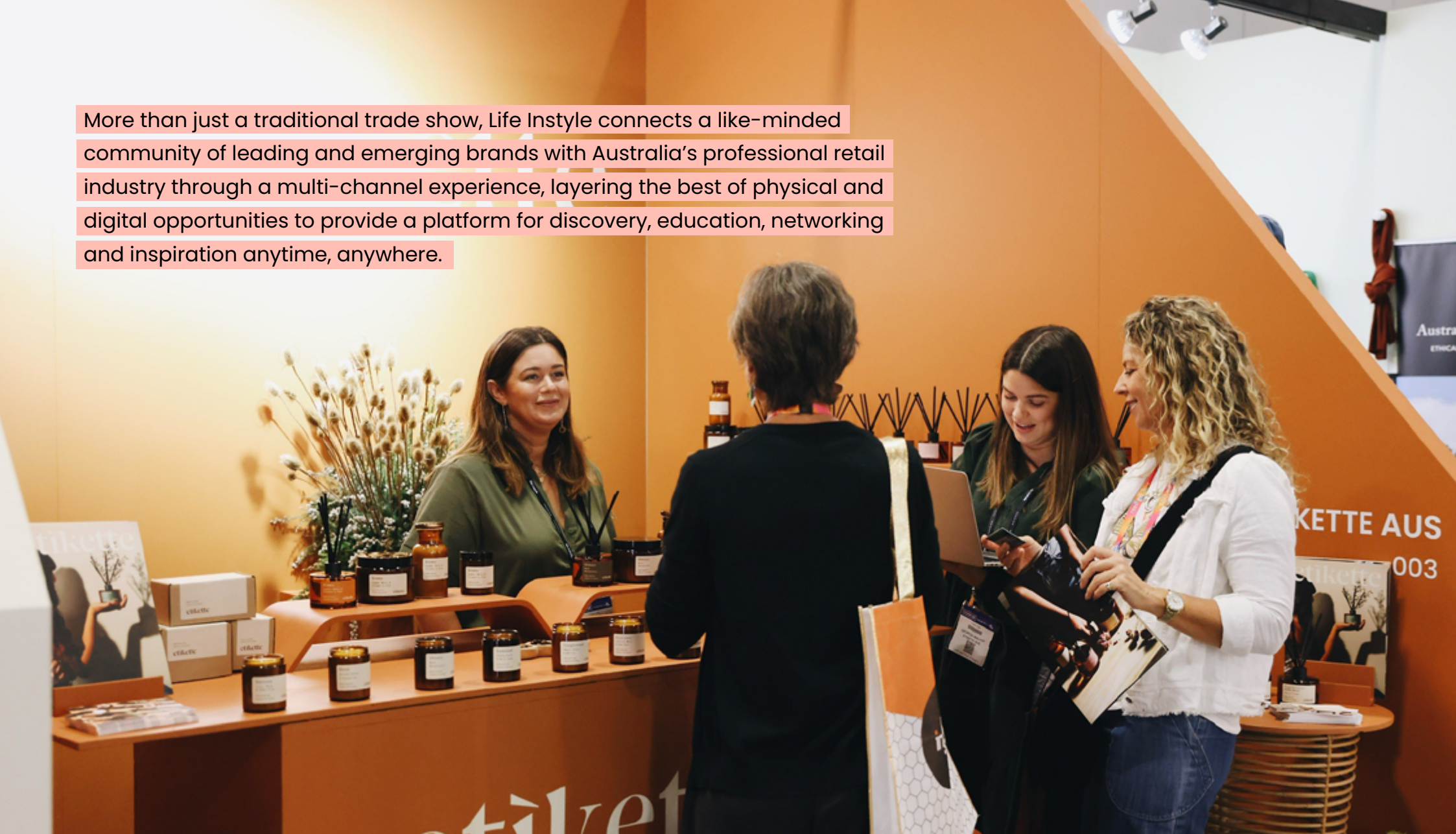
ICC SYDNEY

LIFEINSTYLE.COM.AU

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



9,750+

EVENT ATTENDEES



24,000+

WEBSITE USERS PER MONTH



22,000+

EMAIL DATABASE



21k

FACEBOOK FOLLOWERS



77k

INSTAGRAM FOLLOWERS

inlife
nstyle.



A photograph of two women in a clothing store. The woman on the left has long blonde hair and is smiling, wearing a white long-sleeved shirt and a dark green scarf. The woman on the right has dark hair and is wearing a white long-sleeved shirt and a dark blue lanyard. They are standing in front of a white table with a tablet displaying a website, a pair of brown shoes, and a large woven basket. In the background, there are racks of clothing and a large green plant. A red banner with the word 'DIGITAL' is overlaid on the right side of the image.

DIGITAL

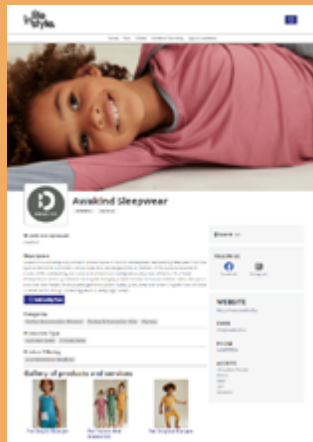
WHAT'S ALREADY INCLUDED IN YOUR STAND PACKAGE?



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.



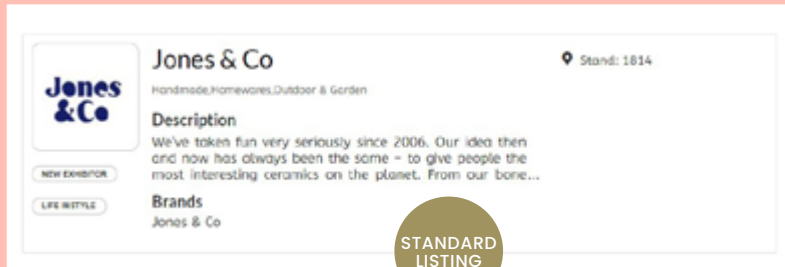
Showing more than one brand on your stand? You can purchase an additional listing package (website, lookbook and handbook) for \$655 +gst per brand.

UPGRADE YOUR WEBSITE LISTING

in
lifestyle.

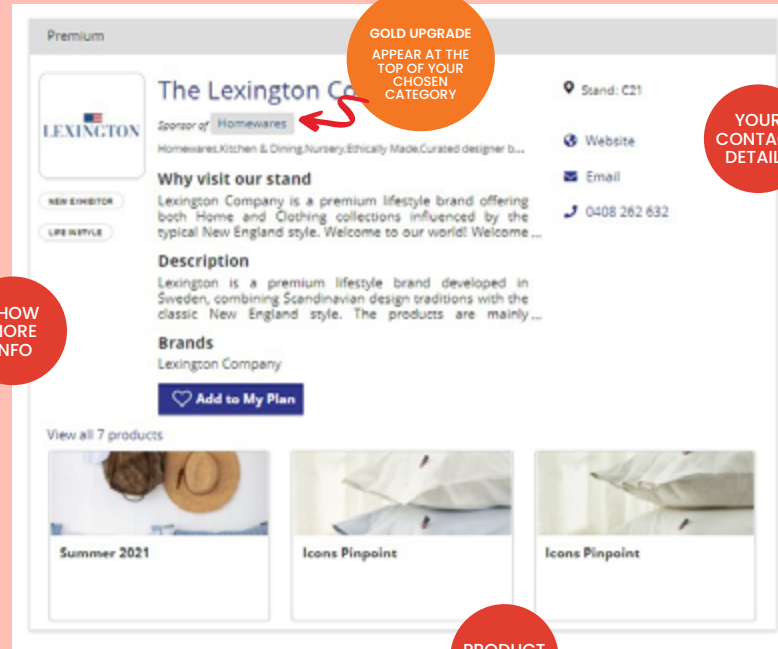
STANDARD

BRONZE WEBSITE LISTING



UPGRADE

SILVER & GOLD 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

THE LOOK BOOK & HANDBOOK



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

LOOK BOOK

Editorial: \$607 + gst
**includes video link*



HANDBOOK

Full Page Ad: \$950 + gst
Double Page Spread: \$1,495 + gst
Inside Front or Back: \$1,990 + gst

AD SPECS

| Ad Type | Dimensions | Resolution | File Type |
|----------------------|-----------------------------------|------------|-----------|
| Full Page | 150mm (w) x 180mm (h) + 5mm bleed | 300dpi | PDF |
| Double Page | 300mm (w) x 360mm (h) + 5mm bleed | 300dpi | PDF |
| Inside Front or Back | 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.

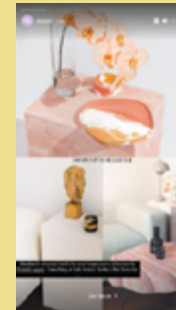
POST



\$305 + gst

Appears on both Instagram & Facebook feeds simultaneously

STORY



\$625 + gst

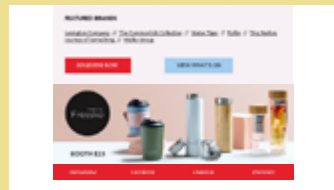
Appears on both Instagram and Facebook stories for 24hr simultaneously with link to your profile on our directory.

** Supports still images or video.*

EMAIL & WEB ADS

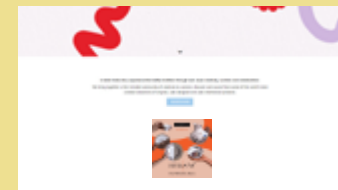
The go-to source for all event information, your brand will land straight in the inbox of our email database of over 22k retail professionals OR sit pride of place on our website with eyes from over 24k average users per month

EMAIL BANNER



\$310 + gst

WEB TILE AD



\$630/month + gst

TOP TIP

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

MORE DIGITAL OPPORTUNITIES

life
in
style.

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!

\$645 + gst

LOGO ON FLOORPLAN



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

\$485 + 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



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



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

MERMAID COLLECTIVE
1106

The Self-Care Society.

LOOBY LO
1008

SPONSORSHIP OPPORTUNITIES



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.

\$870/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.

\$3,500 + 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.

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

\$3,299 + gst

SAVE
OVER
\$1,000

DIGITAL & SPONSORSHIP

RATE CARD

inlife
style.

DIGITAL

| PRODUCT | PRICE |
|--------------------------------------|-------------|
| Online Brand Directory | |
| Silver Directory Listing Upgrade | \$297 |
| Gold Directory Listing Upgrade | \$510 |
| Look Book | |
| Look Book Editorial | \$607 |
| Handbook | |
| Full Page Ad | \$950 |
| Double Page Ad | \$1,495 |
| Inside Front or Back | \$1,990 |
| Social | |
| Social Post | \$305 |
| Social Story | \$625 |
| Email & Web Ads | |
| Email Banner Ad | \$310 |
| Web Tile Ad | \$620/month |
| Other Digital | |
| Additional Listing (digital & print) | \$655 |
| Visitor Badge Ad | \$645 |
| Logo on Floorplan | \$485 |
| Blog/Email Article | \$799 |
| Digital Show Bag | \$250 |

SPONSORSHIP

| PRODUCT | PRICE |
|----------------------------------|-------------------|
| Sponsorship Opportunities | |
| Coffee Cart | \$3,500 |
| Bathroom Sponsor | \$870/bathroom |
| Water Refill | \$3,000 |
| The Business Couch | \$3,500 |
| Product Giveaway | \$500 + 100 units |

PACKAGES

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

ALL PRICES LISTED ARE EXCLUDING GST





FLYN ROBERTS

Event Director

flyn.roberts@rxglobal.com
02 9422 2552



DANIELLE BENNETT

Strategic Account Manager

danielle.bennett@rxglobal.com
02 9422 2769



JAYDE TAYLOR

Account Manager

jayde.taylor@rxglobal.com
02 9422 8694



ALEXANDRA GROCHOLSKY

Sales Executive

alexandra.grocholsky@rxglobal.com
02 9422 2765



Organised by RX Australia

Tower 2, 475 Victoria Avenue, Chatswood NSW
+61 2 8329 0945 | info@lifeinstyle.com.au
ABN 47 000 146 921



In the business of
building businesses