

Life Instyle is Australia's only curated, boutique trade event for the retail industry showcasing emerging trends, brands and products that are on the cooler side of style and design. With a strong commitment to creativity and originality, Life Instyle provides a definitive platform and inspiration filled sourcing experience for design-savvy buyers.

Life Instyle is committed to the continued quality and high standards of our events and its exhibitors which make us Australia's favourite trade event for the discerning retailer.

In return we ask that you also commit to maintaining and building the excellence expected of Life Instyle by its community. Therefore, the Life Instyle team have developed the below list of standards and criteria from industry feedback (visitors, exhibitors and Life Instyle creative advisors), to ensure that we all shine within the creative and professional experience Life Instyle buyers have come to love and expect.

All Life Instyle exhibitors must demonstrate a top level or high standard of business compatibility to their fellow exhibitors and to the buyers through the following four key areas:

PRODUCT

1. Life Instyle is dedicated to presenting a balanced mix of fresh, unique and contemporary products that reflect style, design and innovation whilst avoiding the 'mainstream', with an emphasis on Australian designed and manufactured and attracting buyers and trend setters looking for product they cannot get at mass market exhibitions.
2. Only brands/product ranges approved by Life Instyle can be displayed on exhibitor stands.
3. Should you launch/acquire a new brand you must get approval prior to the event from your Life Instyle account manager.
4. Selection is based on the premise that the product/brand/design is unique to the market and that no other exhibitor at that Life Instyle edition carries anything similar (this is subject to Life Instyle's discretion).
5. Plagiarism of other exhibitors' products is not accepted and exhibitors are reminded of their signed terms and conditions where they assert that they own or license the IP to their displayed products.
6. A minimum of 40% of products on the exhibitor's stand must be new for that season/year to ensure buyers can see a level of variety and change amongst product offerings.

STAND DESIGN/BUILD & MERCHANDISING

1. Stand designs must be of a creative standard which reflects the Life Instyle experience and ensures the unique feel loved by the community who attend and buy at the event
2. Signage and branding must be of a professional quality and installation. Use of posters pop-up banners etc is not permitted.
3. Try to think outside the box when it comes to how your product is displayed – is there an alternative to traditional exhibition style furniture, shelves, tables or cabinets?
4. The display must not be over-crowded with product and should have ample room for buyers to move freely and conduct business within the stand.
5. Exhibitors must keep within the designated space contracted. Use of any surrounding aisle space to display product is not permitted. This is both a design criteria and an OH&S requirement.
6. Products, props, shelving units etc CANNOT be displayed above the wall height to protect visibility for buyers across the exhibition floor as well as neighbouring exhibitor sightlines. Height restrictions are strictly 2.4m against the back wall and 1.5m on the sides.

STAND DESIGN/BUILD & MERCHANDISING cont.

7. Product should be merchandised to reflect the range and brand story to provide buyers with inspiration on how the product can be displayed in their own stores.
8. Use of props is encouraged, as well as the services of styling/merchandising professionals if you are unsure of how to make the most of your stand.
9. Stand designs must be updated each year to ensure the show does not become stale and that buyers feel as though they are experiencing something new every time. Exhibitors cannot use the same stand design more than 2 shows in a row.
10. As the REB is a heritage listed building, it is essential to respect the space. Any damage caused to the venue property, floors, poles etc will be photographed and recorded by the organisers and / or the venue and reparation costs will be on-charged to the offender.
11. Failure to adhere to the above may result in having to make last minute stand changes on site (at the exhibitor's cost). If you are unsure that your stand design fits within the above criteria, please contact a member of the Life Instyle team to discuss.

MARKETING MATERIAL

1. Exhibitors must have a logo.
2. Exhibitor websites must be of professional production standards and updated regularly.
3. Images for use in all Life Instyle publications including the Look Book, Handbook, Online Exhibitor Directory and Blog must be of a professional standard, either shot by a photographer or using a professional level camera. Images taken on mobile phones or ripped from websites will not be accepted.
4. Product images should be either styled/in-situ or deep-etched/on a white background.
5. Images must be supplied as high resolution print files unless specified otherwise.
6. No additional branding or text is to appear on submitted images unless it is part of the actual product itself.
7. Exhibitors must use new images for each event. Repetition of images from a previous issue of the publication will not be accepted.
8. Life Instyle has the right to refuse images/artwork which do not meet the above standards.

EXHIBITOR CONDUCT

1. To promote a professional business environment that welcomes the community and enables connections and business to be conducted, stands should be manned during all open hours of the exhibition.
2. To ensure that visitation is not diluted with personal shoppers, cash sales of display stock are only permitted on the last day of the event. Come 5pm on the last day, the venue will become a work site and no access will be given to buyers after 5pm to pick up purchased products. Please arrange alternate pick-up or delivery plans for these buyers.
3. Exhibitors are not permitted to dismantle stands, remove merchandise or access the storage areas until the official closing of the show at 5pm Sunday evening.
4. Each exhibitor's stand contains valuable property and private commercial information; therefore for security and privacy reasons please wait to be invited on to another exhibitor's stand before entering.

EXHIBITOR CONDUCT cont.

5. At no time can an exhibitor remove material from another exhibitor's stand.
6. Common courtesy and professional conduct towards fellow exhibitors is expected. This includes but is not limited to: respecting intellectual property / copyright of other exhibitors' products and not engaging in slander or defamation. Whilst Life Instyle does not take responsibility for this, court orders or injunctions will be upheld and allegations will be reviewed as part of the ongoing curation process.
7. The photographing of exhibitor stands or product by both visitors and fellow exhibitors is not permitted without the advanced approval of the stand owner. Visitors are advised to seek exhibitor permission first before taking photos, even for use on social media etc.
8. Life Instyle is a trade environment. Exhibitors are discouraged from bringing their children to the show both for health and safety reasons and as they may disrupt exhibitors and visitors from their business transactions.
9. Audio/Music broadcast from your stand must be played at a level acceptable to your neighbouring stands.

CURATION PROCESS FOR CURRENT EXHIBITORS

The retail and design communities come to Life Instyle to source fresh, new or bespoke products and it is important to both you the exhibitor and us that we ensure the brand offering meets these needs. To enable this, the curation process listed below has been implemented to measure exhibitor suitability and eligibility.

1. All stands will be photographed at each event edition for review against the Life Instyle standards and criteria above and to assess whether the exhibitor continues to be eligible to exhibit at future events.
2. Should there be any concerns regarding suitability/eligibility the exhibitor will be notified by email and /or phone call to discuss the areas for review.
3. The exhibitor has the right to reply in writing within 2 weeks of communication.
4. Taking into consideration the exhibitor response, further assessment will be made (where appropriate by an external committee) and the final decision of suitability to exhibit at future editions will be communicated by the LIS team no later than 2 weeks from receipt of the exhibitor's email. Life Instyle reserves the right to waive any of the criteria stated in the exhibitor standards and criteria document at its discretion and/or amend or reject any product or service which is inconsistent with the exhibitor standards and criteria document.
5. The decision of the Life Instyle curation team once communicated to the exhibitor is final and is not subject to dispute. All exhibitors must accept that exhibiting at one event does not guarantee a stand at future events if they have not satisfied the curation process.
6. In the instance that an exhibitor does not satisfy the Life Instyle standards and criteria OR the exhibitor decides that their commercial objectives have become more focused on a mainstream audience the Life Instyle team will be happy to facilitate a transition to the Reed Gift Fairs.

Life Instyle reserves the right to waive any of these criteria at its discretion and/or amend or reject any brand, product or service which is inconsistent with the above standards.

It is compulsory that all exhibitors complete a declaration of agreement to the above standards and criteria via Form 4 of the online Exhibitor Manual by 5 February 2016.