



EXHIBITOR

14 - 17 FEBRUARY 2026, ICC SYDNEY

PROSPECTUS

**life
in style.**

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.



VENUE

ICC Sydney Exhibition Centre
Darling Harbour

CO-LOCATED WITH REED GIFT FAIRS

DATES

Saturday 14th February

Sunday 15th February

Monday 16th February

Tuesday 17th February

lifeinstyle.com.au

THROUGH TO life in style



WHO WE ARE

A small team with a passion to elevate good brands to greatness.

WHAT WE DO

We bring together a like-minded community of creative makers, designers and wholesalers to connect with buyers.

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.



The background of the image consists of several vertical panels of fabric with different patterns. On the left, there are fabrics with red and white floral or leaf patterns. On the right, there are fabrics with green and white patterns, including some with vertical stripes. A large, white, dashed circle is centered over the image, framing the text.

PROSPECTUS



TWO EVENTS

MELBOURNE + SYDNEY

27 PRODUCT CATEGORIES

11K+ ATTENDEES

450 EXHIBITING BRANDS

80K+ COMMUNITY REACH

Life Instyle is a go-to destination where carefully curated products and the brilliant business minds behind them can learn, grow and thrive.

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

VISITORS

THE TOP 3 REASONS OUR VISITORS CHOOSE LIFE INSTYLE.

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

85% Visitor satisfaction

86% Visitor loyalty

87% Plan to return in 2026

KEY VISITOR TYPE.

33% BUYER

32% DIRECTOR / OWNER / PARTNER

8% SALES / MARKETING

8% DESIGNER / STYLIST

7% MANAGER

7,630 Unique Visitor Attendance

PRIMARY AREA OF RETAIL.

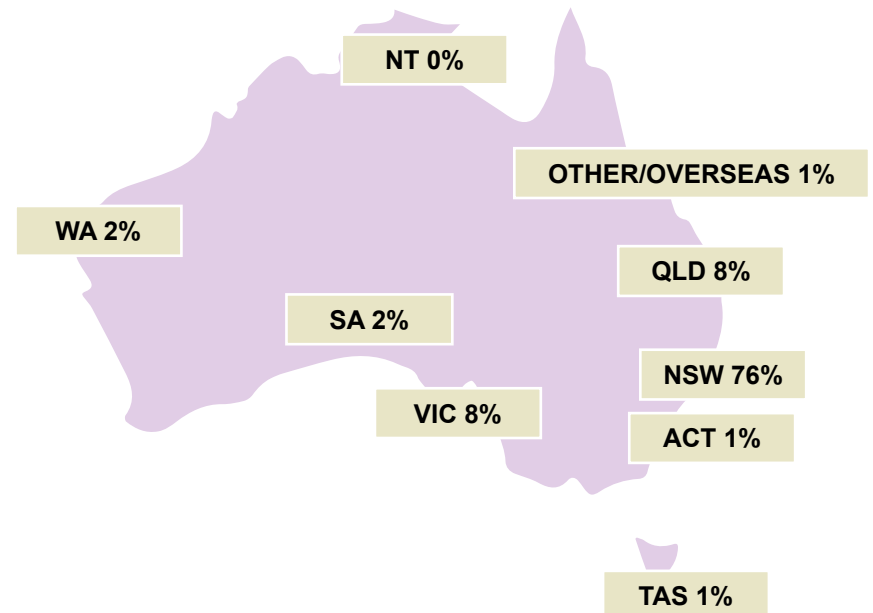
25% GIFT

23% FASHION AND JEWELLERY

19% FURNITURE AND HOMEWARE

5% KIDS AND TOYS

CITY DEMOGRAPHICS.





WHAT OUR VISITORS HAVE TO SAY

NEW PRODUCTS, NEW EXHIBITORS

“Life Instyle has a great variety of unique suppliers, and it always has a very fresh vibe about it.”

VARIETY OF PRODUCTS AND GOOD ATMOSPHERE

“Great range of products and a nice spacious layout created a good atmosphere - helped by good music too!”

FUN AND EASY TO NAVIGATE

“Great set up and so much to look at really enjoyed it. It was great having the shuttle to take us there and it was a relaxing experience. Good facilities and efficient transport between the two locations.”

* Feedback submitted via our post-event survey to 2025 attendees

EXHIBITORS

THE TOP 3 REASONS OUR EXHIBITORS CHOOSE LIFE INSTYLE.

1. Delivers **MORE NEW LEADS**
2. Delivers **HIGHER QUALITY LEADS**
and **RIGHT QUALITY OF BUYERS**
3. Participating **ELEVATES MY BRAND STATUS**

89% of exhibitors say Life Instyle delivers a buyer audience they can't see anywhere else

91% say Life Instyle delivers more new leads than any other sales or marketing option

TYPES OF BUYERS MET.



Mostly new clients



An equal mix of new and existing clients



Mostly existing clients

203 Exhibitors

ESTIMATED BUSINESS WRITTEN AT THE SHOW.

34% \$20-\$100K

28% UNDER \$20K

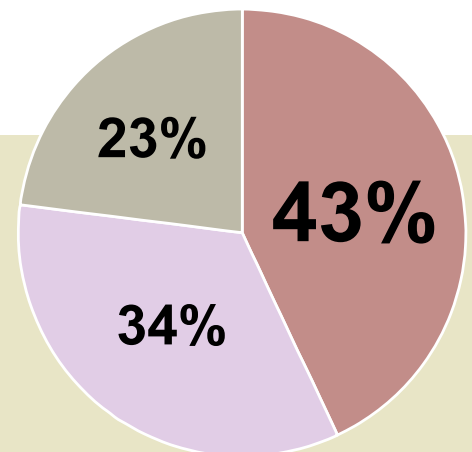
4% \$100K+

ESTIMATED BUSINESS WRITTEN AFTER THE SHOW.

34% UNDER \$20K

14% \$20-\$100K

4% \$100K+





WHAT OUR EXHIBITORS HAVE TO SAY

“We had a great show. The buyers were ready to purchase, and all of our leads were quality leads.”

- BAD ON PAPER

“Overall I enjoyed the experience. I feel that lots of info was provided pre-event but that I made a lot more learnings throughout the four days than I could have learnt from the manual. It was lovely to be able to hang out with stall holders at the social event on the Sunday night.”

- LITTLE ROWAN REDHEAD

“I wasn’t expecting Sydney to be as successful as Melbourne 2023 but I was pleasantly surprised. We wrote more orders on day 1 in Sydney that we did over the whole four days last year in Sydney.

Each year and each show seems to be an improvement and I can’t wait to see what Melbourne has in store for us later this year!”

- LOVE LUNAMEI

Art

Babies &
Newborn

Beauty &
Grooming

Body, Bath
& Fragrance

Books &
Stationery

Cards, Wrap
& Celebration

Education

Fashion &
Accessories
(Kids)

Fashion &
Accessories
(Men)

Health &
Wellbeing

Homewares

Jewellery

Kitchen &
Dining

Licensed
Product

A DIVINE MIX
OF PRODUCT
CATEGORIES
CURATED TO
APPEAL TO THE
DISCERNING EYE
OF A BOUTIQUE
RETAILER OR
STYLIST.

Fashion &
Accessories
(Women)

Food &
Beverage

Furniture &
Lighting

Gadgets &
Tech

Novelty

Nursery

Outdoor &
Garden

Pets

Retail
Solutions

Seasonal

Souvenirs

Toys &
Games

Travel

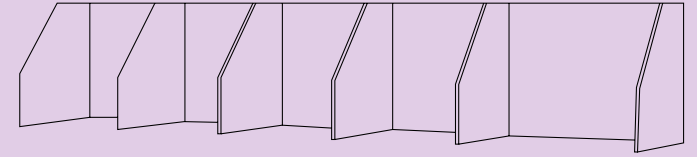
EXHIBITOR OPTIONS

LIFE INSTYLE SYDNEY 2026

THE NEIGHBOURHOOD

FROM **\$6,812**

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 compliments the Neighbourhood theme.



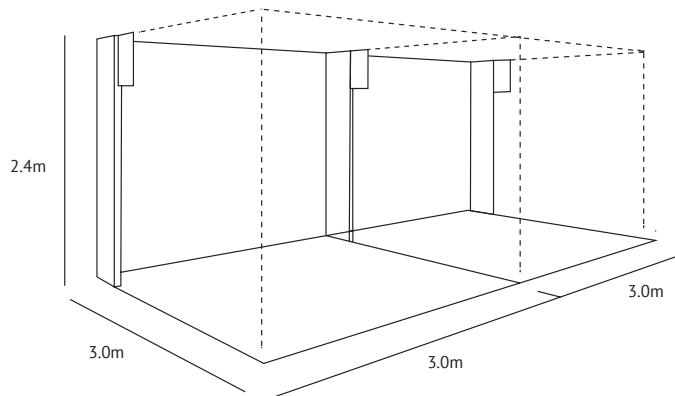
LIFE INSTYLE & KIDS INSTYLE

FROM **\$4,610**

The biggest segments of the show and 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 **\$3,811**

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.

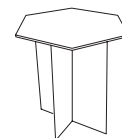
The stand build includes:

- 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

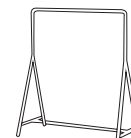
FIRST INSTYLE

FROM **\$2,966.50**

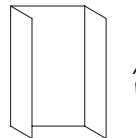
Showcasing new and emerging design talent from around the country, First Instyle provides a unique opportunity, for businesses within their first 3 years of trade to launch themselves into the retail market. Best suited for smaller products and samples, First Instyle exhibitors can choose from one of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



Timber
Display Plinth



Fashion
Rack



Art
Walling

NEW EXHIBITOR & START-UP PACKAGES			
FIRST INSTYLE	\$2,966		
SIZE	STANDARD POSITION	PREMIUM POSITION	PLATINUM POSITION
NEW BREED			
2x2 (4sqm)	\$3,811	\$3,927	\$4,095
THE NEIGHBOURHOOD (by invite only)			
3x3m (9sqm)	\$6,812		
ALL EXHIBITORS			
2x3m (6sqm)	\$4,610	\$4,784	\$5,036
2.5x3m (7.5sqm)	\$5,246	\$5,463.5	\$5,778.5
2x4m (8sqm)	\$5,656	\$5,888	\$6,224
3x3m (9sqm)	\$5,882	\$6,143	\$6,521
2.5x4m (10sqm)	\$6,504	\$6,794	\$7,214
3x4m (12sqm)	\$7,352	\$7,700	\$8,204
2x6m (12sqm)	\$7,948	\$8,296	\$8,800
2.5x5m (12.5sqm)	\$7,862	\$8,224.5	\$8,749.5
3x5m (15sqm)	\$8,922	\$9,357	\$9,987
3x6m (18sqm)	\$10,492	\$11,014	\$11,770
3x7m (21sqm)	\$11,962	\$12,571	\$13,453
3x8m (24sqm)	\$13,532	\$14,228	\$15,236
3x9m (27sqm)	\$15,152	\$15,935	\$17,069
3x10m (30sqm)	\$16,622	\$17,492	\$18,752

All prices exclude GST // Additional surcharge of \$297 excl. GST for corner stands.

STAND PRICING

ALL PACKAGES INCLUDE

- Listing in digital Look Book and printed Handbook (subject to booking deadline)
- Digital Listing in the Online Directory (live year round)
- Lead Manager App (to use at the show)
- Exhibitor Dashboard
- 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.

ICC DARLING HARBOUR

SYDNEY

KIDS INSTYLE

THE NEIGHBOURHOOD

FIRST INSTYLE

STANDARD

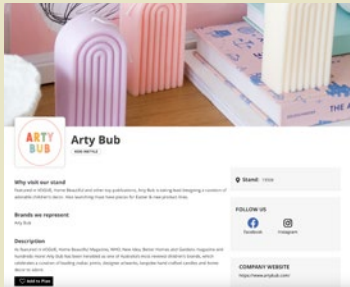
14 - 17 FEBRUARY 2026



A wooden tray holds several glass bottles and vases of various shapes and colors (green, clear, pinkish). The tray sits on a table with a patterned tablecloth. In the foreground, there are some fabric items, possibly pillows or bags, with a palm tree pattern. A white circle is superimposed over the center of the image, containing the text.

DIGITAL & SPONSORSHIP OPPORTUNITIES

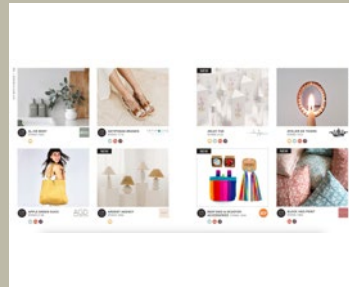
WHAT'S ALREADY INCLUDED IN YOUR STAND PACKAGE?



BRONZE WEBSITE LISTING

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

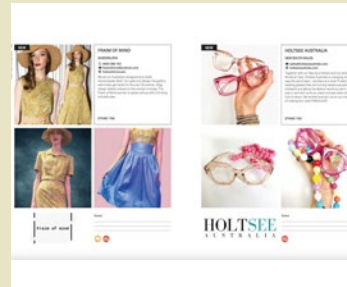
Showcase your brands and products, upload catalogues and link to your website and social channels.



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.

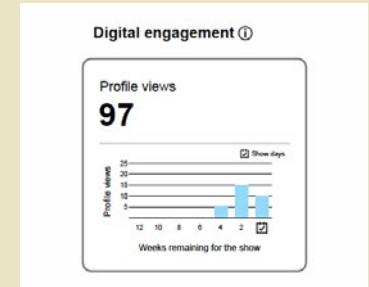
Each exhibitor will receive 1 full page colour profile.



LEAD MANAGER APP

Forget business cards! Lead Manager App is our 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.




EXHIBITOR DASHBOARD

The Exhibitor Dashboard gives you visibility into quantifiable business values. With the dashboard, you can: Quantify your company profile views and leads captured through the event, view and download leads scanned at show, split view leads by dimensions of interest, assess online visitor engagement with your company and products/services over time and view matchmaking recommendations made to visitors by RX on your behalf through different channels.

UPGRADE YOUR WEBSITE LISTING

STANDARD

WEBSITE LISTING



al.ive body

Australian Made, Artisan/bespoke product unique to the market. Health & Wellbeing, Home...

Description

Design Duo, Alisa & Lysandra Fraser are thrilled to announce the launch of their personal care brand al.ive body®. The idea for the al.ive body® range was born after the pair regularly struggled to source bathroom and kitch...

Brands

al.ive body

[Add to Plan](#)

Stand: 1620

STANDARD 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

\$325 + gst

* limited to 30 exhibitors

GOLD UPGRADE

On average drives 6.3 x more traffic to your profile

Includes:

- Premium Listing View
- Contact details
- Why Visit description
- 3 x product images
- Appear at the top of your chosen product category search

\$545 + gst


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

UPGRADE

SILVER & GOLD WEBSITE LISTING

GOLD UPGRADE

Appear at the top of your chosen category



al.ive body

LIFE INS...

Why visit our stand

al.ive body is excited to be back at Life Instyle Sydney 2023 to showcase our much loved products, as well as introduce some new offerings.

Brands we represent

al.ive body

Description

Design Duo, Alisa & Lysandra Fraser are thrilled to announce the launch of their personal care brand al.ive body®. The idea for the al.ive body® range was born after the pair regularly struggled to source bathroom and kitchen styling products that complimented their finished projects, while also offering the product purity their clients expected. So after 18 months of intense determination and exploration, the result is a personal care range aimed at the conscious consumer who values high-end design and demands product integrity.

[Add to Plan](#)

Production Type

Australian Made

Product Offering

Artisan/bespoke product unique to the market

Categories

Health & Wellbeing Homewares Kitchen & Dining Body, Bath & Fragrance

Stand: 1620

FOLLOW US

Facebook Twitter Instagram

COMPANY WEBSITE

<https://alivebody.com.au/>

COMPANY EMAIL

orders@alivebody.com.au


COMPANY PHONE

0477017621


ADDRESS

72C Broadway
Glenelg South
SA
5045
Australia


Gallery of products and services



AL.IVE BODY WASH & LOTION DUO



AL.IVE BODY WASH & LOTION DUO



AL.IVE BABY DUO

SHOW MORE INFO

PRODUCT IMAGES

YOUR CONTACT DETAILS

THE LOOK BOOK & HANDBOOK

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

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

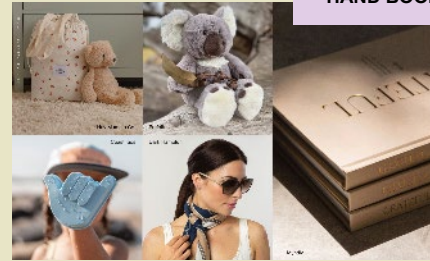
LOOK BOOK



Editorial: **\$660 + gst**
Full Page Ad: **\$968 + gst**
Double Page Spread: **\$1,595 + gst**
Inside Front or Back: **\$1,325 + gst**

*includes video link

HAND BOOK



Full Page Ad: **\$630 + gst**
Double Page Spread: **\$1,595 + gst**
Inside Front or Back: **\$2,170 + gst**

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

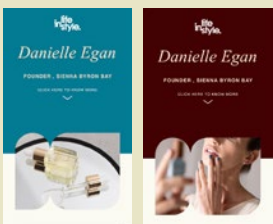
\$350 + gst



Appears on both Instagram & Facebook feeds simultaneously

STORY

\$690 + gst



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

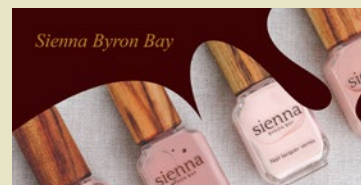
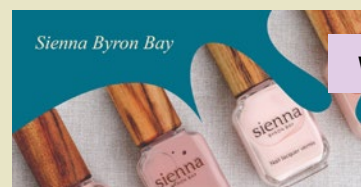
* Supports still images or video.

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.

WEB TILE AD

\$690 + gst



EMAIL BANNER

\$345 + gst



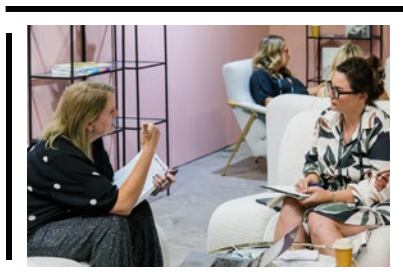
DIGITAL & SPONSORSHIP OPPORTUNITIES



BATHROOM SPONSOR

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

\$1,200 + gst



THE 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.

\$3,860 + 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.

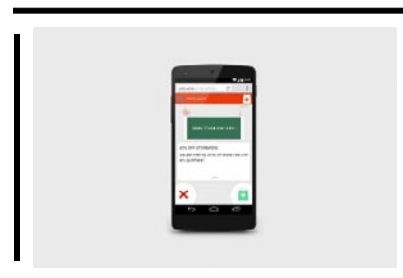
\$570 + gst



LOGO ON FLOORPLAN

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

\$530 + gst

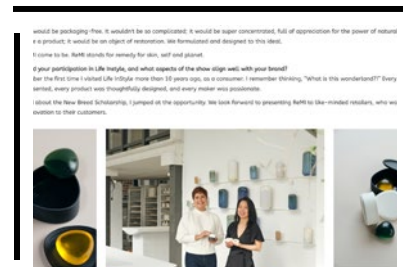


DIGITAL SHOW BAG

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.

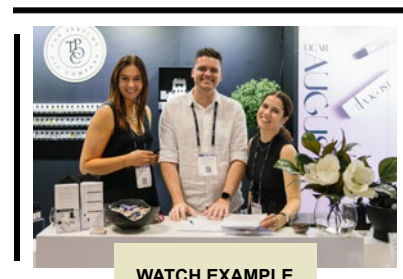
\$250 + gst



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.

\$895 + gst



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.

\$1,200 + 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.

SAVE OVER \$400



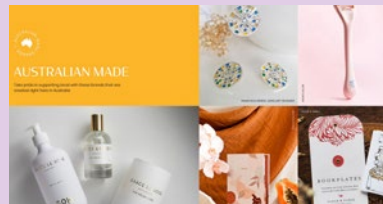
DIGITAL STARTER

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

\$549 + gst

SAVE OVER \$500



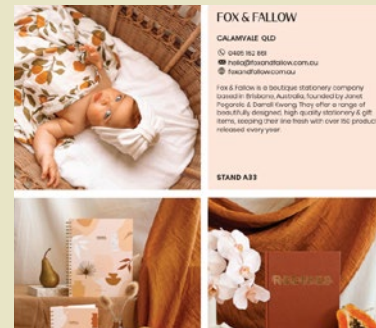
LOOK BOOK ULTIMATE VALUE

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

\$1,421 + gst

SAVE OVER \$600



HANDBOOK 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

\$2,184 + gst

SAVE OVER \$1,000



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

\$3,604 + gst

DIGITAL & SPONSORSHIP RATE CARD

SPONSORSHIP

PRODUCT	PRICE
Sponsorship Opportunities	
Bathroom Sponsor	\$1,200 + gst
The Business Couch	\$3,860 + gst
Product Giveaway	\$570 + gst

PACKAGES

PACKAGE	PRICE
Digital Starter	\$549 + gst
Ultimate Value	\$1,421 + gst
Big in Digital	\$2,184 + gst
Full Instyle Suite	\$3,604 + gst

DIGITAL

PRODUCT	PRICE
Online Brand Directory	
Silver Directory Listing Upgrade	\$325 + gst
Gold Directory Listing Upgrade	\$545 + gst
Look Book	
Look Book Editorial	\$660 + gst
Full Page Ad	\$968 + gst
Double Page Ad	\$1,595 + gst
Inside Front or Back	\$1,325 + gst
Handbook	
Full Page Ad	\$630 + gst
Double Page Ad	\$1,595 + gst
Inside Front or Back	\$2,170 + gst
Social Media	
Post	\$350 + gst
Story	\$690 + gst
Email & Web Ads	
Email Banner	\$345 + gst
Web Tile Ad	\$690 + gst
Other Digital	
Logo on floorplan	\$530 + gst
Digital Show Bag	\$250 + gst
Meet the maker	\$895 + gst



JOIN THE FAMILY

IF IT'S A YES FROM YOU, IT'S 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
- Fair trade
- Sustainably produced
- Innovative
- Ethically produced
- Original and unique
- Cruelty free and socially conscious

SOUND LIKE YOU? THEN LET'S TALK MORE.

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

life
in style.

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.

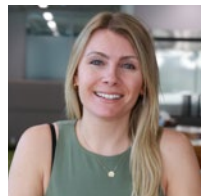
We are not a flash in the pan. We look for longevity in two senses of the word.

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

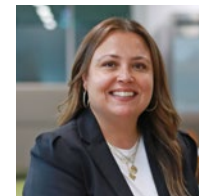
No Faux. We love products that are designed and produced with the highest intention, quality and originality, so that they will last for these loved-up years.



Organised by **RX Global Australia**
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ABN 47 000 146 921



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JAYDE TAYLOR
Strategic Account Manager
02 8329 0868
jayde.taylor@rxglobal.com