

EXHIBITOR PROSPECTUS

ICC
SYDNEY

20-23 FEB
2027



in life
style.

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GADIGAL COUNTRY

WELCOME MESSAGE



Welcome to Life Instyle, and thank you for considering joining our exhibitor community. Life Instyle brings together a carefully curated selection of inspiring, design-led home, fashion, kids, gift and lifestyle brands from Australia and beyond, alongside a targeted audience of retailers, buyers, stylists and industry decision-makers.

As an exhibitor, you'll be part of an experience designed with both creativity and commercial performance in mind - one that prioritises quality connections and genuine opportunities to do business. By keeping the focus tight and intentional, we create a setting where conversations convert, relationships develop, and brands trade with confidence.

We look forward to supporting you as you present your brand, share your story, and build long-term partnerships at Life Instyle.

Nina Vidale

Exhibition Director



ABOUT RX AUSTRALIA

RX Australia is in the business of building businesses so everyone can thrive wherever and wherever you are. We run events across a wide range of industries, including energy, waste, retail, medical and gaming. Across the globe, RX produces over 400 events in 42 sectors in 22 countries, in-person and virtual. We help both our exhibitors and our visitors flourish in their respective communities, opening new doors for their business in local and international markets. Together with our global partners, our goal is to expand our role, building on our flagship events and leveraging our capabilities in data and technology to create all year-round communities that support business, and help our customers to continually grow.

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.

TWO EVENTS

Melbourne
+ Sydney



27

Product Categories



13.9K

Attendees



476

Exhibiting Brands

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

DIGITAL METRICS

Melbourne
+Sydney

22,000

Facebook

84,000

Instagram

1,500

Look Book Reads

2,500

Handbooks at
the show

11,000

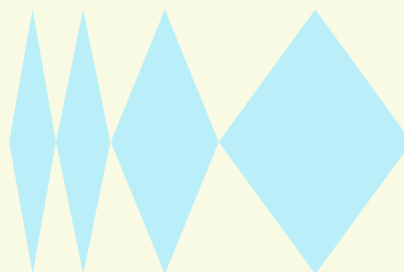
Visits to the Online
Exhibitor Directory

87,000

Website Visits
(November - February)

45,000

Email Database





VENUE

ICC Sydney Exhibition Centre
Darling Harbour

CO-LOCATED WITH REED GIFT FAIRS

DATES

Saturday • 20th February

Sunday • 21st February

Monday • 22nd February

Tuesday • 23rd February

LIFEINSTYLE.COM.AU



WHY EXHIBIT

At RX, we believe in the power of face-to-face connections to drive business growth. Our events bring together thousands of industry professionals who are ready to discover new products, build relationships, and make purchasing decisions.

Exhibiting with RX gives your business more than a stand on the show floor - it's a platform to:

- ▶ Engage directly with qualified buyers and decision-makers in your sector
- ▶ Launch new products and innovations to a highly targeted audience
- ▶ Strengthen your brand presence in front of the right people, at the right time
- ▶ Build a sales pipeline with measurable return on investment

With decades of experience delivering Australia's leading B2B trade events, RX provides the tools, insights, and year-round marketing support you need to maximise your participation. From pre-show promotion through to onsite networking and post-event lead generation, our focus is helping you achieve real results for your business.

The top 3 reasons our exhibitors choose Life Instyle.

1. Delivers **DIRECT SALES** and **COMMERCIAL OUTCOMES**
2. Delivers **NEW LEADS** and **RIGHT QUALITY OF BUYERS**
3. Participate to **ELEVATE BRAND VISIBILITY** and **BRAND STATUS**

50% of exhibitors

Estimated \$10K or more in business written at the show.

61% of exhibitors

Estimated \$10K or more in business written after the show.



It's the most curated show in Australia for independent gift brands.

- Petal & Pins, 2026 Sydney Exhibitors



156
Exhibitors

WHO SHOULD EXHIBIT

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.

WE LOVE PRODUCTS THAT ARE...

- ▶ Australian designed and owned
- ▶ Ethically produced
- ▶ Fair trade
- ▶ Original and unique
- ▶ Sustainably produced
- ▶ Cruelty free and socially conscious
- ▶ Innovative

If you make products from the below categories, you should be exhibiting at Life Instyle Sydney 2027:

Fashion, Accessories & Jewellery

Beauty, Grooming, Health & Wellbeing

Home, Living & Lifestyle

Babies, Kids & Family

Food, Beverage & Gifting

Art, Design & Creative

Tech, Travel & Retail Solutions

Pets



Exposure and network leads
are above and beyond!
This has changed our
business forever.

- EAU BAGS, 2026 Sydney Exhibitors



ABOUT THE ATTENDEES

5,967

Unique Visitor
Attendance

6,609

Total Visitor
Attendance

78%

of visitors make purchase
during or after the event



Key Visitor Type

39% Director/ Owner/ Partner

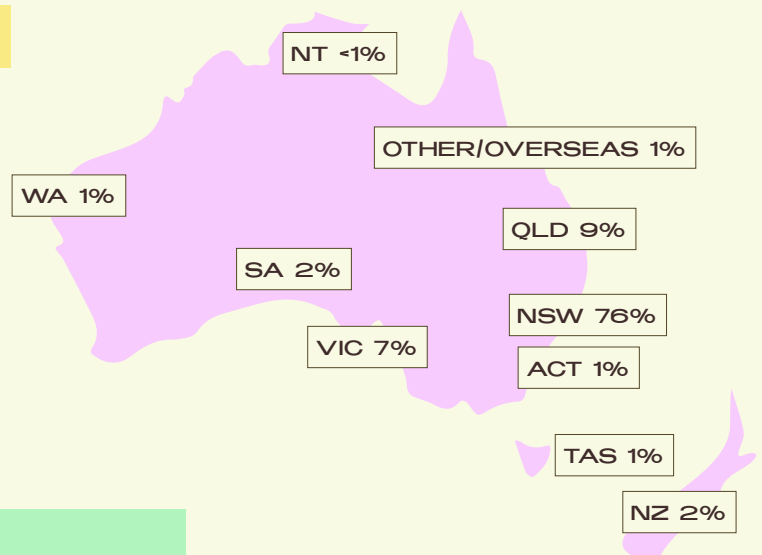
28% Buyer

9% Manager

8% Designers/ Stylist

8% Sales/ Marketing

State Breakdown



Primary Area of Retail

25% Fashion & Jewellery

24% Gift

20% Furniture & Homewares

5% Kids & Toys

5% Health / Beauty / Wellness



You can see a lot of suppliers in one place. It's very convenient and a good way to compare and select products.

- 2026 Life Instyle Sydney Visitor



EVENT FEATURES

CO-LOCATED WITH REED GIFT FAIRS

Together with Reed Gift Fairs—Australia's premium retail sourcing event for over 50 years across Gift & Lifestyle, Home & Décor, Fashion & Accessories, Kids & Family, Beauty & Wellness, and Garden & Outdoor Living—we connect you with more buyers than any other platform, face to face. It's the ultimate opportunity to showcase your brands and products to both new and existing customers.

reed gift fairs x **inlife**
style.

NEW BREED SCHOLARSHIP

An award program created to give emerging designers a powerful kick-start as they enter the wholesale market. Judged by an expert industry panel, submissions are assessed across five key criteria: Creativity, Innovation, Market Readiness, Product Quality, and Presentation—recognising designers with the potential to shape the future of the industry.



HOW TO GET INVOLVED

CHOOSE YOUR SPACE

Speak to one of our Account Managers to discuss your objectives and learn how we can support your exhibiting goals with a completely personalised offer and appropriate floorplan option that meets your business needs.



DANIELLE BENNETT

Strategic Account Manager
02 8329 0852
danielle.bennett@rxglobal.com



JAYDE TAYLOR

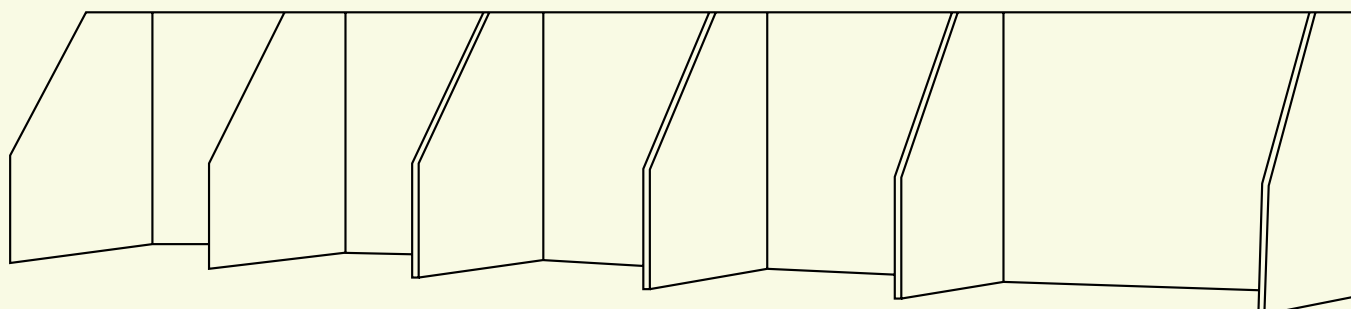
Strategic Account Manager
02 8329 0868
jayde.taylor@rxglobal.com

EXHIBITOR OPTIONS

The Neighbourhood

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.

\$7,202 ex GST



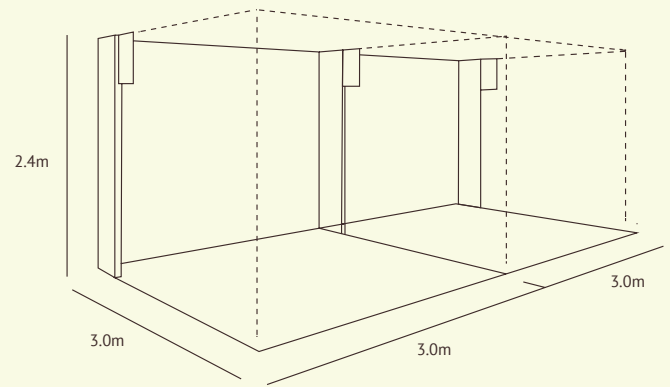
Life Instyle & Kids Instyle

All prices exclude GST

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



FROM \$4,889 ex GST

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

New Breed

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:

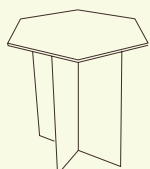
- 2.4m high white art panel back wall
- 50cm wide supports
- 1 x 300watt arm light per 1.5m
- 1 x A3 sign at each end of your stand

FROM \$4,066 ex GST

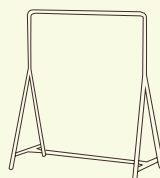
First Instyle

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:

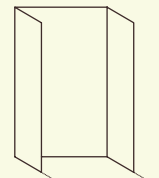
FROM \$3,178 ex GST



*Timber
Display Plinth*



*Fashion
Rack*



*Art
Walling*

STAND PRICING

THE NEIGHBOURHOOD (by invite only)				
3x3m (9sqm)		\$7,202		
FIRST INSTYLE				
\$3,178				
NEW BREED				
SIZE	STANDARD POSITION		PREMIUM POSITION	PLATINUM POSITION
2x2 (4sqm)	\$4,066		\$4,186	\$4,358
LIFE INSTYLE & KIDS INSTYLE				
SIZE	WALL LENGTH	STANDARD POSITION	PREMIUM POSITION	PLATINUM POSITION
2x3m (6sqm)	3	\$4,889	\$5,069	\$5,327
2.5x3m (7.5sqm)	3	\$5,544.50	\$5,769.50	\$6,092
2x4m (8sqm)	4	\$5,967	\$6,207	\$6,551
3x3m (9sqm)	3	\$6,200	\$6,470	\$6,857
2.5x4m (10sqm)	4	\$6,841	\$7,141	\$7,571
3x4m (12sqm)	4	\$7,715	\$8,075	\$8,591
2x6m (12sqm)	6	\$8,329	\$8,689	\$9,205
2.5x5m (12.5sqm)	5	\$8,240.50	\$8,615.50	\$9,153
3x5m (15sqm)	5	\$9,333	\$9,783	\$10,428
3x6m (18sqm)	6	\$10,951	\$11,491	\$12,265
3x7m (21sqm)	7	\$12,466	\$13,096	\$13,999
3x8m (24sqm)	8	\$14,084	\$14,804	\$15,836
3x9m (27sqm)	9	\$15,903	\$16,713	\$17,874
3x10m (30sqm)	10	\$17,418	\$18,318	\$19,608

All prices exclude GST // Additional surcharge of \$306 for corner stands.



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
- Lead Booster

\$567 ex GST

SAVE OVER \$500



LOOK BOOK ULTIMATE VALUE

Our most popular package, giving you exposure across a variety of channels.

- Priority Profile Upgrade
- Social Post
- Email Banner Ad
- Look Book Editorial Feature
- Lead Booster

\$1,466 ex GST

SAVE OVER \$500



EXPOSURE PACKAGES

HANDBOOK BIG IN DIGITAL

Go big and reach our community through web, email and social.

- Priority Profile Upgrade
- Social Post
- Email Banner Ad
- Look Book Editorial Feature
- Lead Booster
- Meet the Maker Email/Article

\$2,252 ex GST

SAVE OVER \$600



FULL INSTYLE SUITE

Perfect to elevate your brand by promoting through all Life Instyle channels and gaining MAXIMUM REACH.

- Priority Plus Profile Upgrade
- Social Post
- Look Book Editorial Feature
- Handbook Full Page Ad
- Lead Booster
- Meet the Maker Email/Article
- Stand Tour Video

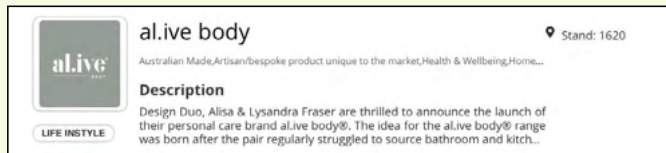
\$3,715 ex GST

SAVE OVER \$900



UPGRADE YOUR WEBSITE LISTING

STANDARD EXHIBITOR LISTING



PRIORITY PROFILE UPGRADE

On average drives 2.7 x more traffic to your profile

Includes:

- Premium Listing View
- Why Visit description
- Contact details
- 3 x product images

\$335 ex GST

* limited to 30 exhibitors

PRIORITY PLUS PROFILE UPGRADE

On average drives 6.3 x more traffic to your profile

Includes:

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

\$562 ex GST

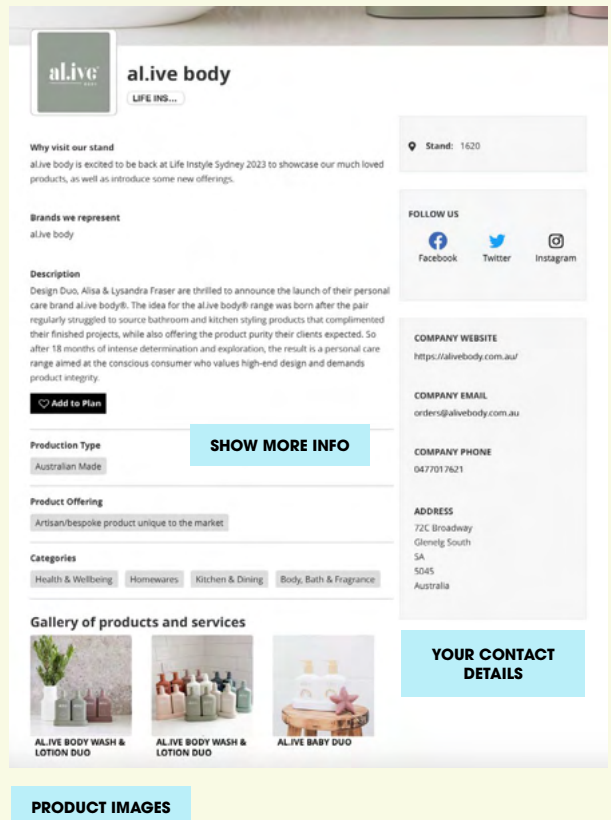
* limited to 1 exhibitor per product category. Maximum 10 exhibitors.

UPGRADE

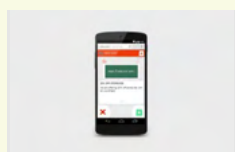
PRIORITY PROFILE & PRIORITY PLUS PROFILE

PRIORITY PLUS PROFILE

Appear at the top of your chosen category



PRODUCT IMAGES



LEAD BOOSTER

\$260 ex GST

Lead Booster, formerly our Digital Show Bag, 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.



MEET THE MAKER

\$940 ex GST

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.



STAND TOUR VIDEO

\$1,230 ex GST

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.

WATCH EXAMPLE

THE LOOK BOOK & HANDBOOK

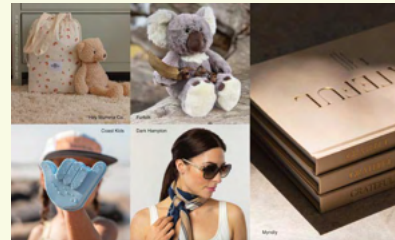
Upgrade your exposure with an ad space or editorial to really make your brand shine!



LOOK BOOK

Editorial
\$680 ex GST
Inside Front Cover
\$1,370 ex GST

*includes video link

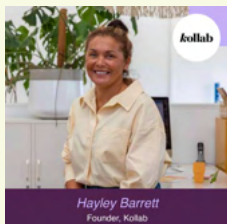


HANDBOOK

Full Page Ad
\$630 ex GST
Double Page Spread
\$1,630 ex GST
Inside Cover
\$2,236 ex GST

SOCIAL MEDIA

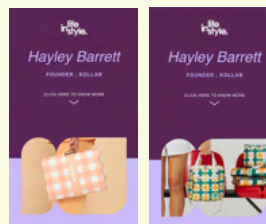
Our online community is one of our most valued assets, with our social channels connecting you instantly with over 98k followers and growing.



POST

\$360 ex GST

Appears on both Instagram & Facebook feeds simultaneously



STORY

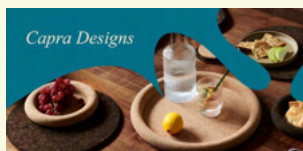
\$690 ex GST

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

* Supports still images or video.

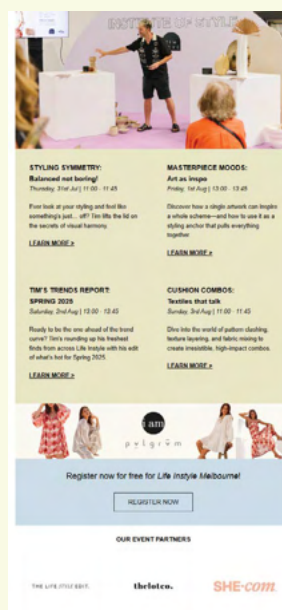
EMAIL & WEB ADS

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

\$711 ex GST



EMAIL BANNER

\$370 ex GST



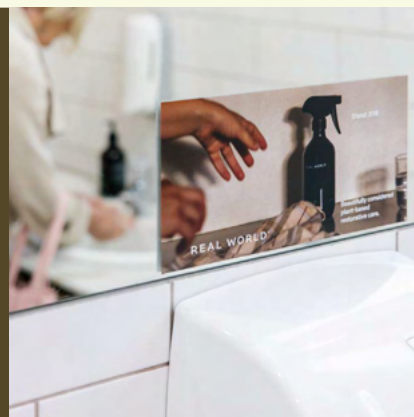
TOP TIP: On average, exhibitors who purchase social media posts and email ads get 10 x more traffic to their web profile.

SPONSORSHIP OPPORTUNITIES

BATHROOM SPONSOR

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

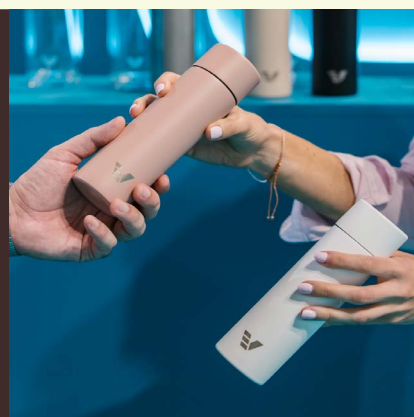
Investment: **\$1,250 ex GST**



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.

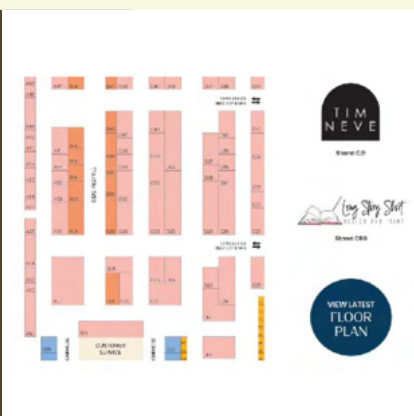
Investment: **\$645 ex GST**



LOGO ON FLOOR PLAN

Your logo appears on our event floor plan in the digital Look Book, Handbook and onsite signage, highlighting your stand location.

Investment: **\$545 ex GST**



CONTACT US



**DANIELLE
BENNETT**

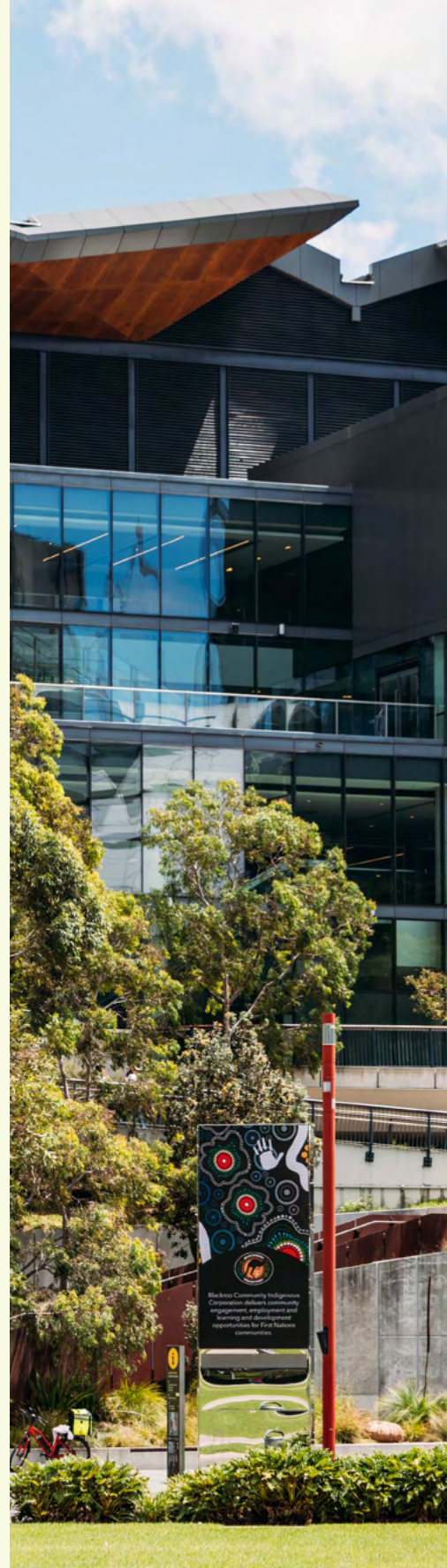
Strategic Account Manager
02 8329 0852
danielle.bennett@rxglobal.com



**JAYDE
TAYLOR**

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

[LIFEINSTYLE.COM.AU](https://lifeinstyle.com.au)



Organised by RX Global Australia
Level 9, 201 Pacific Highway, St Leonards, NSW.
02 9422 8686 | info@lifeinstyle.com.au
ABN 47 000 146 921

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