

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

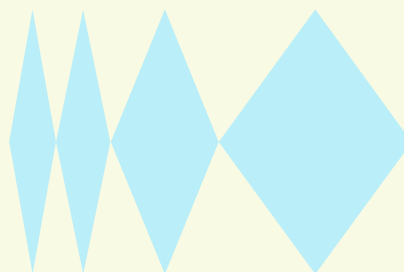
Visits to the Online
Exhibitor Directory

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

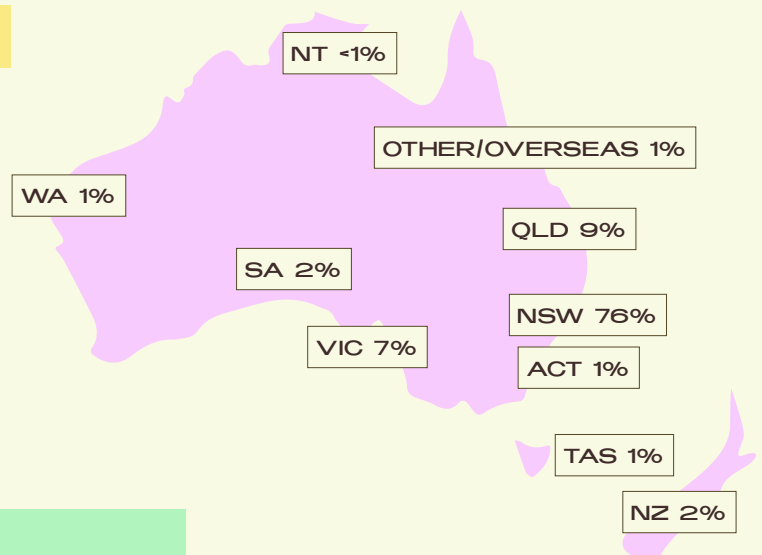
28% Buyer

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.



CONTACT US



**DANIELLE
BENNETT**

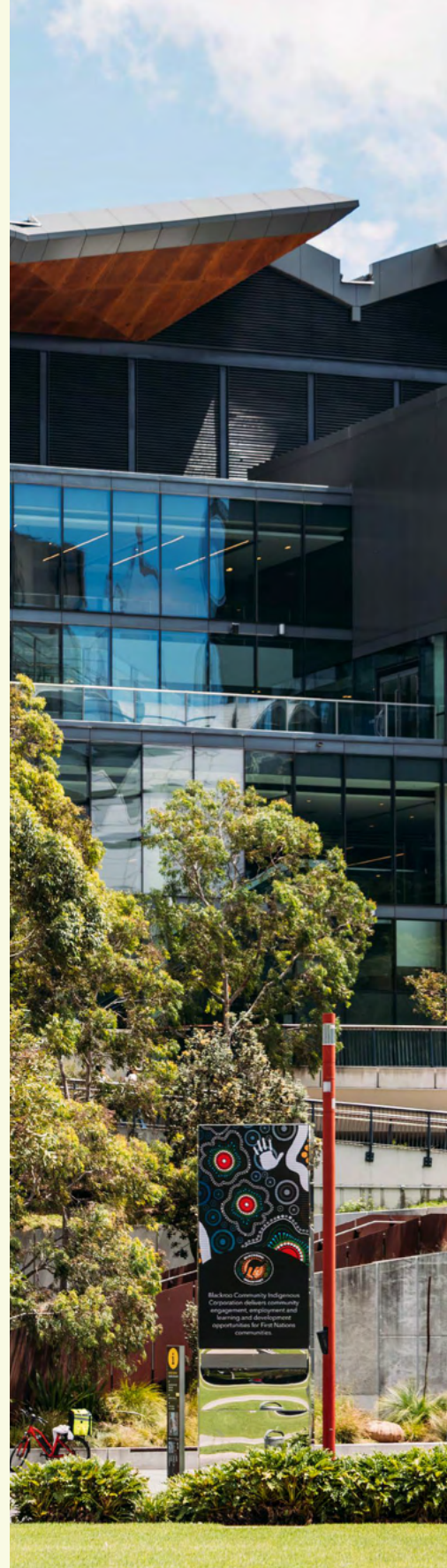
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