

EXHIBITOR PROSPECTUS

6 - 8
AUGUST
2026

ROYAL
EXHIBITION
BUILDING



in life
in style.



IT'S SIMPLE REALLY.

Life Instyle was created with one 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

12K

Attendees



450+

Exhibiting Brands



27

Product Categories



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

MELBOURNE 2025 VISITORS



The top 3 reasons our visitors choose Life Instyle.

1. Explore **WHAT'S NEW** and **INTERESTING**
2. **RECONNECT** with existing **PARTNERS & SUPPLIERS**
3. Make **NEW CONNECTIONS** with **KEY EXHIBITORS**

Key Visitor Type

38% Buyer

38% Director/ Owner/ Partner

8% Designer / Stylist

8% Sales / Marketing

7% Manager



4,362

Unique Visitor Attendance

Primary Area of Retail

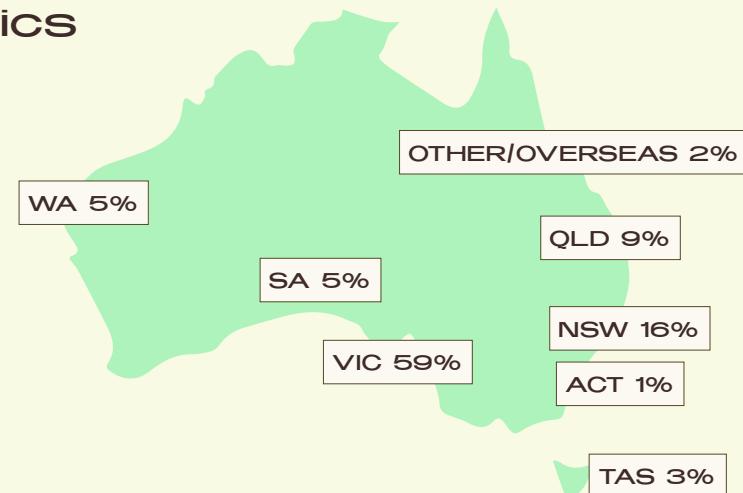
26% Gift

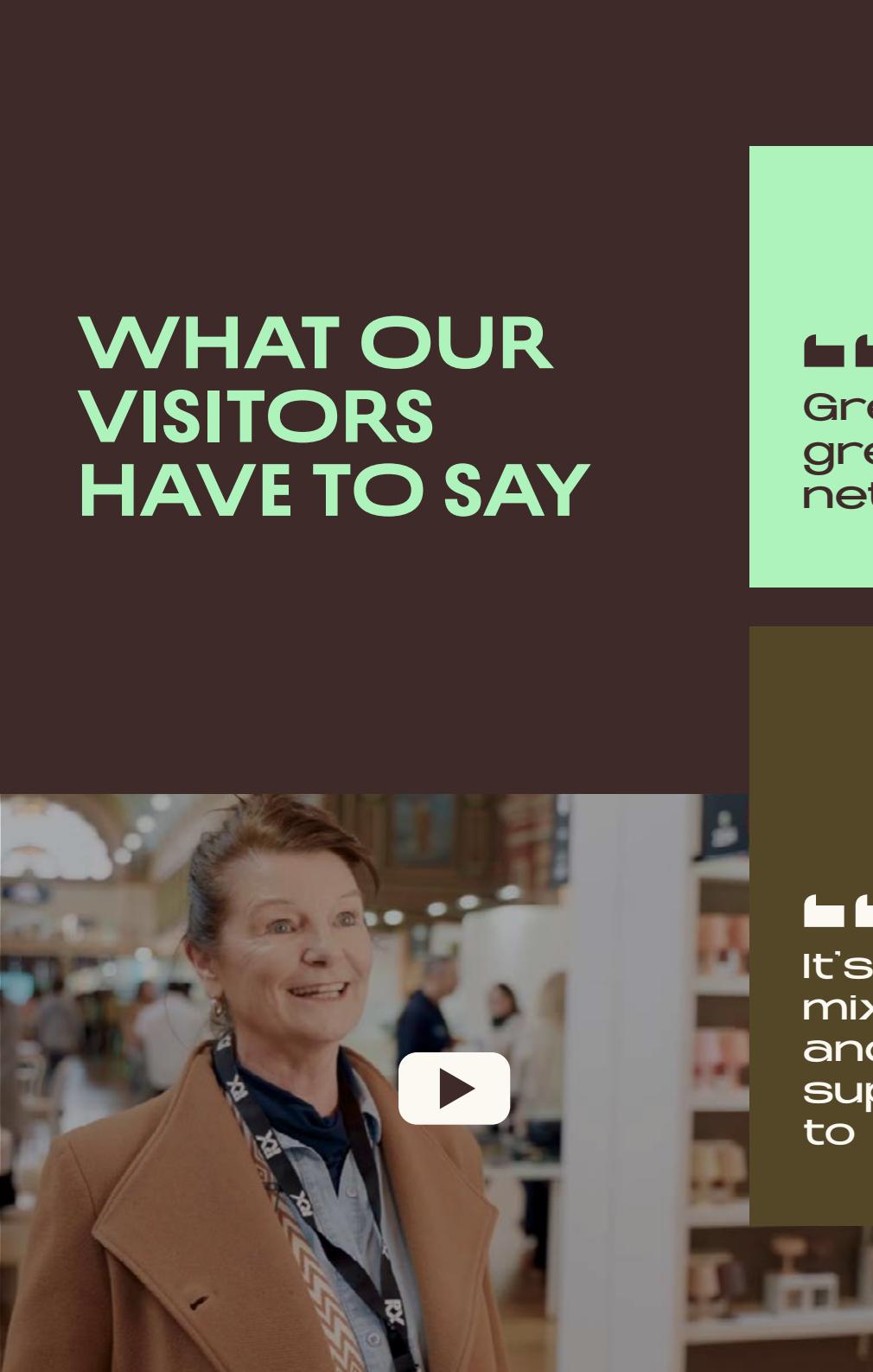
24% Fashion & Jewellery

19% Furniture & Homewares

9% Kids & Toys

City Demographics





WHAT OUR VISITORS HAVE TO SAY



Great set up, lovely people, great information and networking opportunities.

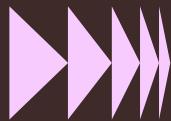


It's a good mix of stores and plenty of suppliers to meet.



It's excellent for seeing new and emerging products or expanding product ranges.

MELBOURNE 2025 EXHIBITORS



Top reasons why Exhibitors choose Life Instyle.

1. Connect with **more boutique retailers** than anywhere else
2. Meet the **right buyers**, face-to-face and ready to **discover**
3. Write orders **on the spot**
4. Build a strong pipeline of **quality leads**
5. Launch what's new and get **real-time feedback**
6. Elevate your brand profile in a **premium, design-led environment**
7. Join a **creative, values-driven community** that champions **good business** and **great design**



283

Exhibitors

15K

Leads

Estimated business per Exhibitor, written at the show.

34% \$25,000+

42% \$5000-\$25,000

24% Under \$5000

Estimated business per Exhibitor, written after the show.

39% \$25,000+

37% \$5000-\$25,000

24% Under \$5000

Buyers at Life Instyle have a yearly buying budget of

16% Over \$500,000

33% \$100,001-\$500,000

23% \$50,001-\$100,000

27% Under \$50,000



WHAT OUR EXHIBITORS HAVE TO SAY



A useful opportunity to spend time with existing customers in person and maintain relationships that are harder to build outside of a live trade environment.



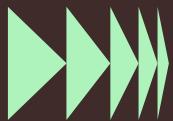
Life Instyle is a well-considered and thoughtfully curated industry event that feels intentional in both its presentation and exhibitor mix.



A strong location supported by a good calibre of buyers, making the time spent on the floor feel worthwhile.



THE ROYAL EXHIBITION BUILDING



The beautiful Royal Exhibition Building located in Carlton, became the first build heritage site in Australia to be added to the World Heritage list due to the building being a rare intact reminder of the 19th century international exhibitions movement, fostering exchanges of products and ideas.

Spanning over two floors, Life Instyle Melbourne truly encapsulates the essence of fostering connections that the Royal Exhibition Building promotes.

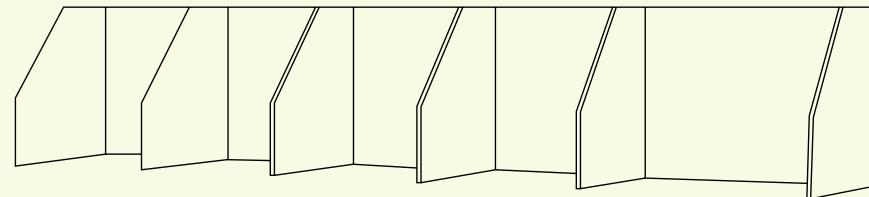
EXHIBITOR OPTIONS

Life Instyle Melbourne

The Neighbourhood

\$7,844 ex GST

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.



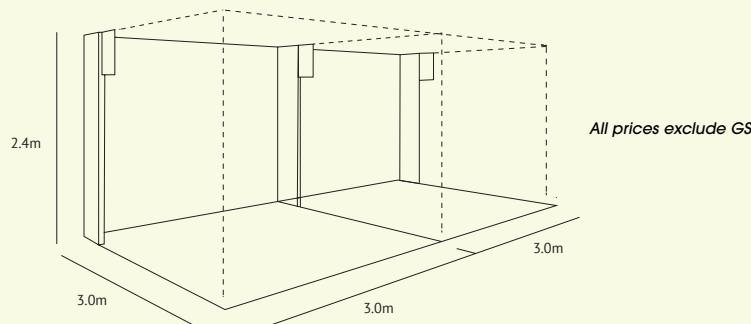
Life Instyle & Kids Instyle

FROM \$5,024 ex 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



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

New Breed

FROM \$4,096 ex GST

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.

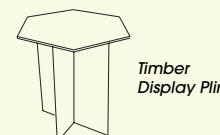
The stand build includes:

- 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 \$3,133 ex GST

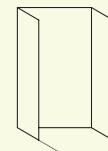
Showcasing new and emerging design talent from around the country, First Instyle provides a unique opportunity, for businesses within their first 3 years of trade to launch themselves into the retail market. Best suited for smaller products and samples, First Instyle exhibitors can choose from one of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



Timber
Display Plinth



Fashion
Rack



Art
Walling

DOWNSTAIRS							
FIRST INSTYLE		\$3,133.00					
THE NEIGHBOURHOOD (by invite only)							
3x3m (9sqm)	\$7,844.00						
NEW BREED PRICING							
STANDARD		PREMIUM	PLATINUM				
\$4,312.00		\$4,408.00	\$4,520.00				
SIZE	WALL LENGTH	STANDARD POSITION	PREMIUM POSITION	PLATINUM POSITION			
2x3m (6sqm)	3	\$5,348.00	\$5,492.00	\$5,660.00			
2.5x3m (7.5sqm)	3	\$6,150.50	\$6,330.50	\$6,540.50			
2x4m (8sqm)	4	\$6,621.00	\$6,813.00	\$7,037.00			
3x3m (9sqm)	3	\$6,953.00	\$7,169.00	\$7,421.00			
2.5x4m (10sqm)	4	\$7,691.00	\$7,931.00	\$8,211.00			
3x4m (12sqm)	4	\$8,761.00	\$9,049.00	\$9,385.00			
2x6m (12sqm)	6	\$9,379.00	\$9,667.00	\$10,003.00			
2.5x5m (12.5sqm)	5	\$9,337.50	\$9,637.50	\$9,987.50			
3x5m (15sqm)	5	\$10,675.00	\$11,035.00	\$11,455.00			
3x6m (18sqm)	6	\$12,589.00	\$13,021.00	\$13,525.00			
3x7m (21sqm)	7	\$14,397.00	\$14,565.00	\$15,174.00			
3x8m (24sqm)	8	\$16,311.00	\$16,503.00	\$17,199.00			
3x9m (27sqm)	9	\$18,276.00	\$18,492.00	\$19,275.00			
3x10m (30sqm)	10	\$20,084.00	\$20,324.00	\$21,194.00			

UPSTAIRS				
NEW BREED PRICING				
STANDARD		PREMIUM		
\$4,096.00		\$4,184.00		
SIZE	WALL LENGTH	STANDARD POSITION	PREMIUM POSITION	
2x3m (6sqm)	3	\$5,024.00	\$5,156.00	
2.5x3m (8sqm)	3	\$5,745.50	\$5,910.50	
2x4m (8sqm)	4	\$6,189.00	\$6,365.00	
3x3m (9sqm)	3	\$6,467.00	\$6,665.00	
2.5x4m (10sqm)	4	\$7,151.00	\$7,371.00	
3x4m (12sqm)	4	\$8,113.00	\$8,377.00	
2x6m (12sqm)	6	\$8,731.00	\$8,995.00	
2.5x5m (12.5sqm)	5	\$8,662.50	\$8,937.50	
3x5m (15sqm)	5	\$9,865.00	\$10,195.00	
3x6m (18sqm)	6	\$11,617.00	\$12,013.00	

All prices exclude GST // Additional surcharge of \$316 excl. GST for corner stands.

STAND PRICING

ALL PACKAGES INCLUDE

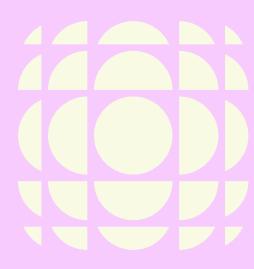
- Listing in digital Look Book and printed Handbook (subject to booking deadline)
- Digital Listing in the Online Directory (live year round)
- Emperia Lead Manager App (to use at the show)
- Exhibitor Dashboard
- Stand walling and lighting
- Public Liability Insurance



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.

DIGITAL & SPONSORSHIP OPPORTUNITIES



Life Instyle presents an opportunity to reach thousands of followers to showcase your brand across our digital channels.

22,000

Facebook

85,000

Instagram

1,400

Look Book reads

2,500

Handbooks at
the show

45,000

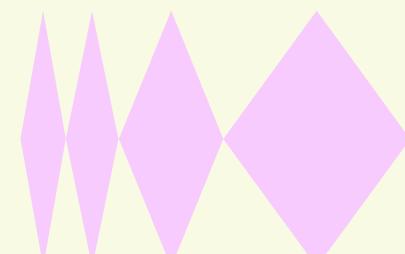
Website visits

32,000

Email database

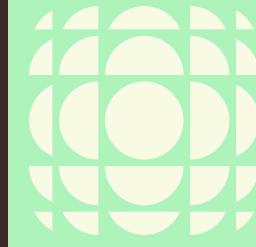
29,000

Visits to online
exhibitor directory



THE LOOK BOOK & HANDBOOK

Life Instyle Melbourne



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



LOOK BOOK

Editorial: \$681 ex GST
Inside Front Cover: \$1,374 ex GST

*Includes video link



HAND BOOK

Full Page Ad: \$1,078 ex GST
Double Page Spread: \$1,733 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 \$343 ex GST

Appears on both Instagram & Facebook feeds simultaneously



STORY \$703 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.



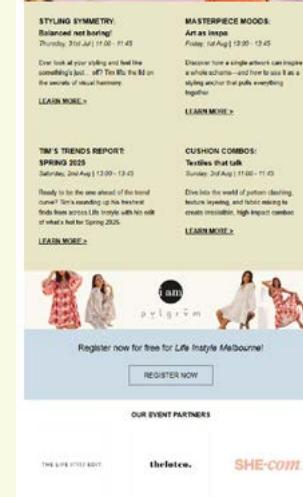
WEB TILE AD

\$729 ex GST



EMAIL BANNER

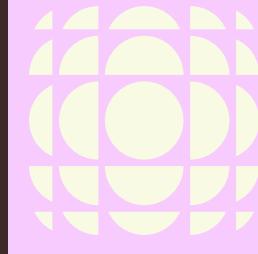
\$388 ex GST



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

UPGRADE YOUR WEBSITE LISTING

Life Instyle Melbourne



STANDARD

EXHIBITOR 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...

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

\$437 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
- Contact details
- Why Visit description
- 3 x product images
- Appear at the top of your chosen product category search

\$657 ex GST

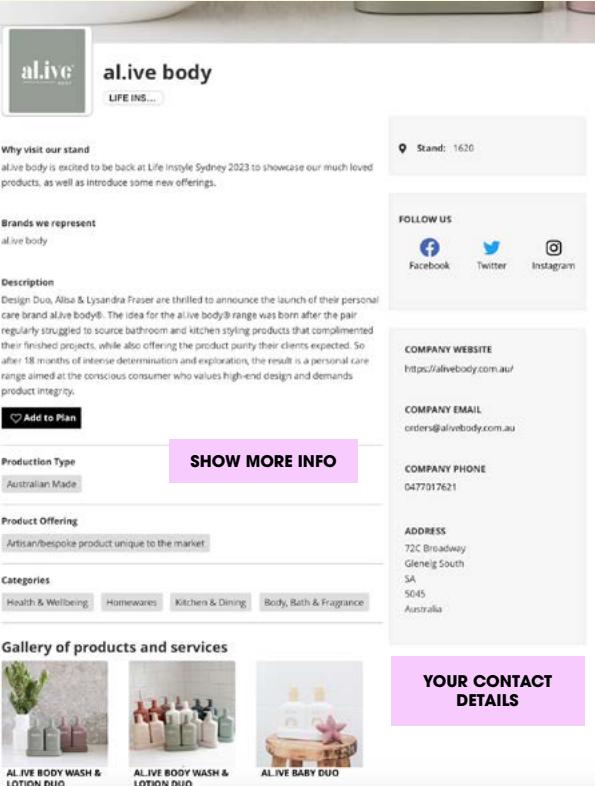
* limited to 1 exhibitor per product category. Maximum 10 exhibitors

UPGRADE

PRIORITY PROFILE & PRIORITY PLUS PROFILE

PRIORITY PLUS PROFILE

Appear at the top of your chosen category



al.ive body
LIFE INST...

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

Gallery of products and services


SHOW MORE INFO

YOUR CONTACT DETAILS

PRODUCT IMAGES



LEAD BOOSTER

\$277 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

\$884 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

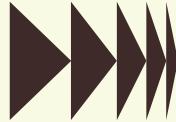
\$1,100 ex GST

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.



EXPOSURE PACKAGES

Life Instyle Melbourne



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
- Lead Booster

\$557 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
- Lookbook Editorial Feature
- Lead Booster

\$1,442 ex GST

SAVE OVER \$600



HANDBOOK BIG IN DIGITAL

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

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

\$3,000 ex GST

SAVE OVER \$1,000



FULL INSTYLE SUITE

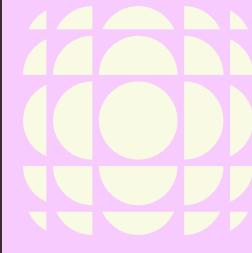
Perfect to elevate your brand by promoting through all Life Instyle channels and gaining MAXIMUM REACH.

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

\$3,768 ex GST

DIGITAL & SPONSORSHIP OPPORTUNITIES

Life Instyle Melbourne



BATHROOM SPONSOR

\$1,326 ex GST

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



THE BUSINESS COUCH

\$5,520 ex GST

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.



PRODUCT GIVEAWAY

\$553 ex GST

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.



LOGO ON FLOOR PLAN

\$551 ex GST

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



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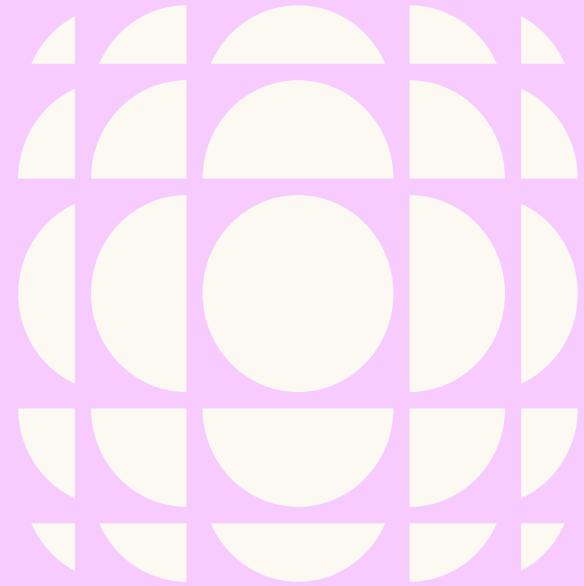


Organised by RX Global Australia

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in **life**
in style.