

**life
in style.**

Your Company *Profile*

**Understanding your profile
and the inclusions.**

**1-4 AUGUST 2024
ROYAL EXHIBITION BUILDING**

Your Company Profile

What's included?

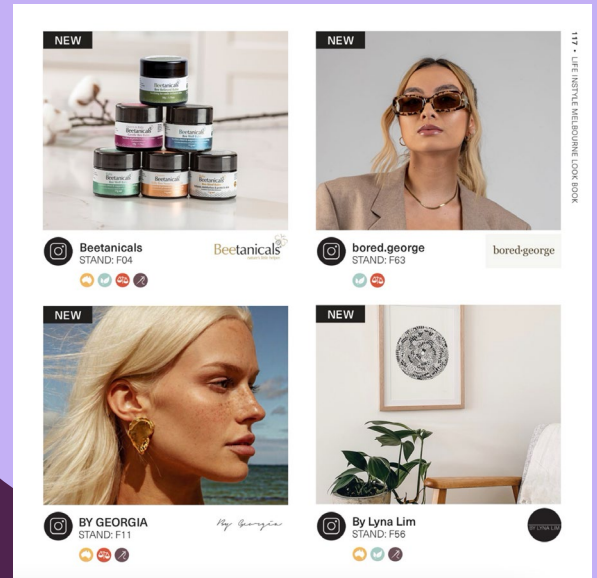
Digital Look Book

The Lookbook is the first of our two digital books and is a rich and inspiring sneak peek at what to expect at the show. The new digital format will go live on our website and distributed to our entire database through our email and social channels. As an important tool for retailers to pre-plan their attendance as well as get a head start on their sourcing every exhibitor will receive a listing.

** Profiles are listed in alphabetical order by brand name.*

Your Look Book profile includes:

- 1x Image
- Logo
- Display Name
- Stand Number
- Instagram Handle
- Link to your Web Profile Listing in the Web Directory *(please ensure you complete all information in your Task 1 - Exhibitor Web Profile)*



PLEASE NOTE: this is a sample and may not be the final product

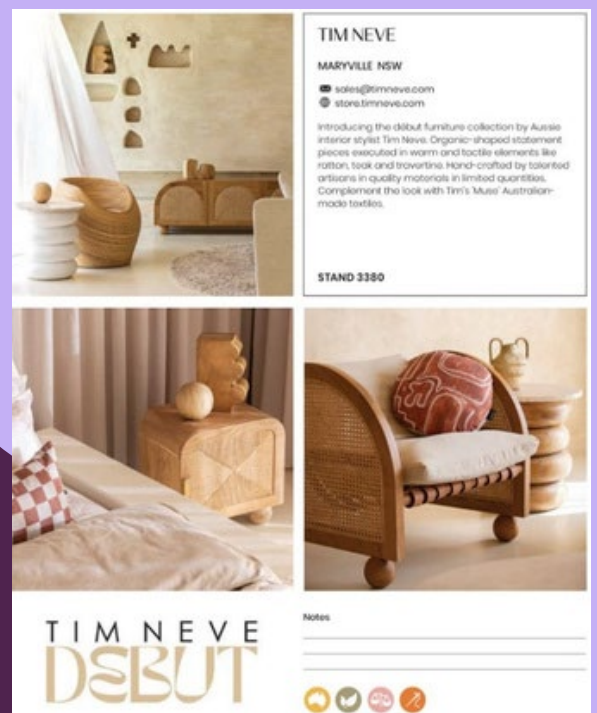
Printed Hand Book

The Hand Book is our more comprehensive book featuring show content, schedules and most importantly our exhibitors. The Hand Book will be available upon entry to Life Instyle Sydney 2024 and online for those who cannot attend the physical event. Each exhibitor will receive 1 full page colour profile.

**Profiles are listed in alphabetical order by Display Name.*

Your Handbook profile includes:

- 3 x Product Images
- Display Name
- Logo
- Company Description
- Stand Number
- Address
- Phone Number
- Email Address



Web Listing

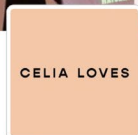
Your web listing will be shown on the online Exhibitor Directory, this is our digital listing of all exhibitors at the show. Your listing will be available to view at lifeinstyle.com.au in the weeks leading up to the show.

Each exhibitor will receive 1 (one) standard web listing.

**Profiles are listed in alphabetical order by company name.*

Your web listing includes:

- Display Name
- Company Logo
- 800 Character Description
- Up to 50 Product Images
- Social Media Links
- Website Link
- Address, Email & Phone Number



Celia Loves

LIFE IN STYLE

Why visit our stand

At Celia Loves, we are known for elevating and brightening your day through packaging and scent. Come say hi and experience the fun world of Celia Loves for yourself, we can't wait to see you!

Description

Celia Loves creates scented soy wax candles that are full of personality and vibrancy. We have a special focus on packaging design to spark joy. Our packaging stands out from the crowd and is a complete gift straight off the shelf! We work closely with an artisan fragrance house to deliver high quality whimsical scents. Our whole collection is simply dreamy and your customers will fall in love with our unique, colourful and fun packaging and scents!

Production Type

Eco Ethically Made Handmade Australian Made

Product Offering

A combination of the above

Product Categories

Body, Bath & Fragrance Homewares

Gallery of products and services



European Holiday Collection



European Holiday - Trio Candle Set



Chilled Sangria Candle

Stand: 2258

FOLLOW US



Facebook



Instagram

COMPANY WEBSITE

<https://www.celialoves.com.au>

COMPANY EMAIL

sales@celialoves.com.au

COMPANY PHONE

0418222093

ADDRESS

55 Pavo Street
Belmont
Melbourne
VIC
3216
Australia

Fill in your Profile as soon as you have access

1. Log into the *Exhibitor Hub*

LOG IN HERE

using your allocated username and password.
If you've lost your login details, please contact us at info@lifeinstyle.com.au and we will resend it to you.

2. Click on 'Edit Profile Page'

life in style. 19 - 22 February 2022

Company Name	Digital offering
RXA TEST 001	Bronze package

Stand location	Stand size	Stand type
F01	1.5 m ²	-

Edit Profile Page
This information will appear in the show website.

Emperia
Lead Capture Services
A consolidated list of leads.
⚠ (Total: -, New: -)

3. Add your *cover image* and *logo*

Cover Image Specs: 1400 x 350px, must be 4:1 ratio, less than 1MB and in jpg format

Logo Specs: 180 x 180px, must be less than 1MB and in jpg format



4. Fill out your *company information*

When completing your listing please keep in mind this information will be published on our website which is viewable by visitors and the public. Please ensure your contact information is up to date and phone numbers are in service. Follow the form through, complete all fields applicable and click save when you are finished.

Display Name *

Reed Exhibitions

LIFE IN STYLE MELBOURNE - JULY 2020 SPECIFIC

Why visit our stand

Tell visitors why they should visit your stand, Maximum 200 characters

Description

Describe what your company does, Maximum 600 characters

Cancel Save

Stand: 2205K

Social Media Links

FOLLOW US



Facebook



Twitter



YouTube



LinkedIn



WeChat



Instagram

WEBSITE

EMAIL

PHONE

ADDRESS

Very important

This is how retailers will contact you

Brands we represent

Tell visitors all the brands that your company will represent at the show

Filters

Select items that best represent your company to help visitors find you on the website directory. Other Filters selections might be available in Matchmaking (the section below).

Product Categories

Fashion & Accessories - Men's

Homewares

Production Type

Proudly Australian

Ethically Made

Which of the below best describes your product offering / the brands you represent?
Select only 1

A combination of the above

Only click categories that apply to your brand

Do not click 'kids' if you do not stock kids products


Web Listing


5. Upload products to show retailers what you have to *offer*

Upload products to show retailers what you have to offer. Retailers are now able to search for specific products through our New Product Directory. Add as many products to your Profile to show what you have to offer. Upload an image, a title and brief description for each product.

Gallery of products and services

Add Products



 **Upload product image ***

Formats: jpg, png
Max file size: 25MB
Minimum: 250x250px

Please ensure you own or have the owner's consent to use this image

Upload your product image

Product name *

Enter the name of the product. Maximum 50 characters

Product name

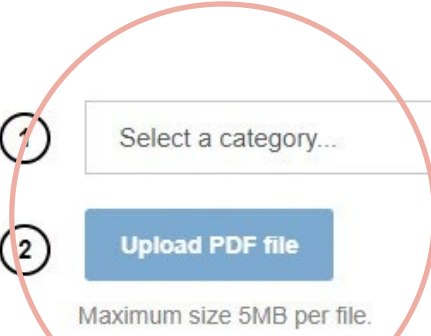
Description


Describe the product. Maximum 500 characters

Max 500 characters

Upload Documents

Select a category (Brochure, Case Study, White Paper, Press Release or Other) and upload the PDF file.

1 

2 

Upload PDF file

Maximum size 5MB per file.

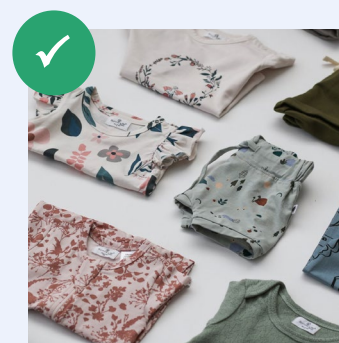
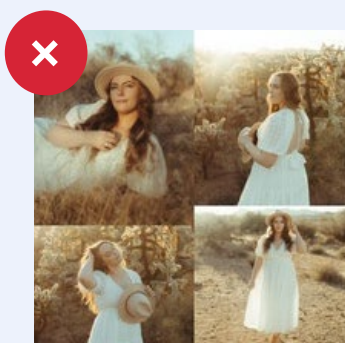
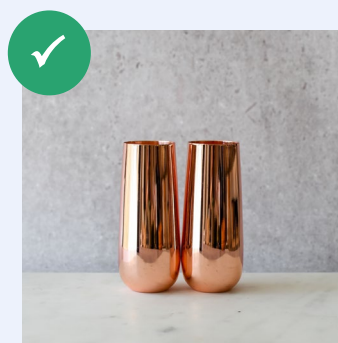
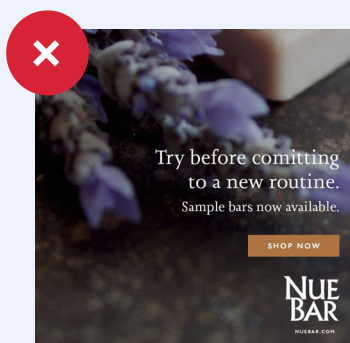
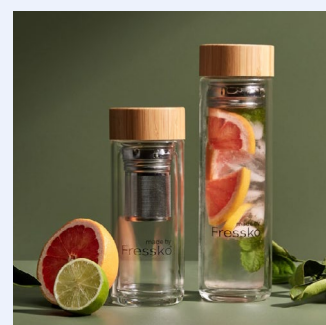
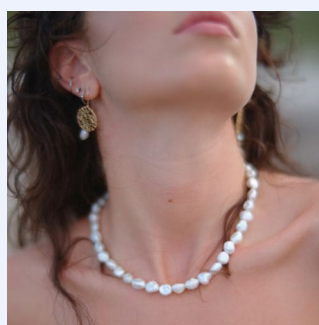
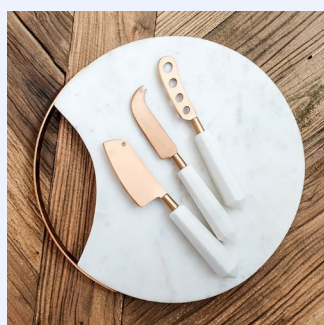
Upload documents like catalogues, look books or order forms etc

Styling Your Digital Look Book Profile (Task 2A)

Images that do not meet the below guidelines will *not* be accepted and will need to be resupplied.

Step 1: Select your Hero Image

When selecting your image, you must submit a styled product image. Product images should be kept clean and tidy, no text or additional logos should be placed on images. Do not clutter your image with lots of products as they will get lost in the small space.



Step 2: Measuring your hero image

When submitting your image please ensure the file is the correct size and meets the below specifications.

IMAGE SPECIFICATIONS:

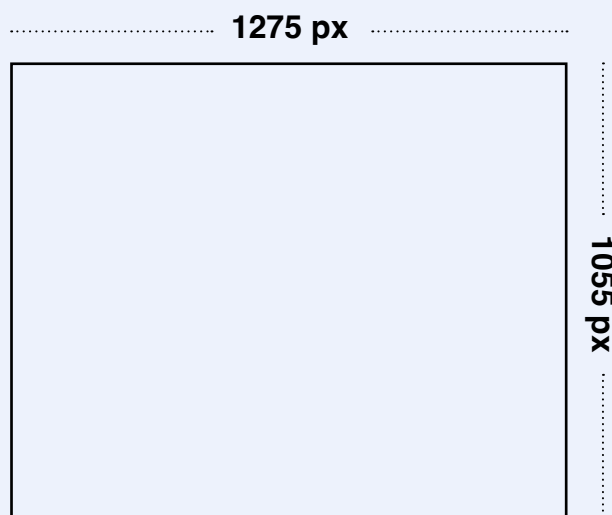
Size: 1275px wide x 1055px high

Resolution: 300dpi

File: JPEG

Orientation: Portrait

Colour: RGB - digital



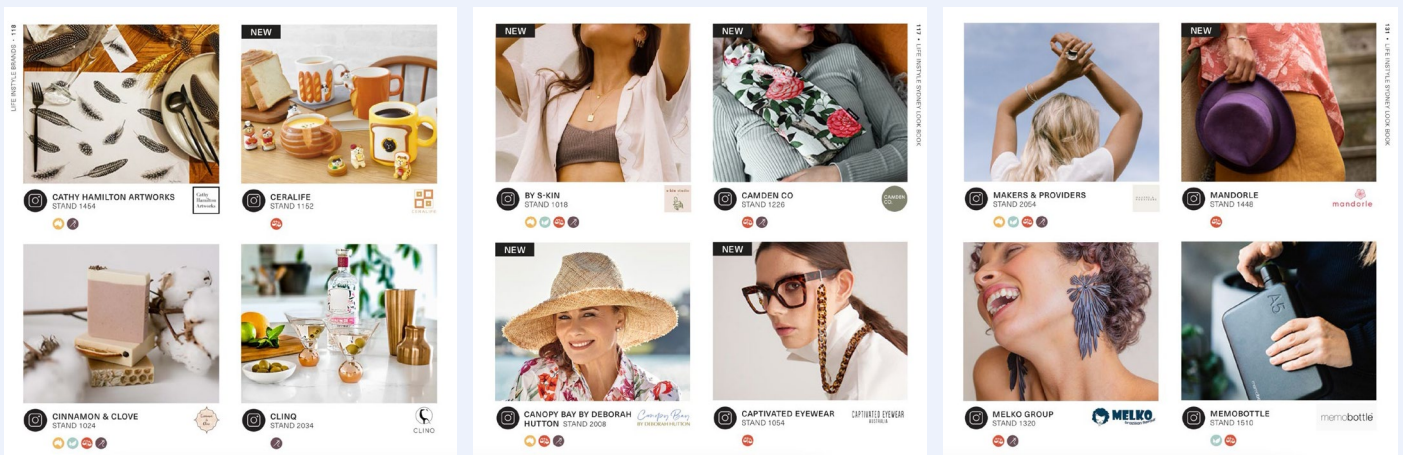
NOTE: Life Instyle has the right to decline images that do not meet the guidelines.

Styling Your Digital Look Book Profile (Task 2B)

Images that do not meet the below guidelines will *not* be accepted and will need to be resupplied.

Step 1: Select your product images

When selecting your 3 Hand Book images, you must submit product shots only. Think about images that compliment each other and flow through the page. Below are some example profiles previously submitted.

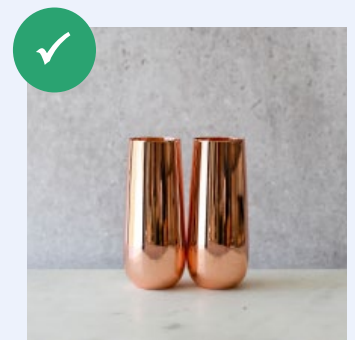
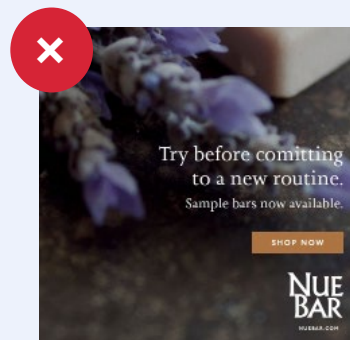


CHECK YOUR IMAGE CONTENT

See the do's and don'ts of what images should contain.

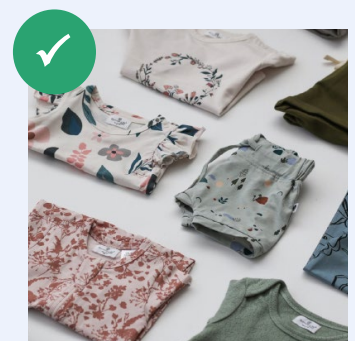
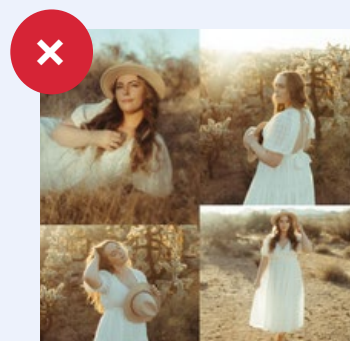
Text or *Logos*

Logos or text will not be accepted over images. Branding as part of product packaging is acceptable.



Multiple Images

Collage images will not be accepted. If you wish to show multiple products these must be a single shot.



Step 2: Measuring your product images

Please see below image specifications for your 3 product images. Images must be square.

PRODUCT IMAGE SPECIFICATIONS:

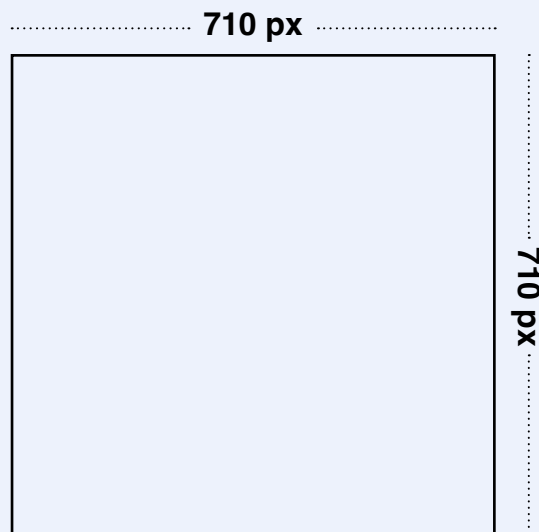
Size: 710 px wide x 710 px high

Resolution: 300dpi

File: JPEG

Orientation: Portrait

Colour: CMYK



Step 3: Measuring your logo

Logo's must fit within these dimensions, but do not need to fill the entire space.

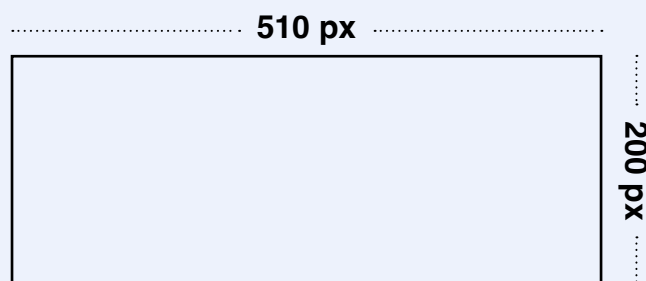
LOGO SPECIFICATIONS:

Size: 500 px wide x 200 px high

Resolution: 300dpi

File: JPEG

Colour: CMYK



NOTE: Logos that do not fill the full space (ie. square or circular logos) will be centered to fit within the frame.

CUSTOM COLOURS

When completing your profile you have the option to change the background colour and text of your company details section in the Hand Book.

To nominate a custom background colour for your Hand Book listing you will need to provide the RGB colour code in the form of Task 2b. A link to a colour picker website is available in the form if you need assistance. The default option if nothing is selected is a white background with black text and a black keyline.

BRAND NAME	BRAND NAME	BRAND NAME
Address	Address	Address
Mobile	Mobile	Mobile
Email Address	Email Address	Email Address
Website	Website	Website
description of brand and products	description of brand and products	description of brand and products
description of brand and products	description of brand and products	description of brand and products
description of brand and products	description of brand and products	description of brand and products
description of brand and products	description of brand and products	description of brand and products
STAND NO.	STAND NO.	STAND NO.

NOTE: The Life Instyle team may change the text colour where they feel necessary to ensure your text will be legible.

