

**life
in style.**

29 July - 1 August 2021

Royal Exhibition Building, Melbourne



**MELB-
OURNE21**



VENUE.

Royal Exhibition Building
Melbourne

NEW DATES.

Thursday 29 July	10am-6pm
Friday 30 July	10am-6pm
Saturday 31 July	10am-5pm
Sunday 1 Aug	10am-4pm

Follow

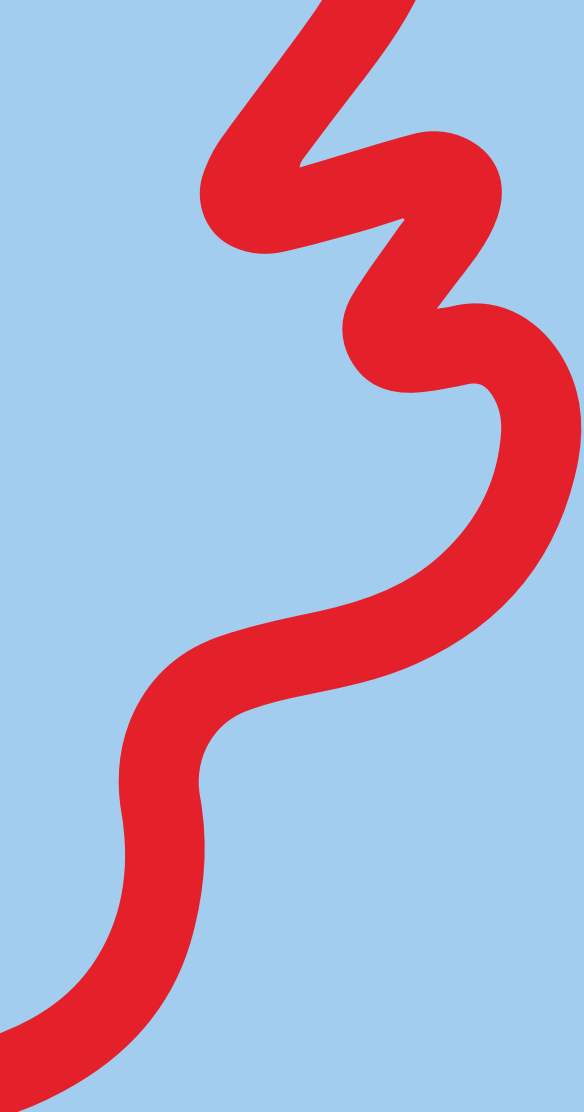
BRANE - AUSTRALIA

2023



"It's a no brainer, you cannot miss Life Instyle if you are a serious buyer!"

JO DAWKINS, CACTUS HILL PROJECT

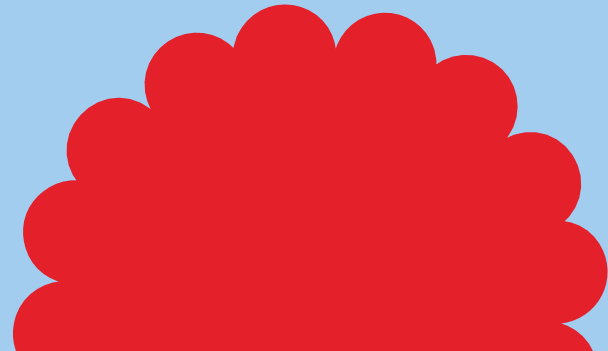


It's simple really. Life Instyle was created with one simple goal – to celebrate and elevate makers and creatives doing great things.

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.



Where Swedish heritage meets natural
handmade design.

At ZAKKA products are designed by us
in Sweden and carefully crafted by hand
by our skilled makers in Vietnam and
Italy. We love the journey our products
go through before they land in our
collection, you won't find two products
being exactly the same in our range.

100%

We provide an opportunity for discovery
and connection, served up with a side
of inspiration and education.



WHO WE ARE:

A small team, with a global reach and a passion to propel good brands into greatness.

WHAT WE DO:

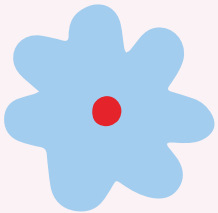
We bring together a like-minded community of creatives to connect and discover.

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.



life in style.

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

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

27
product
categories

**two
shows**
SYD + MEL

80,000+
community
reach

650+
brands

13,500+
retailers

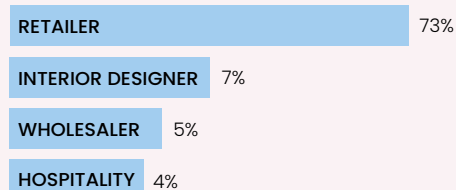
MELBOURNE 2019 EVENT SNAPSHOT

6,187 visitors

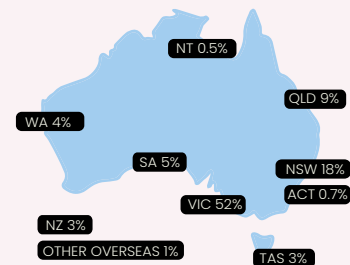
The Top 3 reasons our visitors choose Life Instyle

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

Key visitor type.



Where they came from.



80%

visitor satisfaction

70%

attend because of the quality and uniqueness of the products

87%

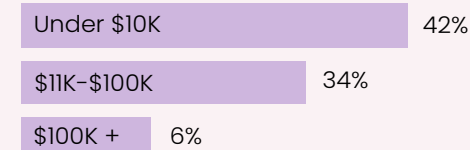
plan to return in 2021

431 exhibitors

The Top 3 reasons our exhibitors choose Life Instyle

1. Delivers **MORE NEW LEADS** than any other sales or marketing option
2. Delivers **HIGHER QUALITY LEADS** than any other sales or marketing option
3. Participating **ELEVATES MY BRAND STATUS**

Estimated business written AT the show



324,943

webpage views during the Melbourne marketing campaign

80%

do business at the event

73%

rate the quality of the buyer as good to excellent

73%

overall exhibitor satisfaction

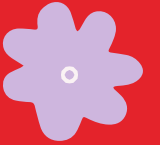
2021

It's fair to say that 2020 hasn't gone to plan for any of us and our hearts and support continue to go out to all those businesses and retailers effected by the pandemic, especially in Victoria's current climate. What we have seen come out of the 2020 is the resilience and innovation of so many who have had to adapt, not only to simply survive, but even flourish.

We now look towards 2021 with a vision to connect and re-engage face to face at Life Instyle Melbourne at the Royal Exhibition Building, from 29 July - 1 August 2021.

Reed Exhibitions will also be working closely with our suppliers and partners on our safe event framework and practises to ensure health and safety is our number one priority at all our events, allowing you to focus on your business success.





LIFE INSTYLE IS NOT YOUR AVERAGE TRADE SHOW, AND NEVER WILL BE.

The heart of Life Instyle is a vibrant community of local, independent designers, makers and creatives — and this will not change. Protecting and cultivating this community is more imperative than ever and Reed Exhibitions is committed to the evolution of Life Instyle Melbourne on curating a unique and authentic platform to connect quality brands and retailers.

art

babies & newborn

beauty & grooming

body, bath & fragrance



books & stationery

cards, wrap & celebration

education

fashion & accessories (kids)



fashion & accessories (men)

fashion & accessories (women)

A divine mix of product categories to please all retailers, media and stylists.



food & beverage

furniture & lighting

gadgets & tech

health & wellbeing

holiday & special occasions

home wares

jewellery

kitchen & dining

licensed product

novelty



nursery

outdoor & garden

pets



retail solutions

souvenirs

toys & games

travel



THE NEIGHBOURHOOD

Great Southern Land.

Welcome to The Neighbourhood, Life Instyle's home for a specially curated collection of like-minded brands, right at the front of the show.

With a unique theme each year, this space is dedicated to showcasing a mix of new and original Life Instyle brands focused around specific trends, themes and attributes, but as always with style. So in 2021 our new theme for The Neighbourhood is Great Southern Land. . .

Celebrating the unique spirit landscape and culture of Australia.

2020 has seen a movement for our community to come together, to support fellow Australians, to support local. Together we have battled drought, fires, floods, a pandemics and social injustice, but through it all we have stood side by side and embraced the true Australian trait of helping our neighbours.

As we move into a new year we have the opportunity and momentum to look inward as a nation and unite as an industry to truly grow and celebrate the talent, innovation and spirit of makers and designers

What we're looking for in 2021.

- inspired by or celebrating Australia
- Designed and made in Australia
- use of Australian materials & ingredients
- Support of local charities & community groups

The Neighbourhood is the premium location and package to showcase your brand/product to thousands of retailers across 4 days of trade.

Package price: \$6,628 + gst



THE LIFE INSTYLE DIFFERENCE.

WORLD CLASS CURATION.

Our passion for design integrity quality and a finger on the pulse is what sets us apart from our competition. Our hand-picked curation is our greatest asset and we aim to never compromise on this, regardless of dollar value.

NETWORKING & CONNECTION.

When you join the Life Instyle family you align yourself with like-minded brands and creatives, expanding your reach within a passionate community who want to support each other.

EDUCATION & INSPIRATION.

More than just a trade show, our events are an opportunity to learn and be inspired in a unique environment and experience unlike the traditional fairs. Its the special touches and the thoughtful content that make all the difference.

OUR TEAM.

As a team we are fuelled by great design, lasting relationships, strong coffee and love nothing more than to see our brands soar. We support bravery and we promise to stand shoulder to shoulder as partners and cheerleaders.





EXHIBITOR OPTIONS.

LIFE INSTYLE Melbourne

from **\$3,668**

NEW BREED.

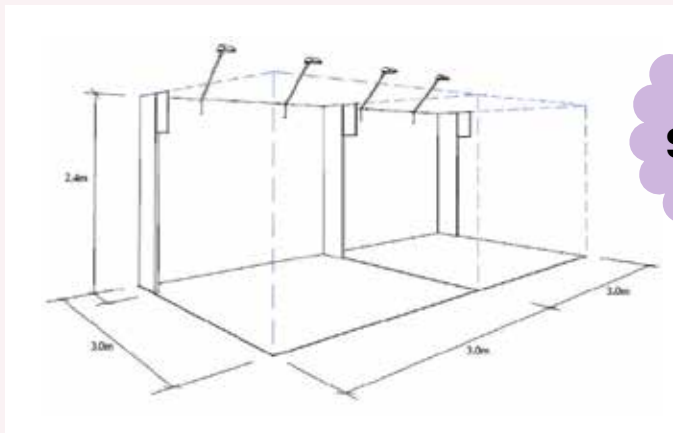
This custom package is tailored made for start-ups and small businesses giving those who are not eligible for First Instyle a budget friendly option for their first Life Instyle. At just 2x2m these stands come with all the usual inclusions as per on the left, just at a smaller scale.

LIFE INSTYLE & KIDS INSTYLE.

The biggest segments of the show, and our standard build package, 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.



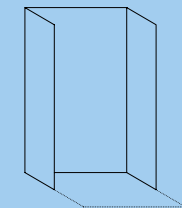
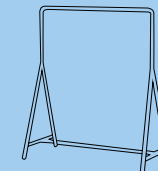
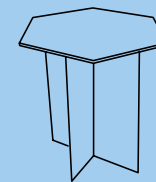
from **\$4,564**

All prices exclude 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;

1. Timber Display Plinth | 2. Fashion Rack | 3. Art Walling



\$2,670

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, which this year is; **Great Southern Land.**



\$6,628

STAND PRICING.

SIZE	STANDARD POSITION	PREMIUM POSITION	PLATINUM POSITION
NEW EXHIBITOR & START-UP PACKAGES			
FIRST INSTYLE	NA	NA	\$2,670
NEW BREED 2X2 (4sqm)	\$3,668	\$3,748	\$3,844
THE NEIGHBOURHOOD (by invite only)			
3x3m (9sqm)	NA	NA	\$6,628
ALL EXHIBITORS			
2x3m (6sqm)	\$4,564	\$4,684	\$4,918
2.5x3m (7.5sqm)	\$5,260	\$5,410	\$5,590
2x4m (8sqm)	\$5,523	\$5,832	\$6,024
3x3m (9sqm)	\$5,956	\$6,126	\$6,352
2.5x4m (10sqm)	\$6,600	\$6,800	\$7,040
2x5m (10sqm)	\$6,873	\$7,073	\$7,313
2.5x5m (12.5sqm)	\$8,033	\$8,282	\$8,583
3x4m (12sqm)	\$7,528	\$7,768	\$8,056
3x5m (15sqm)	\$9,193	\$9,493	\$9,853
3x6m (18sqm)	\$10,858	\$11,218	\$11,650
3x7m (21sqm)	\$12,430	\$12,850	\$13,354
3x8m (24sqm)	\$14,095	\$14,575	\$15,151
3x9m (27sqm)	\$15,310	\$16,300	\$16,948
3x10m (30sqm)	\$17,425	\$17,932	\$18,652

All prices exclude GST // Additional surcharge of \$280 for corner stands.



ALL PACKAGES INCLUDE

- Print Listing in digital event Look Book and printed Handbook *(subject to booking deadline)*
- Digital Listing in the Online Directory *(live year round)*
- Emperia Lead Scan App *(to use at the show)*
- 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.

JOIN THE FAMILY

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.

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
- Sustainably produced
- Ethically produced
- Cruelty free and socially conscious
- Fair trade
- Innovative
- Original and unique

Sound like you? Then let's talk more

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



SINEAD KAVANAGH

Sales Manager

sinead.kavanagh@reedexpo.com.au
02 9422 8694



MAYA OXFORD

Account Manager

maya.oxford@reedexpo.com.au
02 9422 2538



Organised by **Reed Exhibitions Australia**

Tower 2, 475 Victoria Avenue, Chatswood NSW
02 9422 8686 | info@lifeinstyle.com.au
ABN 47 000 146 921

