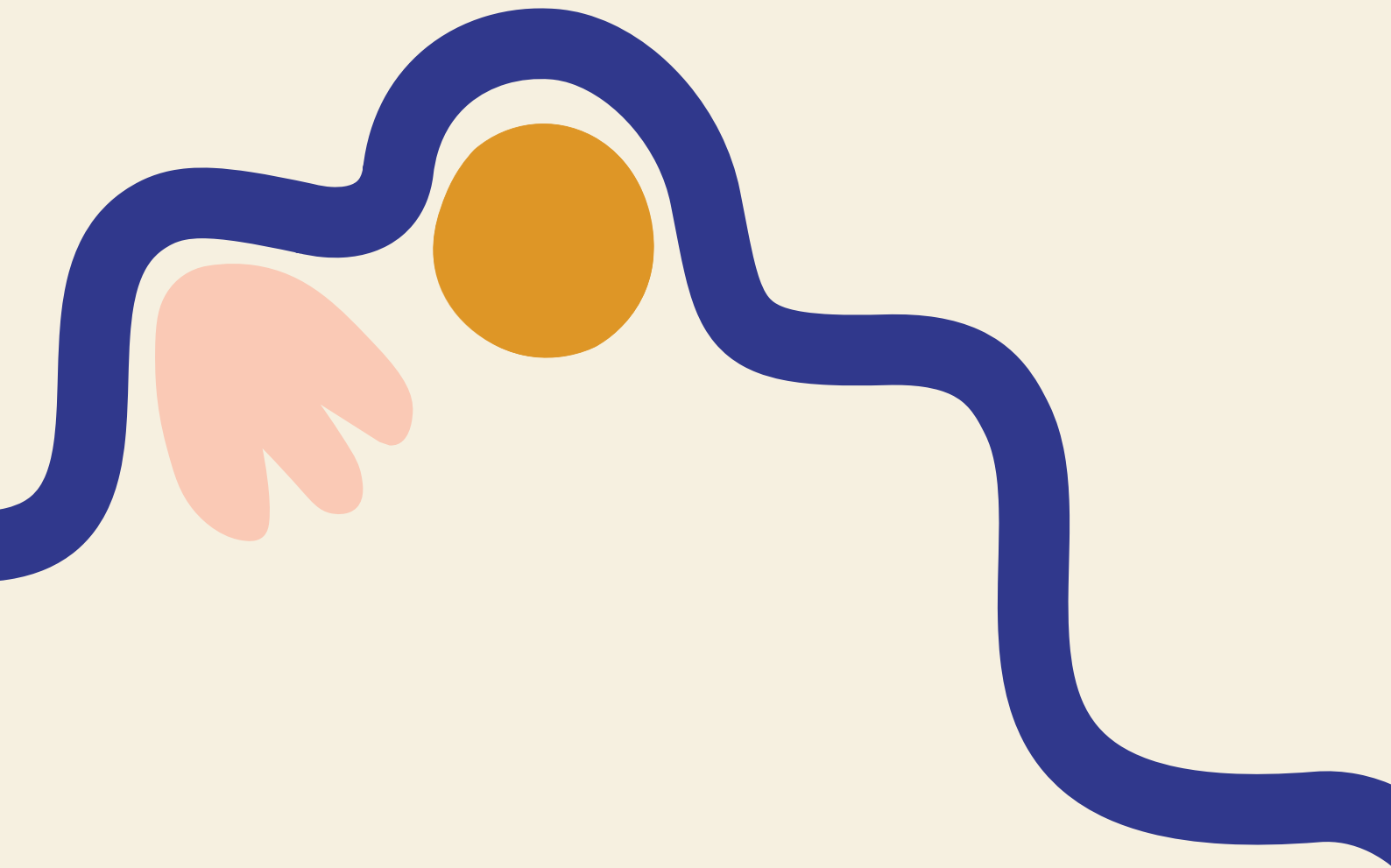


**first  
in style.**

## Designing Your Space.

Guidlines for creating the  
perfect space for you brand.



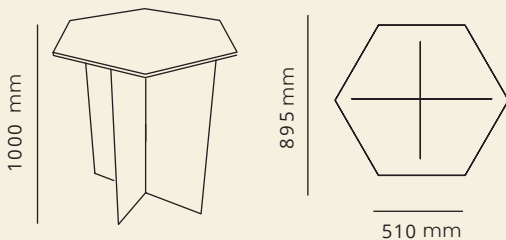
17 - 20 April  
ICC Sydney Exhibiton Centre

**SYD-  
NEY21**

# WHAT DOES MY SPACE INCLUDE?

First Instyle exhibitors will present their products on one of the following stand styles. Make sure you consider the below specifications when merchandising our space.

## OBJECT



## TIMBER PLINTH SPECIFICATIONS

Hexagonal shape with sides each measuring 51cm.

**Height:** 1000mm.

**Width:** 510mm hexagonal sides, 895mm from flat edge to flat edge.

**Maximum weight:** 45kg in the centre and 20kg on the outside edges. 1 stool is provided with the space.

## PERFECT FOR

Small homewares, stationery, jewelry, body & fragrances etc.

## PRODUCT PLACEMENT

Product displayed should be limited to the top of your plinth ONLY. Your display must not exceed 600mm in height and product CANNOT be placed on the floor around your plinth or attached to the walls.

## ATTACHING ITEMS TO YOUR PLINTH

Staples, screws, pins and glue are NOT permitted to be used on your plinth. Stickers or decals are only permitted if they are a low-tac adhesive and are removed from the plinth after the show without causing any damage.

## SIGNAGE

Your space includes 1 wall mounted sign which will sit approximately 600mm above the top of your plinth. Specifications on the following page.

## LIGHTING

All First Instyle exhibitors receive 1 wall mounted arm light above their sign.

## FASHION & TEXTILES



## RACK SPECIFICATIONS

**Width:** 117cm

**Depth:** 59cm

**Height:** 148cm

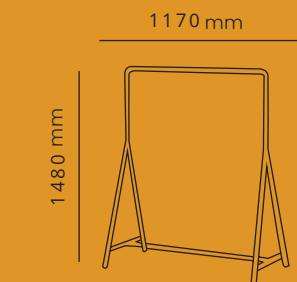
**Maximum Weight:** 15kg  
1 stool is provided with the space.

## PERFECT FOR

Our rack is perfect for fashion apparel, accessories and textiles.

## SIGNAGE

Your space includes 1 wall mounted sign which will sit above your rack.



## PRODUCT PLACEMENT

Product display is limited to the rack itself. You cannot attach to walls or bring additional furniture

## LIGHTING

All First Instyle exhibitors receive 1 wall mounted arm light above their sign and

## ART



### WALL SPECIFICATIONS

**Height:** 2.4m

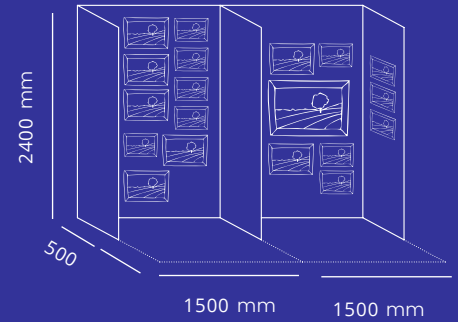
**Width:** 1.5m

**Maximum Weight per panel:** 20kg

**Sides:** 50cm wide support return on each side

Walls are 40mm thick

1 stool is provided with the space



### PERFECT FOR

Wall art and prints.

### PRODUCT PLACEMENT

Product displayed should be limited to the walls only. Product cannot be placed on the floor.

### SIGNAGE

Your space includes 1 A3 sign affixed to the side returns on each end of your stand.

### LIGHTING

All First Instyle exhibitors receive 1 wall mounted arm

### LIGHTING

All First Instyle exhibitors receive 1 wall mounted arm.

### NAILING & SCREWING

You are welcome to nail or screw into any of your stand walls keeping the following in mind:

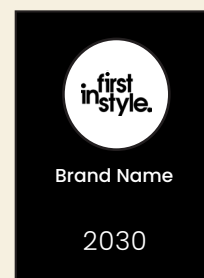
- Your back wall is 40mm thick and side walls only 16mm thick. Please make sure your nails or screws do not poke through the other side.
- There is a weight restriction of 20kg per panel for attaching items to the back walls. Side walls can hold a total weight of 10kg.

## WHAT DOES MY SIGN LOOK LIKE?



### OBJECT AND FASHION EXHIBITORS

High resolution images (700mm x 675mm) for your sign to be emailed to: penny.pollard@reedexpo.com.au before 17th March 2021.



### ART EXHIBITORS

Signs to be designed by Life Instyle team and include your brand name and stand number.

## NEED MORE HELP?

If this document didn't answer all your questions, please feel free to get in touch with our team. We love when our exhibitors think outside the box creatively so if you have an idea you feel may break our guidelines, put it forward & our team will happily review it!

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