

in life  
in style.

SYDNEY 2020



## **NEW HOME.**

ICC Sydney,  
Darling Harbour

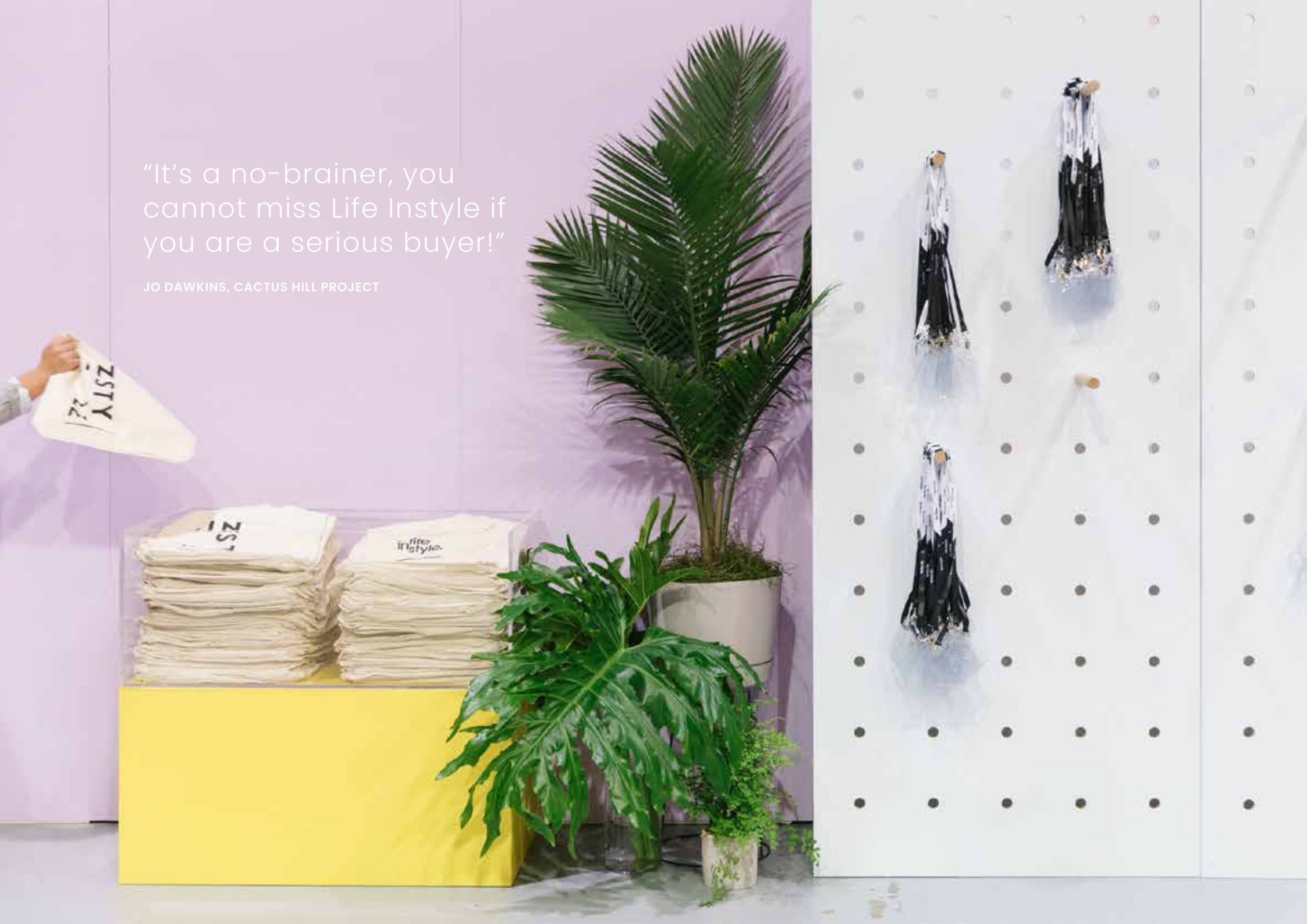
## **NEW DATES.**

Friday 21 Feb	9am - 6pm
Saturday 22 Feb	9am - 6pm
Sunday 23 Feb	9am - 6pm
Monday 24 Feb	9am - 4pm

## **SAME LIFE INSTYLE.**

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

JO DAWKINS, CACTUS HILL PROJECT



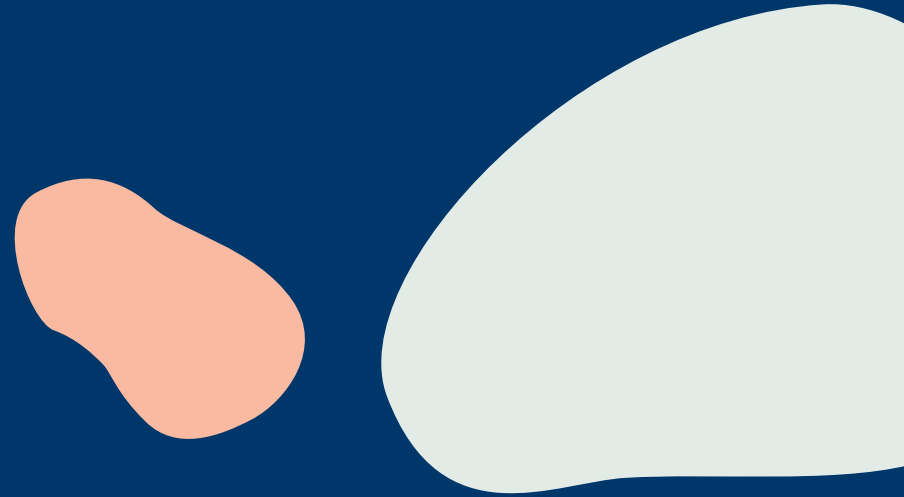


**It's simple really. Life Instyle was created with one simple goal – to celebrate and elevate makers and creatives doing great things.**

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.



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

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

two  
cities

11,000+  
visitors

800+  
brands

est.  
2002

20  
categories

75,000+  
community  
reach

in life  
in style.

*\*Figures a combined representation of both our Sydney & Melbourne events. For numbers individual for each event speak with our team.*







## 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.





# CUSTOMER SERVICE

A photograph of a trade fair booth. In the foreground, a woman with long blonde hair, wearing a yellow floral dress, is seen from the back, holding a baby. She is interacting with a woman in a black and white striped shirt who is smiling. The background is a light purple wall with the words 'CUSTOMER SERVICE' in large yellow and white letters. To the right, there is a large arrangement of flowers in shades of blue, pink, and orange.

“The entire Life Instyle team is just outstanding and now I understand why this is such a sought after trade fair. Thank you guys for the opportunity to showcase my products here and giving small businesses like mine the platform to shine”

**KANDILA COMPANY**

furniture  
& lighting

fashion &  
accessories

art

books &  
stationery

mens  
fashion

jewellery

home  
wares

body,  
bath &  
fragrance

nursery

toys &  
games

food &  
beverage

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

kitchen  
& dining

kids  
fashion

pets

babies &  
newborn

beauty &  
grooming

health &  
wellbeing

gadgets  
& tech

outdoor &  
garden

retail  
solutions

SYDNEY 2020

Ch-Ch-Ch  
Changes.



## WHY THE MOVE?

The Royal Hall of Industries (RHI) at Moore Park is being re-purposed as part of the development of the new Allianz Stadium precinct and will therefore no longer be available for events, meaning Life Instyle needed to find a permanent alternative venue to call home.

## WHY ICC SYDNEY?

For this specific period in February, there are very few venues available in Sydney of the size we need. We looked at a number of alternatives and made it our priority to find a venue that provided a quality experience for both our exhibitors and visitors; specifically distance from the city, accommodation and transport options as well as the creature comforts like air conditioning, catering and parking. On top of this there are also many logistical and operational requirements in being able to safely build the event and a number of the locations we looked at did not meet our minimum requirements.





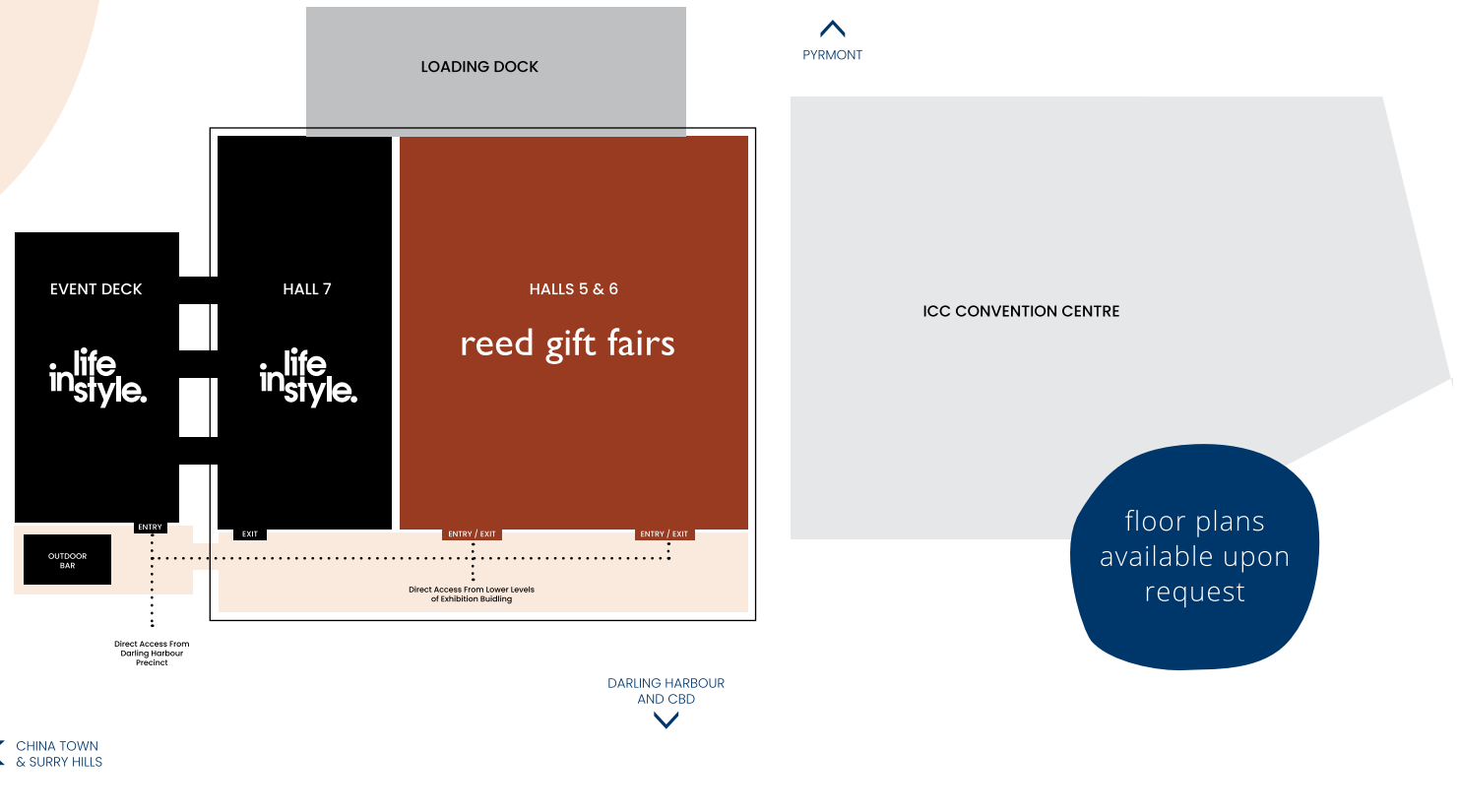
## **NEW HOME. NEW NEIGHBOUR. NEW OPPORTUNITY.**

Positioned on Level 4 of the ICC Sydney Exhibition Centre, Australia's premier events space, Life Instyle Sydney will operate Friday 21 to Monday 24 February, with three days of trade overlapping with sister event Reed Gift Fairs on the Saturday, Sunday & Monday, giving attendees the opportunity to spend more time on the show floor and cutting out the need to waste precious time travelling between multiple venues.

Conveniently located in the heart of the city and walking distance to hotels and public transport, the state of the art facilities and striking contemporary design of the ICC Sydney will provide the perfect waterfront backdrop to showcase Life Instyle, taking advantage of the venue's column free space, high ceilings and delicious food & beverage options.

**ICC** INTERNATIONAL  
SYDNEY CONVENTION  
CENTRE

# ICC SYDNEY LEVEL 4



## MEET THE NEIGHBOURS.

Reed Gift Fairs, Australia's largest retail trade fair will continue to occupy the 4 Halls on Level 1 of the Exhibition Centre as well as Halls 5 and 6 on Level 4, sitting side by side with Life Instyle.

The two shows will have their own separate entrances, ensuring continuity for each unique identity and offering, however access across the two shows will be easier than ever.

## ICC SYDNEY LEVEL 1





# MAIN ENTRY EVENT DECK



ICC LEVEL 4  
HALL 7 & EVENT DECK



DIRECT ACCESS FROM DARLING  
HARBOUR PRECINCT



HIGHLIGHTED PATH FROM  
REED GIFT FAIRS FOYER TO  
LIFE INSTYLE ENTRY



GLASS WALKWAYS CONNECTING  
MARQUEE AND HALL 7

*\*Images are initial concepts only. Artwork and exact positions are subject to change.*



## 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. In fact, our future focus will be an even stronger commitment on curating a unique and authentic platform and conversation to connect quality brands and retailers.

Cultivating these communities is imperative and Reed Exhibitions is committed to reigniting the Life Instyle Sydney event by investing in and ensuring that the event remains a unique environment and experience unlike the traditional trade fairs. With this exciting move comes the opportunity for a revitalised floor plan which will include new and improved event features, content and communal spaces to elevate the quality that exhibitors and buyers have come to love and expect of us.



## 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.

### ALL UNDER ONE ROOF.

Our buyers love being able to source everything they need all under one roof - the ease and efficiency of this is what keeps them coming back year after year. And now, sitting side by side with Reed Gift Fairs makes it even easier.

### 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.





“Amazing support, healthy sales, strong leads, new friends and a huge learning experience. Wow!”

ART CIRCUS



# exhibitor rate card.

SIZE	PLATINUM EARLY BIRD	PLATINUM	GOLD EARLY BIRD	GOLD	SILVER
2x2m (4sqm)	\$3,044	\$3,230	\$2,900	\$2,950	\$2,838
3x2m (6sqm)	\$4,172	\$4,446	\$3,956	\$4,032	\$3,864
2x4m (8sqm)	\$5,213	\$5,585	\$4,925	\$5,025	\$4,801
3x3m (9sqm)	\$5,474	\$5,880	\$5,150	\$5,256	\$5,004
3x4m (12sqm)	\$6,949	\$7,497	\$6,517	\$6,657	\$6,321
3x5m (15sqm)	\$8,511	\$9,197	\$7,971	\$8,147	\$7,727
3x6m (18sqm)	\$10,073	\$10,897	\$9,425	\$9,637	\$9,133
3x7m (21sqm)	\$11,548	\$11,633	\$10,792	\$11,038	\$10,450
3x8m (24sqm)	\$13,110	\$14,184	\$12,278	\$12,528	\$11,856
3x9m (27sqm)	\$14,585	\$15,908	\$13,700	\$14,018	\$13,262
3x10m (30sqm)	\$16,147	\$17,519	\$15,067	\$15,419	\$14,579
<b>First Instyle</b>	\$2,398				

All prices exclude GST // Additional surcharge of \$266 for corner stands

## THIS PRICE INCLUDES

- 2.4m High Back Wall *(side walls optional extra)*
- Wall Mounted Lighting *(1 per 1.5m of back wall)*
- Print Listing in event Look Book and Handbook\*
- Digital Listing in the Online Directory *(live year round)*
- Emperia Lead Scan App *(to use at the show)*
- Public Liability Insurance

\* subject to booking deadline

## THE FINE PRINT

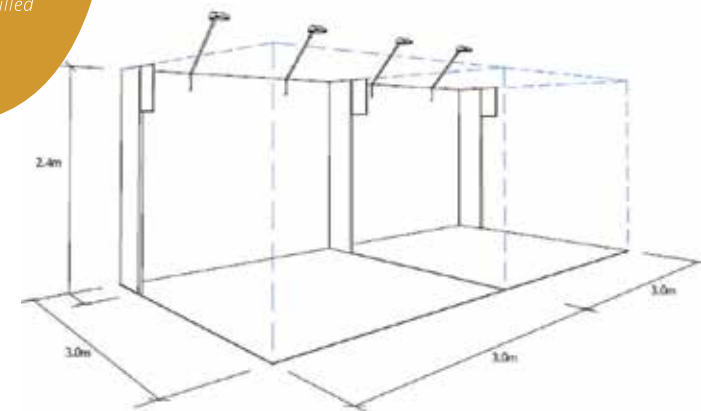
Life Instyle is committed to a high standard in exhibitor stand design and we encourage you to get creative when designing your space. We keep the show open-planned so please keep in mind the strict height restrictions when designing your stand (Back wall 2.4m high, side walls are 1.5m high). Please note side walls are not included in your stand package but can be added at an additional cost.

## EARLY BIRD RATES

Book and sign your contract before 5pm, August 14th 2019\* and lock in our special early bird rate.

\* or when the first 1,220sqm is filled

## YOUR STAND BUILD



in  
life  
instyle.

SYDNEY 2020



## 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/exhibit](http://www.lifeinstyle.com.au/exhibit)



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