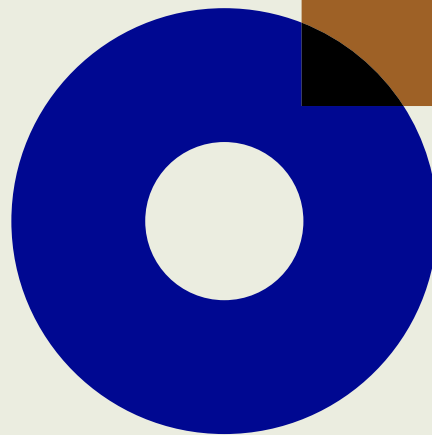


**inlife
style.**



SYDNEY 2020

Post-Show Report

21 - 24 February
ICC Sydney, Darling Harbour

01

Show highlights

"The event is very relevant and exciting, we love to meet and buy from smaller more unique suppliers, and this has all of them in one place. Perfect!"

7,715

Visitors

An increase of 60% thanks to our new venue and co-location

304

Exhibitors

Showcased their brands and products

first
in style.

45 emerging designers

debuted their business with First Instyle



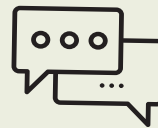
12,556 leads captured

using the Emperia badge scanning app

The
Self-Care
Society.

7 self-care brands

showcased their divine ranges in The Neighbourhood



11 conversation series sessions

designed to inspire you & your business



90 one on one consultations

hosted on The Business Couch



121 exhibitors in The Studio

our live photographic set on the show floor



5,040 plastic bottles

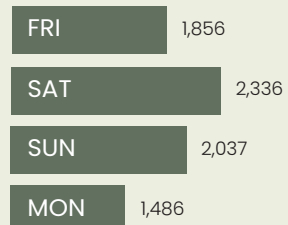
saved from going into landfill (65kg) thanks to our water refill stations



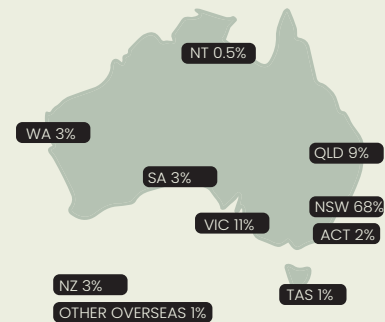
02

Visitor insights

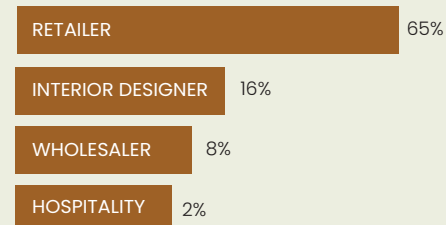
What days they attended.



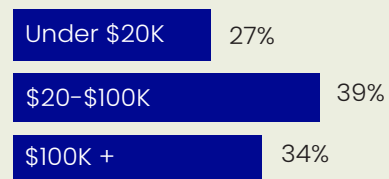
Where they came from.



Key visitor type.



Yearly buying budget.



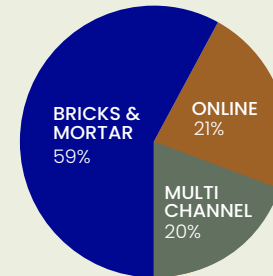
52% placed orders at the show

24% planned to do their orders after the show

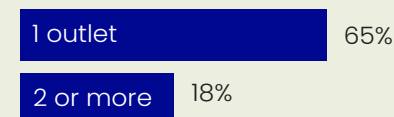
Top reasons for attending.

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

Retailer type.

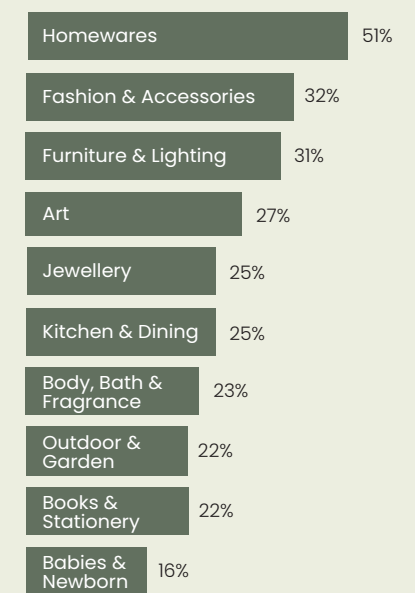


Number of outlets.



64% of visitors are either an owner or director

Top 10 product interests.



visitor satisfaction



rely on Life Instyle to do their purchasing



plan to return in 2021



03

What the buyers said

"I was blown away by so many amazing, inspiring businesses - so many of whom I had chance to have a chat with and were so lovely in sharing their story with me. It made all their products that extra special."

"I'm always impressed and inspired by the stands, the fit outs and the over-all feel of the show."

"Life Instyle was an impressive event. I made some great connections and the business couch sessions were a fantastic initiative, that really added value to my experience."

"The event is very relevant and exciting, we love to meet and buy from smaller more unique suppliers, and this has all of them in one place. Perfect!"



"Life Instyle is a valuable resource for Australian store holders, producers and the economy, It enables producers to showcase their brilliant products to retailers who value their work which is ultimately purchased by the consumer. Without Life Instyle the Australian design industry would not be where it is today."

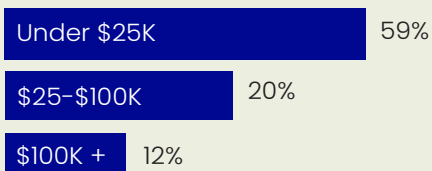


04

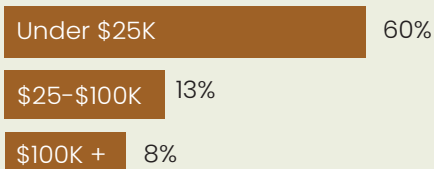
Exhibitor insights

89% of exhibitors will do business with customers they met at the show

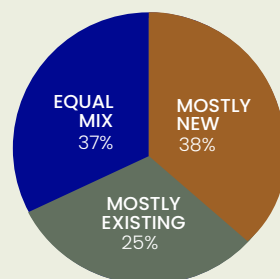
Estimated business written AT the show.



Estimated business written AFTER the show.



Type of customers.



76% rate the **quality of buyers** as good to excellent

75% of exhibitors met **new customers** at the show

55% of exhibitors saw a similar if not increased **number of leads** compared to 2019

16% Of visitors will wait for exhibitors to get in touch after the event

* following up is extremely important.

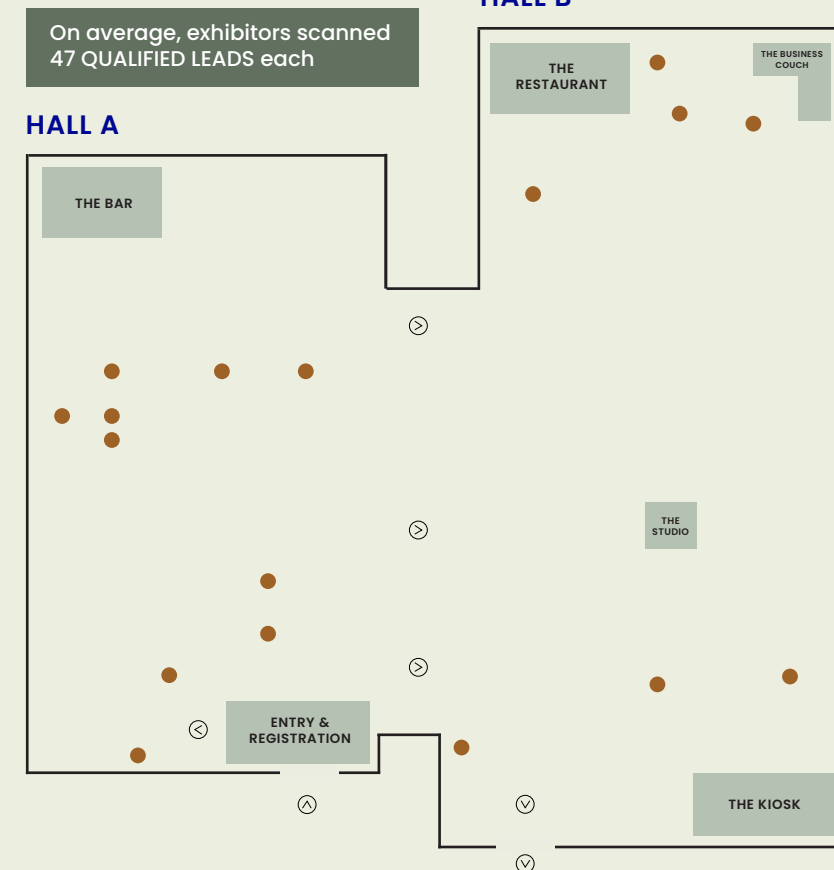
Top reasons for exhibiting.

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 **ELEVATED MY BRAND STATUS**

Top performing stands by location.

Using the data from our Emperia lead scanning app we can map where the best performing stands were within each hall.

The highest number of scans by a single exhibitor was 241



64%

exhibitor satisfaction

89%

do business at the event

62%

plan to return in 2021

88%

rate our customer service as great

05

What the exhibitors said



"The event was well managed from curating products, style, facilities (great coffee!), logistics and helpful staff."

"For a boutique business like mine this is the only fair to consider."



"Great exposure over a four day period and good opportunity to connect and collaborate with other brands and retailers."



"All the staff were really welcoming and helpful for our first show. the set-up, planning and venue were impressive."

"A stunning event. classy, creative and lots of fun"



06

Our new venue & co-location

93%

of visitors liked our new venue at the ICC, Darling Harbour

87%

of visitors enjoyed the co-location with Reed Gift Fairs

SAT & SUN

were the most popular days to attend

Attending other fairs.

80%

of visitors also attended Reed Gift Fairs right next door

46%

of visitors also attended AGHA Gift Fairs at the Showgrounds

What they said.

"It was convenient having them in the one space and I could easily pop back to see a supplier I decided to place an order with"

"We found it so much easier to access the shows when they are together. It saves time and money not having to travel between venues"

"Coming from interstate loved the one stop location!"

"It's nice to visit both expos at once especially if your time is limited. As I came for 1 day only it worked very well for me."

"Feel it should have had the same days of opening as Reed as being in the same location could cause some confusion"



07

Community reach



19.7k
Facebook



78.7k
Instagram



5.7k
Pinterest



26.9k
Email Database



7.5k
Lookbooks mailed



4k
Handbooks at the show



13.2k
visits to the
online Exhibitor
Directory



9k
SMS event
reminders



172.7k
Website Visits
(Nov-Feb)

With thanks to our event partners

Deane
& Co

T L S E

the
little
MAGAZINE

thelotco

Good360
GOODS FOR THE GREATER GOOD™



life in style.

SYDNEY. 2021

20 - 23 February
ICC Darling Harbour

MELBOURNE. 2021

30 July - 2 August
Royal Exhibition Building

CONTACT US

SINEAD KAVANAGH | sales manager

sinead.kavanagh@reedexpo.com.au

02 9422 8694

MAYA OXFORD | account manager

maya.oxford@reedexpo.com.au

02 9422 2538