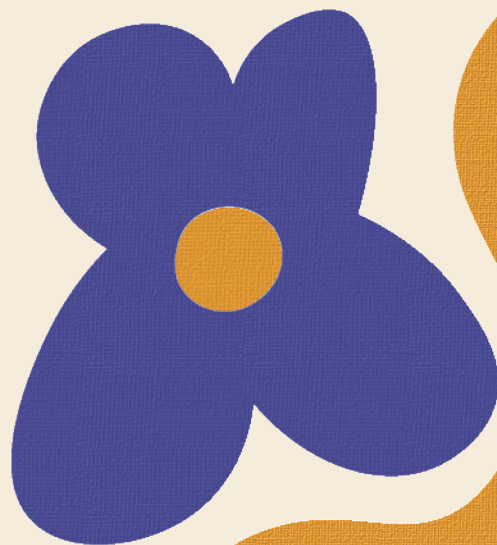


**in life
style.**

20 - 23 February
ICC Sydney



**SYD-
NEY21**



VENUE.

ICC Sydney,
Darling Harbour

NEW DATES.

Saturday 20 Feb	9am - 6pm
Sunday 21 Feb	9am - 6pm
Monday 22 Feb	9am - 6pm
Tuesday 23 Feb	9am - 4pm

**CO-LOCATED WITH
REED GIFT FAIRS.**



"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.





MERMAID
COLLECTIVE
1105

The
Self-Care
Society.

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.





650+
brands

two
shows

SYD + MEL

75,000+
community
reach

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.

13,500+
retailers

27
PRODUCT
CATEGORIES

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

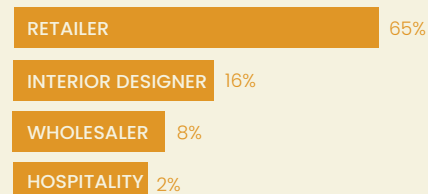
2020 EVENT SNAPSHOT.

7,715 visitors

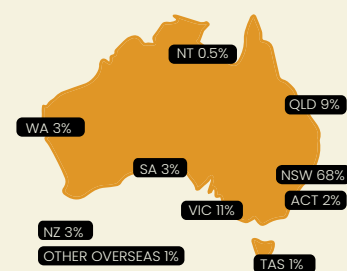
The Top 3 reasons our visitors choose Life Instyle

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.



84%

visitor
satisfaction

75%

rely on Life Instyle to
do their purchasing

87%

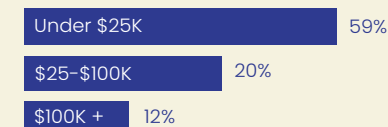
plan to
return in 2021

305 exhibitors

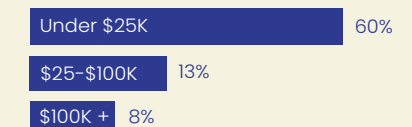
The Top 3 reasons our exhibitors choose Life Instyle

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.



Estimated business written AFTER the show.



89%

do business at
the event

75%

met new
customers

88%

rate our customer
service as great

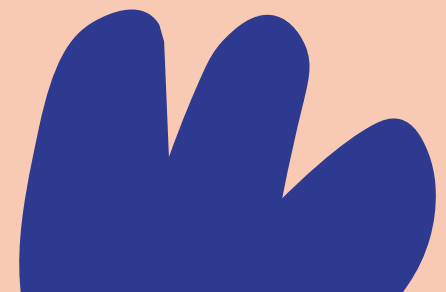
2021

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 re-connect and engage face to face at Life Instyle Sydney at the ICC Sydney, Darling Harbour, once again co-locating with Reed Gift Fairs and for the first time aligning our dates which will now be Saturday 20 – Tuesday 23 February.

As with any change, the success of our first edition at our new home also came with many learnings and insights and it is with these in mind that we have challenged ourselves to expand and enhance the 2021 edition.

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 Sydney with an even stronger commitment on curating a unique and authentic platform to connect quality brands and retailers.

While Life Instyle and Reed Gift Fairs will exist as unique offerings, the co-location comes with the retailer experience in mind, increasing accessibility for both shows and ensuring the ICC at Darling Harbour remains the prominent hub for retailers during Sydney's biggest industry buying week with over 600 exhibitors across the two complimenting shows.

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

home
wares

jewellery

kitchen &
dining

licensed
product

novelty



nursery

outdoor
& garden

pets



retail
solutions

seasonal

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 from within our own backyard.



**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 over 7,000 retailers across 4 days of trade.

Package Price - \$5,999 + 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.

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.



in life
style.

EXHIBITOR OPTIONS.

LIFE INSTYLE SYDNEY 2021

from
\$3,944

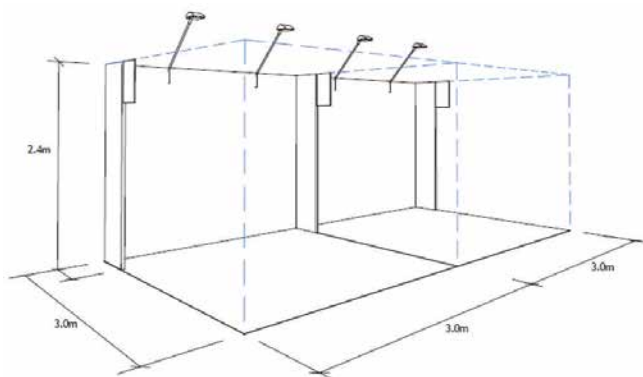
LIFE INSTYLE & KIDS INSTYLE.

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.



All prices exclude GST

from
\$3,195

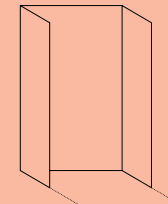
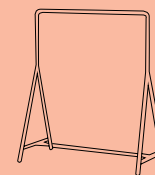
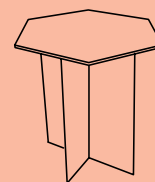
NEW BREED.

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.

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

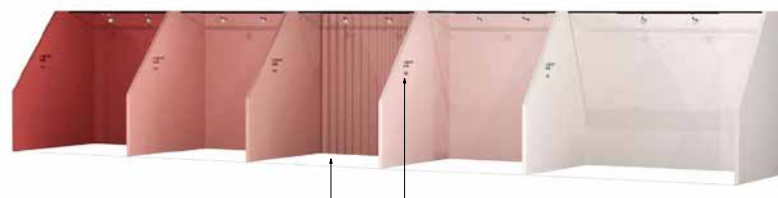


\$2,446

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.**

\$5,999



STAND PRICING.

SIZE	STANDARD POSITION	PREMIUM POSITION	PLATINUM POSITION
NEW EXHIBITOR & START-UP PACKAGES			
First Instyle	NA	NA	\$2,446
New Breed 2x2m (4sqm)	\$3,195	\$3,307	\$3,459
THE NEIGHBOURHOOD (by invite only)			
3x3m (9sqm)	NA	NA	\$5,999
ALL EXHIBITORS			
2x3m (6sqm)	\$3,944	\$4,112	\$4,340
2.5x3m (7.5sqm)	\$4,526	\$4,736	\$5,021
2x4m (8sqm)	\$4,901	\$5,125	\$5,429
3x3m (9sqm)	\$5,108	\$5,278	\$5,702
2.5x4m (10sqm)	\$5,677	\$5,957	\$6,337
2x5m (10sqm)	\$5,949	\$6,229	\$6,609
2x6m (12sqm)	\$6,997	\$7,333	\$7,789
3x4m (12sqm)	\$6,453	\$6,789	\$7,245
3x5m (15sqm)	\$7,889	\$8,309	\$8,879
3x6m (18sqm)	\$9,325	\$9,829	\$10,513
3x7m (21sqm)	\$10,670	\$11,258	\$12,126
3x8m (24sqm)	\$12,106	\$12,778	\$13,690
3x9m (27sqm)	\$13,542	\$14,298	\$15,324
3x10m (30sqm)	\$14,887	\$15,727	\$16,867

All prices exclude GST // Additional surcharge of \$275 for corner stands.



ALL PACKAGES INCLUDE





- Print Listing in event Look Book and 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.

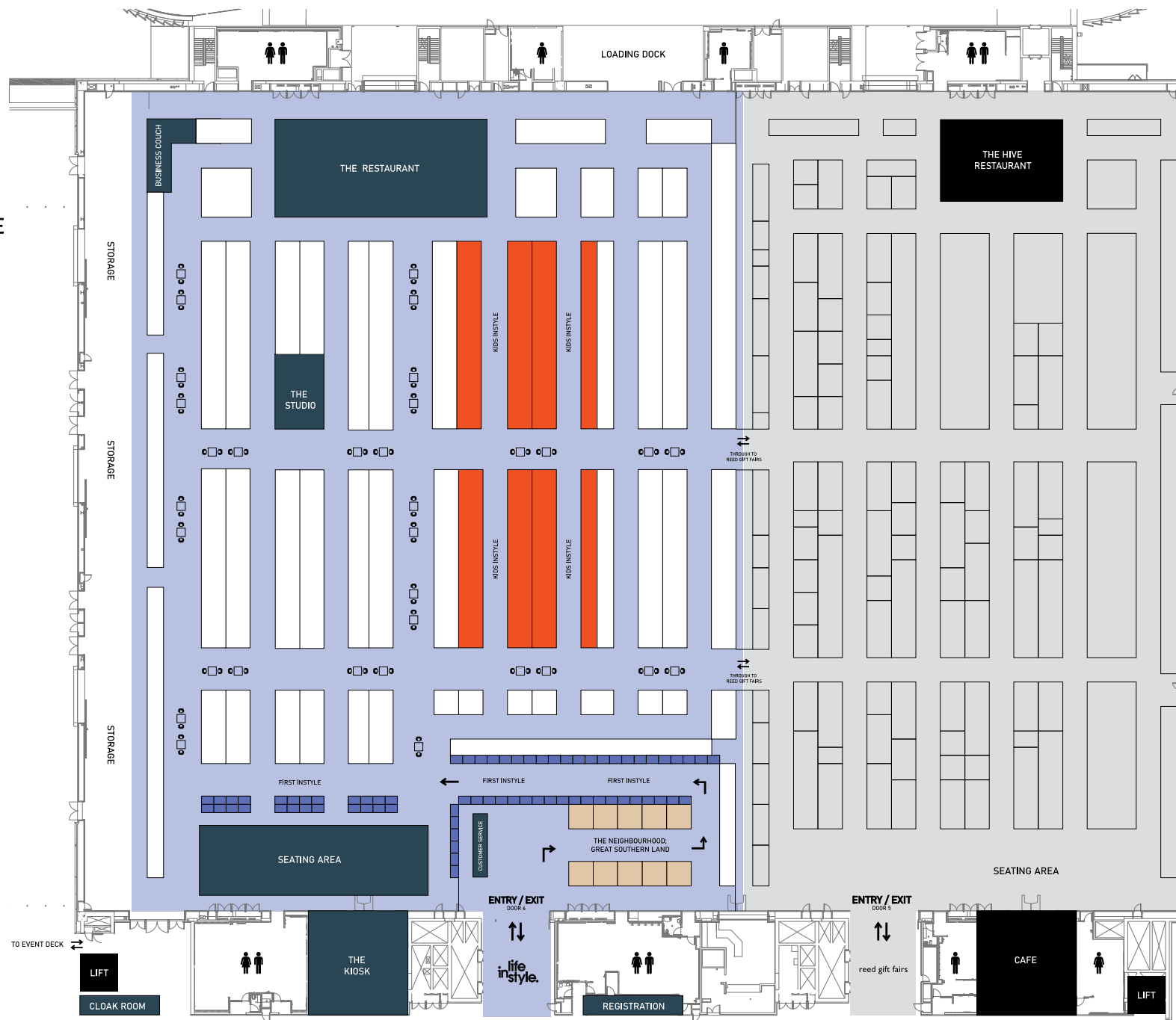
20-23 FEBRUARY 2021
ICC SYDNEY EXHIBITION CENTRE
DARLING HARBOUR

STAND KEY

-  LIFE INSTYLE
 THE NEIGHBOURHOOD
 KIDS INSTYLE
 FIRST INSTYLE

LEVEL 4

reed gift fairs



⇕ ESCALATORS TO LOWER LEVELS

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



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