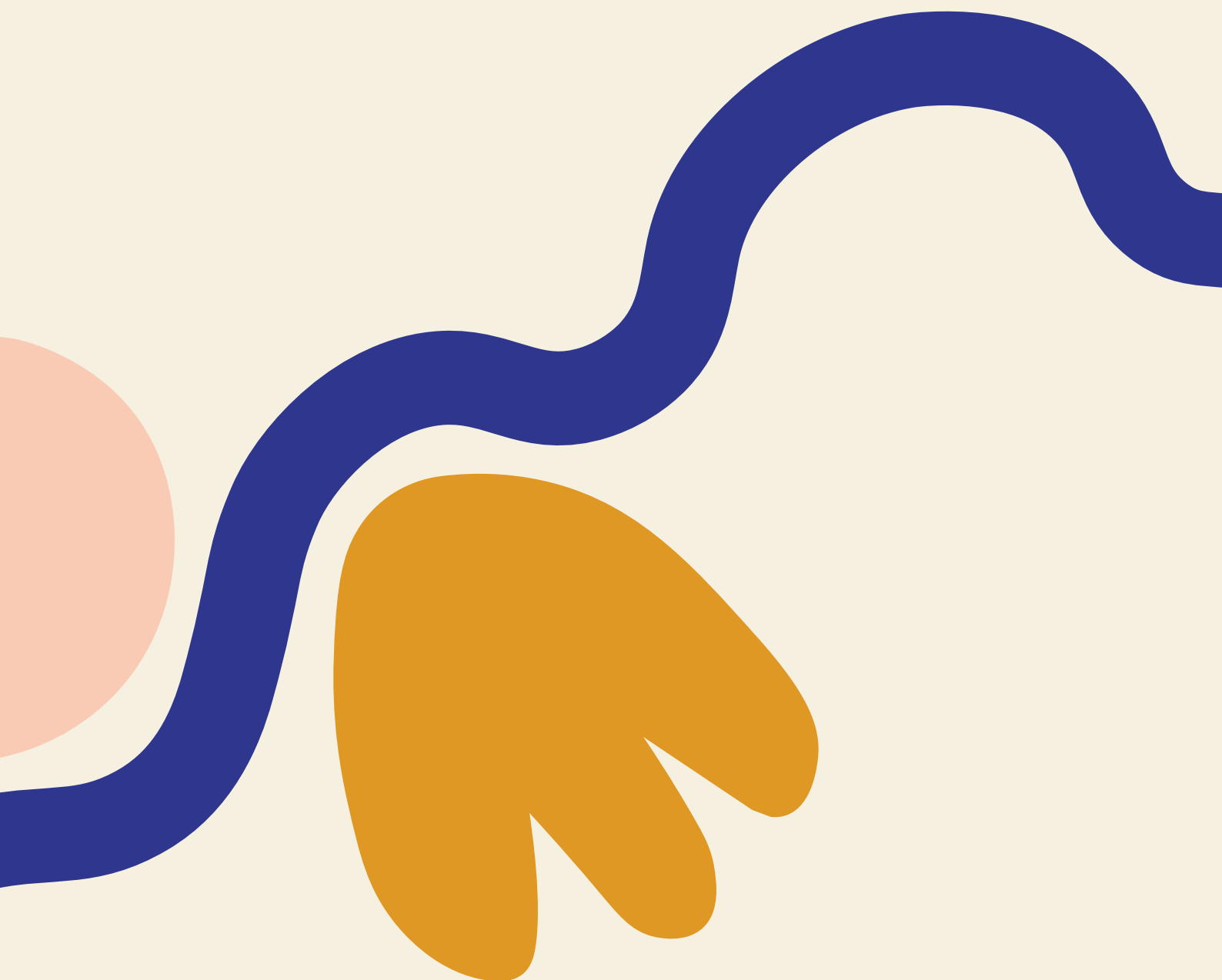


first in style.

Application guidelines.



20–23 February
ICC Sydney

SYD-
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20-23 February, 2021

ICC Sydney

About Life Instyle.

Life Instyle is a go-to destination where carefully curated products and the brilliant business minds behind them can learn, grow and thrive. An opportunity for discovery and connection, served with a side of inspiration and education.

With events in both Sydney and Melbourne each year, our mission is to provide a platform for makers and creators to connect with the businesses who will help propel them into their next level of success. Along the way we promise to nurture, educate, inspire and stand with them, shoulder-to-shoulder, as their partners in creative collaboration.

Our passion for design integrity and quality is what sets us apart from other trade shows. We are all about discovery. A place where retailers can source from some of the world's best curated collections of well designed, well intended products.



First Instyle.

First Instyle is a feature installation within Life Instyle. Showcasing new and emerging design talent from around the country, First Instyle provides a unique opportunity, for up-and-coming designers to launch themselves into the retail market. This area provides its exhibitors the opportunity to present a sample selection of their products to top retail buyers. The First Instyle applicants must meet the selection criteria and conditions of entry. Competition will be fierce to become one of the select group of emerging new designers to be accepted to participate in the First Instyle installation.

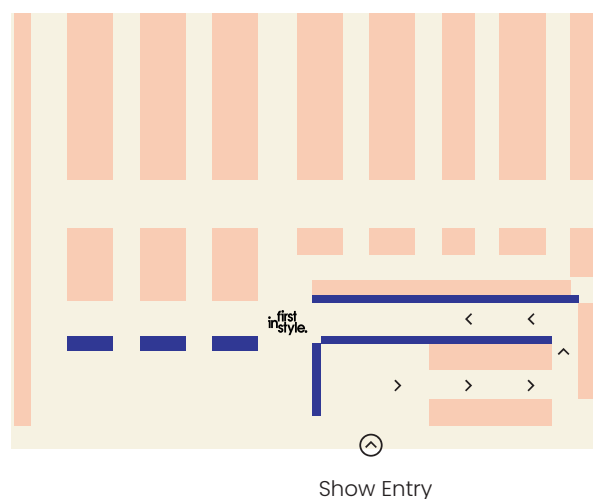
Eligibility.

Selection to participate as part of First Instyle is based on the demonstration of the below criteria;

- Australian and NZ companies only
- Original product designers and manufacturers only, no importers or distributors
- Business must be within its first 3 years of trade
- Products are innovative and high quality in design and production
- The ability to fill orders at the end of the event

Please Note: Applicants are limited to participate in First Instyle for two events only. After the second show you will be required to move into a standard Life Instyle or Kids Instyle stand space.

- First Instyle
- Life Instyle



The First Instyle Package.

First Instyle exhibitors will present their products on a gallery style plinth, rack or wall setting (see examples below).

The stand package includes:

- A 2.4m high white back wall
- One wall mounted arm light
- One exhibitor sign
- Public liability insurance
- Printed listing in our event Look Book and Handbook
- Digital listing in the online directory
- Emperia lead scan app to use during the show

Package Price: \$2,446 + GST

Marketing Inclusions.

- **Look Book** – Featuring a double page listing of all First Instyle exhibitors (no image included), distributed 1 month prior to the event
- **Handbook** – Exhibitor business listing and one product image in the handbook distributed at the event
- **Website Listing** – Exhibitors receive a business listing with up to 5 images on the Life Instyle website and Exhibitor Directory

Please note that additional marketing packages are available to purchase including social posts, email banner ads, professional photos and more. For any queries regarding these options please contact your Account Manager.

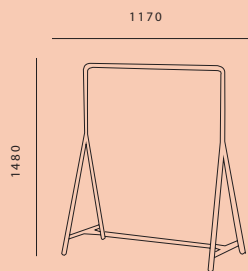
[TAKE A LOOK AT OUR EXHIBITOR EXTRAS](#)

First Instyle Stand Options.

First Instyle exhibitors will present their products on one of the following stand styles. Make sure you consider the below specifications when merchandising your space. Please note that you are limited to one stand display option.

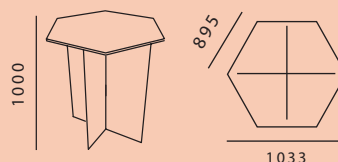
FASHION & TEXTILE

Perfect for fashion, accessories & textiles.



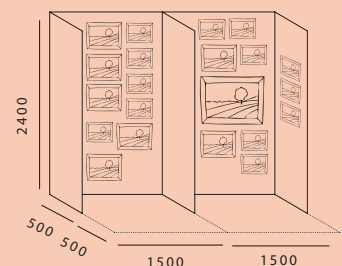
OBJECT

Perfect for; small homewares, stationery, accessories, body + fragrance etc.



ART

Perfect for wall art and prints.



All measurements shown are in millimeters.