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SYDNEY 2025

# APPLICATION

15 - 18 FEBRUARY 2025, ICC SYDNEY

# GUIDELINES

[LIFEINSTYLE.COM.AU](http://LIFEINSTYLE.COM.AU)

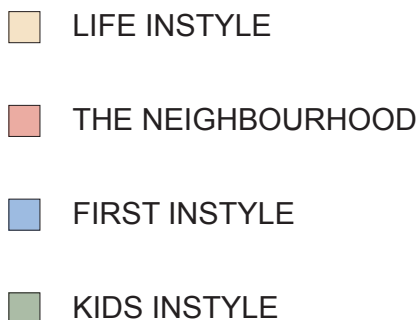
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**first  
in style.**

# LIFE INSTYLE SYDNEY

**15 - 18 FEBRUARY 2025  
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.

## ABOUT 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 bulk 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.

## 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
- Listing's in our event Look Book and Handbook
- Digital listing in the online directory
- Emperia lead scan app to use during the show

Package Price: **\$2,864 + GST**

## MARKETING INCLUSIONS

- Digital LookBook – Exhibitor business listing and one product image of your choosing
- The Handbook - Exhibitor business listing and three product images of your choosing
- Website Listing – Exhibitors receive a business listing with up to 50 images on the Life Instyle website exhibitor directory

## PAINTING & WALLPAPER

If you would like to paint your back wall and/or nibs, you will have to organise this through Exponet via Task 8 of the Exhibitor Hub. Charges will apply.

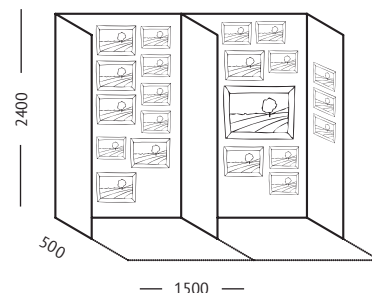
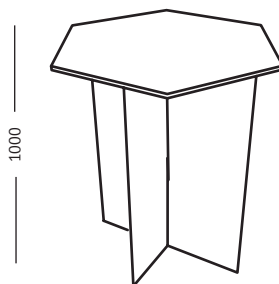
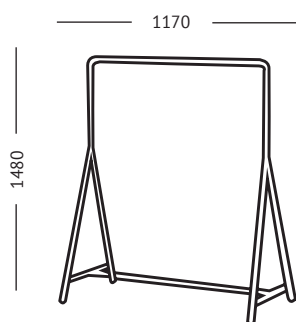
If you would like to use wallpaper, you can do so via a third party supplier. Please ensure you complete Task 11 of the Exhibitor Hub.

**PLEASE NOTE:** 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

## 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.

Your Account Manager will pick out the best suitable option depending on your product type (fashion/textile, object or art).



*\* All measurements shown are in millimeters.*



### FASHION & TEXTILE

Perfect for fashion, accessories & textiles.



### OBJECT

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



### ART

Perfect for wall art and prints.

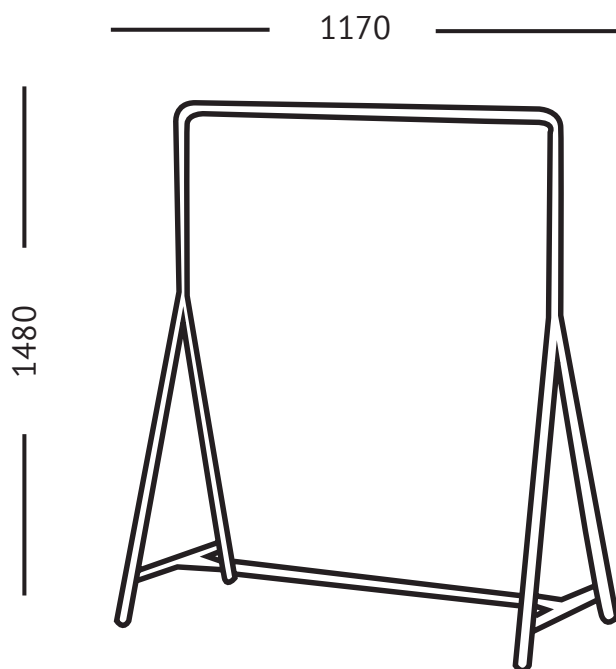
# DESIGNING YOUR SPACE

## GUIDELINES FOR CREATING THE PERFECT SPACE FOR YOUR BRAND

### 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.



### PLEASE NOTE, THE FOLLOWING IS NOT PERMITTED

- No items to be placed on the floor, no additional furniture or rugs.

## FASHION & TEXTILE



Perfect for fashion, accessories & 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.

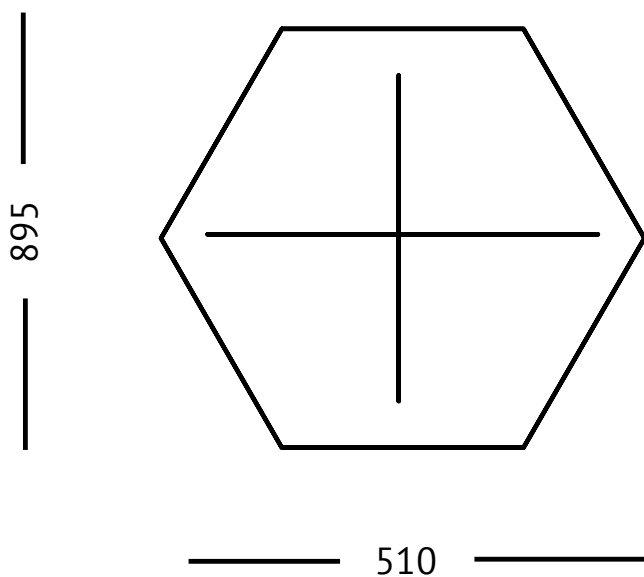
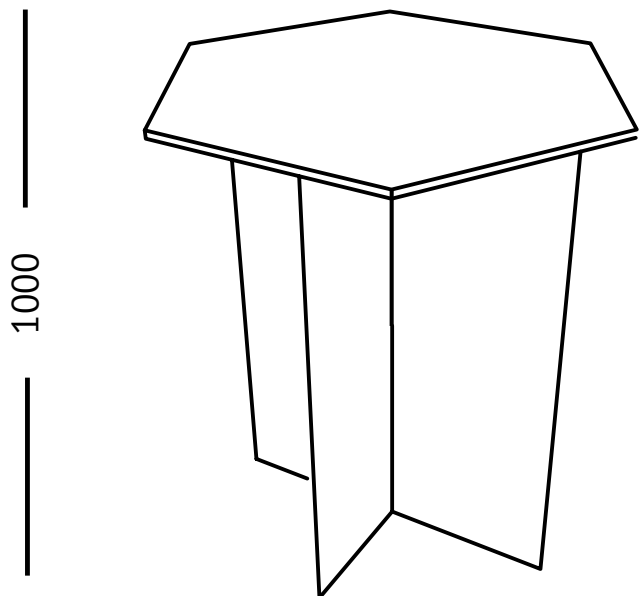
You cannot attach to walls or bring additional furniture.

### LIGHTING

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







#### PLEASE NOTE, THE FOLLOWING IS NOT PERMITTED

- No items to be placed on the floor, no additional furniture or rugs.



## OBJECT



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

## TIMBER PLINTH SPECIFICATIONS

Hexagonal shape - 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, jewellery, 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

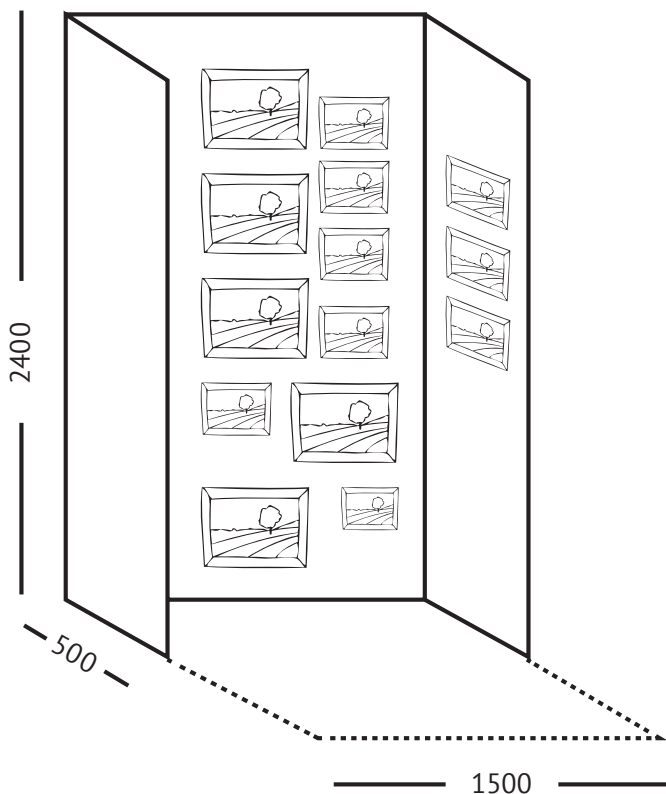
Staples, screws, pins and glue are NOT permitted to be used on your plinth. Stickers or decals are only permitted if they are a low-tac adhesive and are removed from the plinth after the show without causing any damage.

## 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.



## 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.

## PLEASE NOTE, THE FOLLOWING IS NOT PERMITTED

- No items to be placed on the floor, no additional furniture or rugs.

## ART



Perfect for Wall Art & Prints

## WALL SPECIFICATIONS

Height: 2.4m

Width: 1.5m

Maximum Weight: 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.



# WHAT DOES MY SIGN LOOK LIKE?



## OBJECT AND FASHION EXHIBITORS

High resolution images (700mm x 675mm)  
for your sign to be emailed to - [info@lifeinstyle.com.au](mailto:info@lifeinstyle.com.au)



Brand Name

2030

## 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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