



19-22 FEBRUARY 2022

ICC SYDNEY

LIFEINSTYLE.COM.AU

in life  
style.

## Venue

ICC Sydney,  
Darling Harbour

## Dates

Saturday 19 February	9am - 6pm
Sunday 20 February	9am - 6pm
Monday 21 February	9am - 6pm
Tuesday 22 February	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



A stylized blue line art illustration of a face is positioned on the left side of the image. The face is composed of a large, thick blue line for the outline, a white almond-shaped eye with a blue pupil, and a blue line for the mouth. The background is a solid yellow color.


## 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.



A woman with short, straight pink hair is smiling and holding a long-sleeved, tiered pink dress on a white hanger. She is wearing a short-sleeved dress with a vibrant floral pattern in shades of green, yellow, and purple. She also has a gold bracelet on her right wrist and is carrying a large, bright orange handbag. In the background, a man with dark hair and a beard, wearing a brown blazer over a white shirt, is smiling. The setting is a clothing store with various garments hanging on wooden racks. The background is slightly blurred, showing more clothing and a person in the distance.

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.

**in**life  
**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.

TWO SHOWS

MELB + SYD

650+

BRANDS

16,000+

RETAILERS

27

PRODUCT CATEGORIES

75,000+

COMMUNITY REACH

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



# 2021 EVENT SNAPSHOT

\*STATS REFLECT SMALLER APRIL EVENT

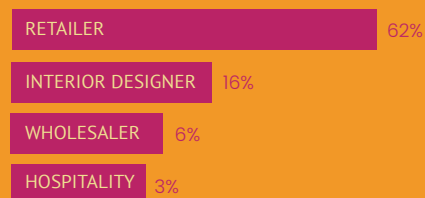
## 9,759

VISITORS

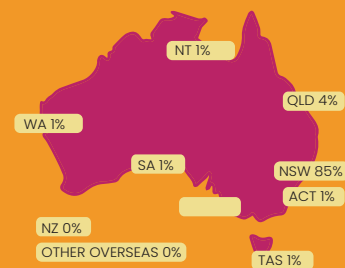
The Top 3 reasons our visitors choose Life Instyle

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

### KEY VISITOR TYPE



### WHERE THEY CAME FROM



## 55%

visitor satisfaction

## 70%

rely on Life Instyle to do their purchasing

## 70%

plan to return in 2021

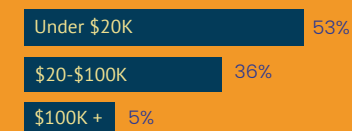
## 121

EXHIBITORS

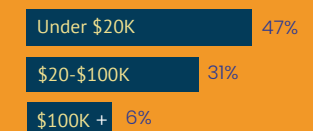
The Top 3 reasons our exhibitors choose Life Instyle

1. Participating **ELEVATES MY BRAND STATUS**
2. Delivers **HIGHER QUALITY LEADS** than any other sales or marketing option
3. Delivers **MORE NEW LEADS** than any other sales or marketing option

### Estimated business written AT the show



### Estimated business written AFTER the show



## 83%

exhibitor satisfaction

## 95%

do business at the event

## 95%

rate our customer service as great



## 2022


It's fair to say that 2020/21 didn't go 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. What we have seen come out of the last two years is the resilience and innovation of so many who have had to adapt, not only to simply survive, but even flourish.

In April 2021 we were lucky enough to run a small but mighty edition of Life Instyle Sydney before our plans for our Melbourne event were halted once again but we now look towards 2022 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.

It's true, nothing beats face to face. The opportunity to see, touch and feel the latest products firsthand simply cannot be replicated online, and live events is what we do best.

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



A stylized graphic on the left side of the page. It features a large, thick, dark blue curved line that starts at the top left, curves around a large, stylized eye, and then curves down towards the bottom. The eye is composed of a white almond shape and a dark blue almond shape. At the top left, there is a yellow curved line. At the bottom, there is a dark blue triangular shape.

## 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.



THE NEIGHBOURHOOD

# Foodie Nation

Welcome to The Neighbourhood, Life Instyle's home for a specially curated collection of like-minded brands. 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 2022 our new theme for The Neighbourhood is **Foodie Nation** and we are looking for like-minded brands in the food & beverage space.

The pursuit of pleasurable moments through food & drink.

With people continuing to spend more time at home both during and post pandemic, consumers are looking to embrace pleasurable moments at home by replicating restaurant quality meals, livening up their breakfasts and lunches and even mixing their own cocktails. And as the world starts to re-open and we look to re-engage with friends and families, entertaining at home or outdoors will become an important tool in the pursuit of celebration and connection.



Pictured:  
The Self-Care  
Society 2020

What we're looking for in 2022;



Food & Beverage



Kitchen & Dining



Entertaining/Lifestyle

**The Neighbourhood is the premium location and package to showcase your brand/product to over 9,000 retailers across 4 days of trade.**

**Package Price \$6,149 + gst**



# EXHIBITOR OPTIONS

LIFE INSTYLE SYDNEY 2022

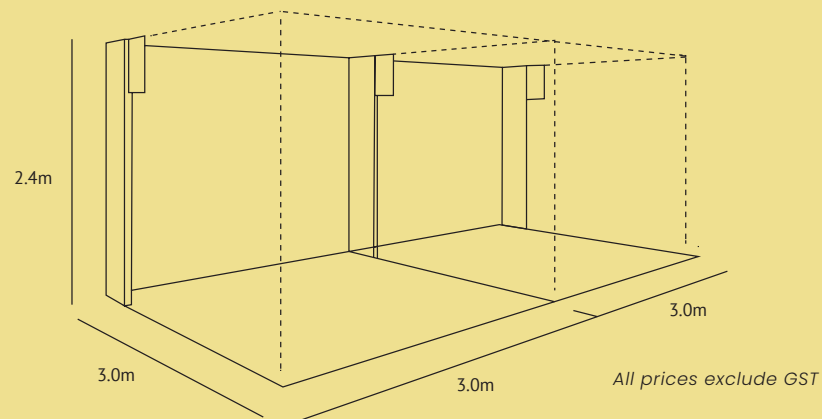
FROM  
**\$4,094**

## 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.



FROM  
**\$3,351**

## NEW BREED

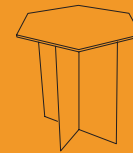
This custom package is tailored made for start-ups and small businesses giving those who are not eligible for First Instyle a budget friendly option for their first Life Instyle. At just 2x2m these stands come with all the usual inclusions as per on the left, just at a smaller scale.

**\$2,594**

## 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;

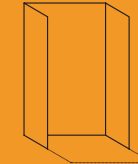
Timber  
Display Plinth



Fashion  
Rack



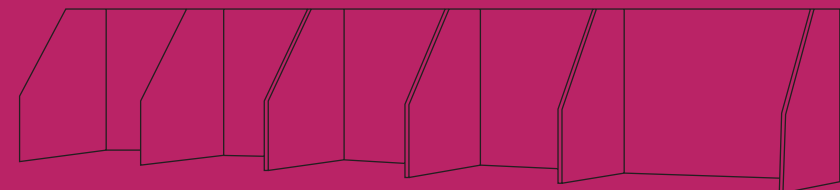
Art  
Walling



**\$6,149**

## 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; **Foodie Nation**.





## STAND PRICING

SIZE	STANDARD POSITION	PREMIUM POSITION	PLATINUM POSITION
NEW EXHIBITOR & START-UP PACKAGES			
First Instyle	NA	NA	\$2596
New Breed 2x2m (4sqm)	\$3,351	\$3,463	\$3,615
THE NEIGHBOURHOOD (BY INVITATION ONLY)			
3x3m (9sqm)	NA	NA	\$6,149
ALL EXHIBITORS			
2x3m (6sqm)	\$4,094	\$4,262	\$4,490
2.5x3m (7.5sqm)	\$4,676	\$4,886	\$5,171
2x4m (8sqm)	\$5,051	\$5,275	\$5,579
3x3m (9sqm)	\$5,258	\$5,510	\$5,852
2.5x4m (10sqm)	\$5,827	\$6,107	\$6,487
2x5m (10sqm)	\$6,099	\$6,379	\$6,759
2x6m (12sqm)	\$7,147	\$7,483	\$7,939
3x4m (12sqm)	\$6,603	\$6,939	\$7,395
3x5m (15sqm)	\$8,039	\$8,459	\$9,029
3x6m (18sqm)	\$9,475	\$9,979	\$10,663
3x7m (21sqm)	\$10,820	\$11,408	\$12,206
3x8m (24sqm)	\$12,256	\$12,928	\$13,840
3x9m (27sqm)	\$13,692	\$14,448	\$15,474
3x10m (30sqm)	\$15,037	\$15,877	\$17,017

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



## ALL PACKAGES INCLUDE

- Listing indigital Look Book and printed 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.

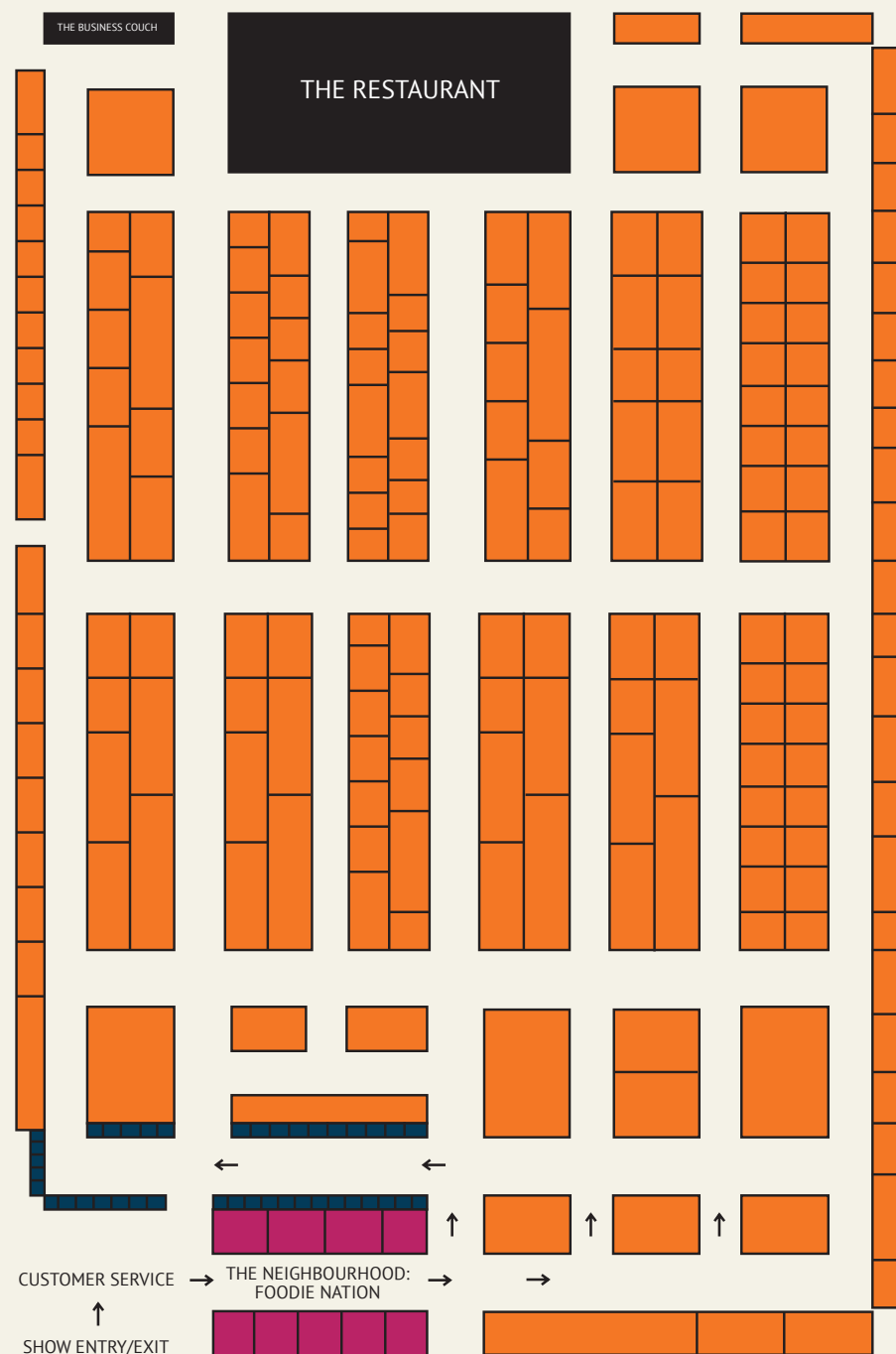
# life in style.

19-22 FEBRUARY 2022

ICC SYDNEY EXHIBITION CENTRE  
DARLING HARBOUR

## STAND KEY

-  LIFE INSTYLE
-  FIRST INSTYLE
-  THE NEIGHBOURHOOD



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



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