

YOUR

UNDERSTANDING YOUR PROFILE AND THE INCLUSIONS

COMPANY

15 - 18 FEBRUARY 2025, ICC SYDNEY

PROFILE



**life  
in  
style.**

# YOUR COMPANY PROFILE

## WHAT'S INCLUDED?

### DIGITAL LOOK BOOK

The Lookbook is the first of our two digital books and is a rich and inspiring sneak peek at what to expect at the show. The new digital format will go live on our website and distributed to our entire database through our email and social channels. As an important tool for retailers to pre-plan their attendance as well as get a head start on their sourcing every exhibitor will receive a listing.

*\* Profiles are listed in alphabetical order by brand name.*

#### Your Look Book profile includes:

- 1x Image
- Logo
- Display Name
- Stand Number
- Instagram Handle
- Link to your Web Profile Listing in the Web Directory (please ensure you complete all information in your Task 1 - Exhibitor Web Profile)



**PLEASE NOTE:** this is a sample and may not be the final product

### PRINTED HAND BOOK

The Hand Book is our more comprehensive book featuring show content, schedules and most importantly our exhibitors. The Hand Book will be available upon entry to Life Instyle Sydney 2025 and online for those who cannot attend the physical event. Each exhibitor will receive 1 full page colour profile.

*\*Profiles are listed in alphabetical order by Display Name.*

#### Your Handbook profile includes:

- 3 x Product Images
- Display Name
- Logo
- Company Description
- Stand Number
- Address
- Phone Number
- Email Address



# WEB LISTING

Your web listing will be shown on the online Exhibitor Directory, this is our digital listing of all exhibitors at the show. Your listing will be available to view at [lifeinstyle.com.au](http://lifeinstyle.com.au) in the weeks leading up to the show.

Each exhibitor will receive 1 (one) standard web listing.

*\*Profiles are listed in alphabetical order by company name.*

## Your web listing includes:

- Display Name
- Company Logo
- 800 Character Description
- Up to 50 Product Images
- Social Media Links
- Website Link
- Address, Email & Phone Number



FILL IN YOUR PROFILE AS SOON AS YOU HAVE ACCESS



[Home](#) [What's On](#) [Visit](#) [Exhibit](#) [Exhibitor Directory](#)



## Togo Sun

NEW EX...

Life Instyle

### Why visit our stand

Togo Sun products is curated capsule of wares for the aesthetically minded and for a life under the sun. We are a "Keep Cup for Food" ft nostalgic burger boxes, salad bowls and outdoor platters.

### Description

Togo Sun products is curated capsule of wares for the aesthetically minded and for a life under the sun. We are a "Keep Cup for Food" Our takeaway burger boxes, salad bowls and outdoor platters provide safe, useful, and cool solutions to outdoor dining. They are durable enough to reuse again and again, and to provide a solution for take away waste which is growing and becoming a bigger issue every day. Our shapes have a nostalgic nod to the food industry and the old school takeaway containers to remind us all of what we can do together to eliminate

📍 Stand: 2304

### FOLLOW US



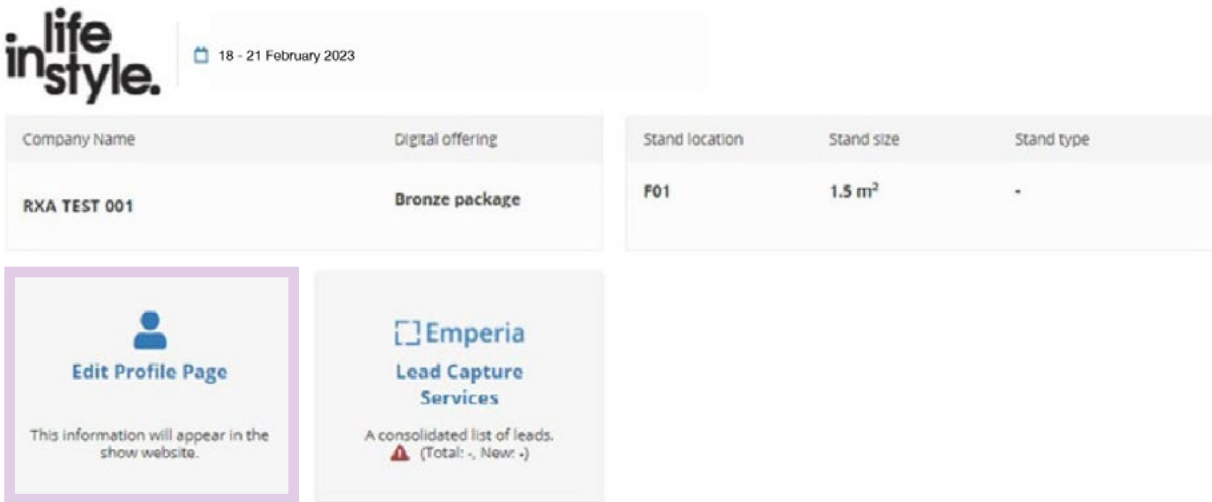
Instagram

# 1. LOG INTO THE EXHIBITOR HUB

LOG IN HERE

using your allocated username and password. If you've lost your login details, please contact us at [info@lifeinstyle.com.au](mailto:info@lifeinstyle.com.au) and we will resend it to you.

# 2. CLICK ON 'EDIT PROFILE PAGE'



life in style. 18 - 21 February 2023

Company Name	Digital offering	Stand location	Stand size	Stand type
RXA TEST 001	Bronze package	F01	1.5 m <sup>2</sup>	-

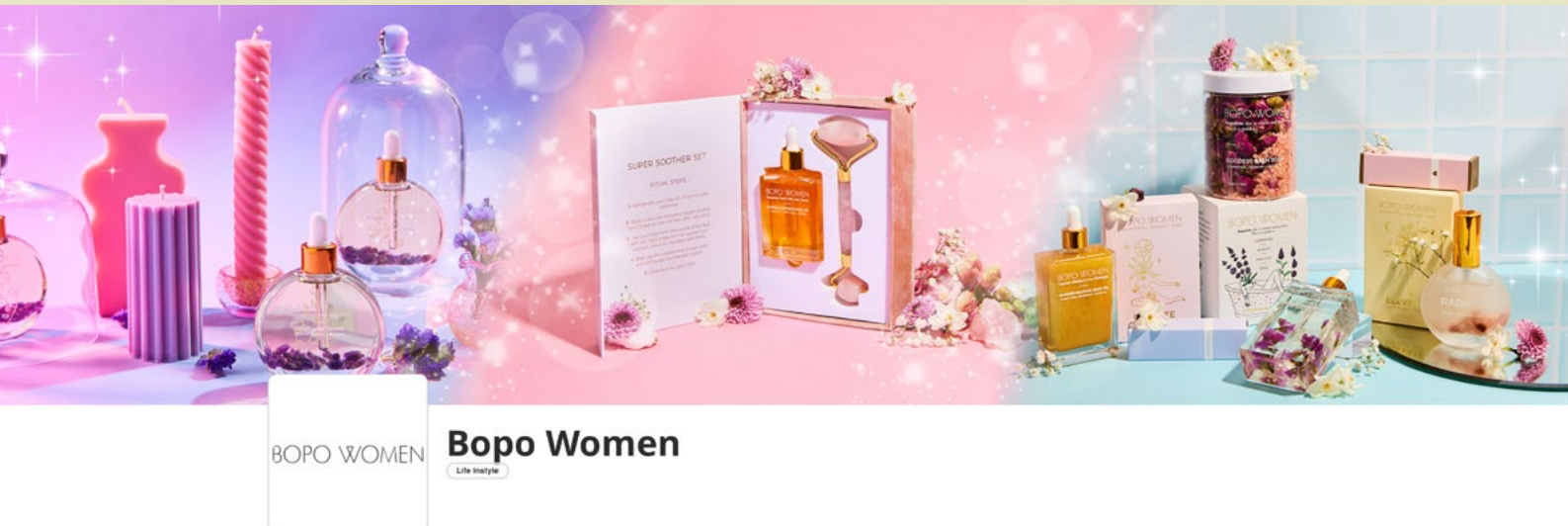
**Edit Profile Page**  
This information will appear in the show website.

**Emperia Lead Capture Services**  
A consolidated list of leads. (Total: -, New: -)

# 3. ADD YOUR COVER IMAGE AND LOGO

Cover Image Specs: 1400 x 350px, must be 4:1 ratio, less than 1MB and in jpg format

Logo Specs: 180 x 180px, must be less than 1MB and in jpg format



## 4. FILL OUT YOUR COMPANY INFORMATION

When completing your listing please keep in mind this information will be published on our website which is viewable by visitors and the public. Please ensure your contact information is up to date and phone numbers are in service. Follow the form through, complete all fields applicable and click save when you are finished.

**Display Name \***

DISPLAY NAME HERE

LIFE INSTYLE MELBOURNE - JULY 2020 SPECIFIC

**Why visit our stand**  
Tell visitors why they should visit your stand. Maximum 200 characters

MAX 200 CHARACTERS

**Description**  
Describe what your company does. Maximum 600 characters

MAX 600 CHARACTERS

Cancel Save

**Brands we represent**  
Tell visitors all the brands that your company will represent at the show

LIST THE BRANDS YOU REPRESENT HERE

LIFE INSTYLE MELBOURNE - JULY 2020 SPECIFIC

**Filters**  
Select items that best represent your company to help visitors find you on the website directory. Other Filters selections might be available in Matchmaking (the section below).

**Product Categories**

Fashion & Accessories - Men's Homewares

**Production Type**

Proudly Australian Ethically Made

Which of the below best describes your product offering / the brands you represent?  
Select only 1

A combination of the above

Stand: 2205K

SOCIAL MEDIA LINKS

**FOLLOW US**

Facebook Twitter YouTube

LinkedIn WeChat Instagram

**WEBSITE**

**EMAIL**

**PHONE**

**ADDRESS**

**VERY IMPORTANT**  
This is how retailers will contact you

**ONLY CLICK CATEGORIES THAT APPLY TO YOUR BRAND**  
Do not click 'kids' if you do not stock kids products


# NEW PRODUCT DIRECTORY

## 5. UPLOAD PRODUCTS TO SHOW RETAILERS WHAT YOU HAVE TO OFFER

Retailers are now able to search for specific products through our New Product Directory. Add as many products to your Profile to show what you have to offer. Upload an image, a title and brief description for each product.

### Gallery of products and services

**Add Products**

 **Upload product image \***

Formats: jpg, png  
Max file size: 25MB  
Minimum: 250x250px

Please ensure you own or have the owner's consent to use this image

**UPLOAD YOUR PRODUCT IMAGE**

---

**Product name \***  
Enter the name of the product. Maximum 50 characters

**PRODUCT NAME**

**Description**  
Describe the product. Maximum 500 characters

**MAX 500 CHARACTERS**

## Upload Documents

Select a category (Brochure, Case Study, White Paper, Press Release or Other) and upload the PDF file.

- 1**
- 2** **Upload PDF file**

Maximum size 5MB per file.

**UPLOAD DOCUMENTS LIKE CATALOGUES, LOOK BOOKS OR ORDER FORMS ETC**

# STYLING YOUR DIGITAL LOOK BOOK PROFILE (Task 2a)

Images that do not meet the below guidelines will **not** be accepted and will need to be resupplied.

## STEP 1: SELECT YOUR HERO IMAGE

When selecting your image, you must submit a styled product image. Product images should be kept clean and tidy, no text or additional logos should be placed on images. Do not clutter your image with lots of products as they will get lost in the small space.



**NOTE: COLLAGE IMAGES AND ANY IMAGES WITH LOGOS OR TEXT WILL NOT BE ACCEPTED.**



## STEP 2: MEASURING YOUR HERO IMAGE

When submitting your image please ensure the file is the correct size and meets the below specifications.

### IMAGE SPECIFICATIONS:

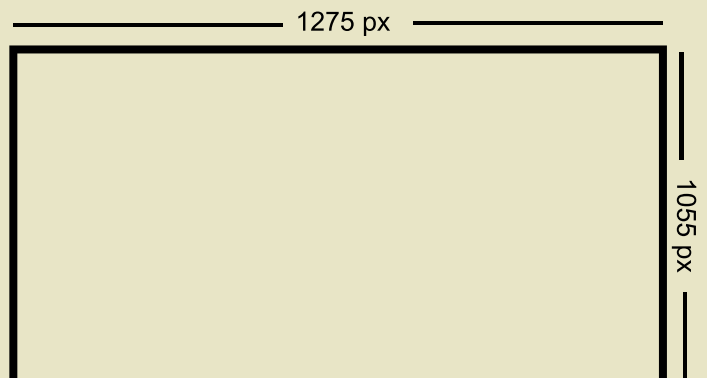
**Logo Specs:** 1275px wide x 1055px high

**Resolution:** 300dpi

**File:** JPEG

**Orientation:** Portrait

**Colour:** RGB - digital

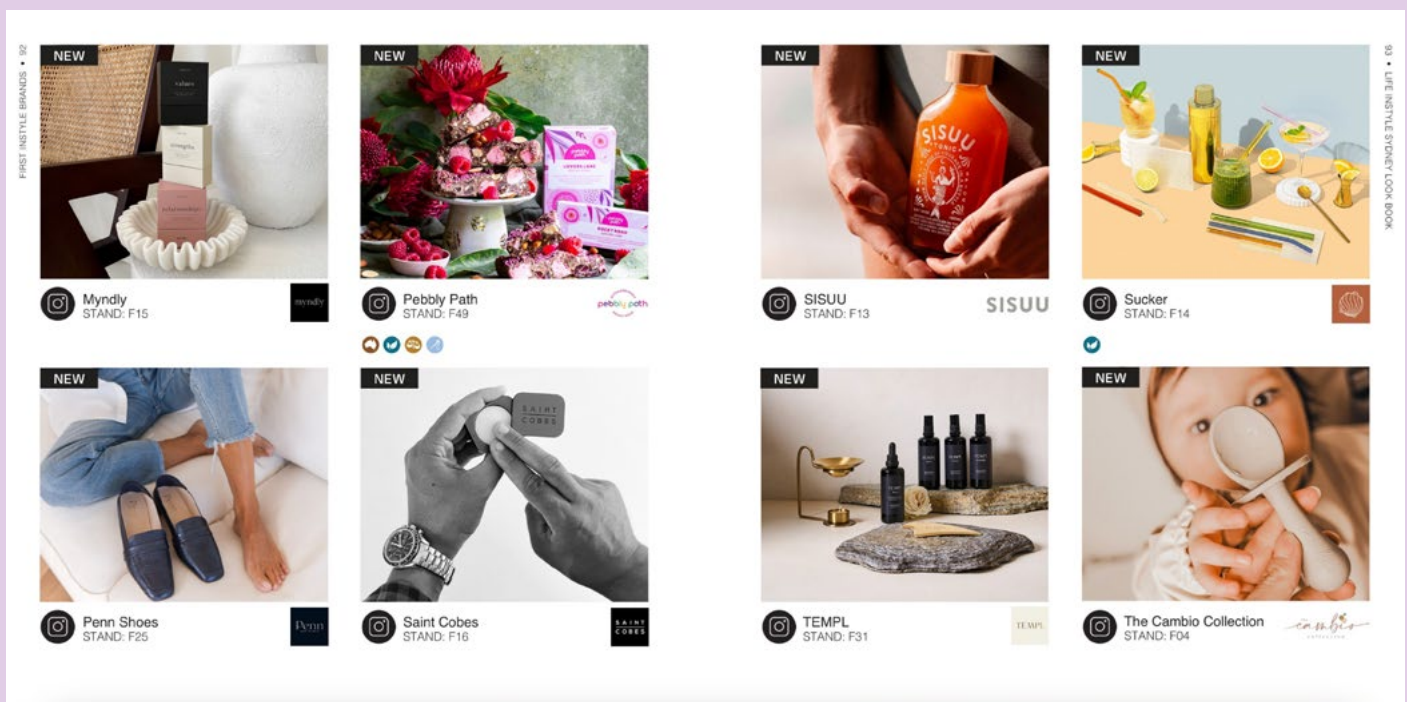


# STYLING YOUR PRINTED HANDBOOK PROFILE (Task 2b)

Images that do not meet the below guidelines will **not** be accepted and will need to be resupplied.

## STEP 1: SELECT YOUR PRODUCT IMAGES

When selecting your 3 Hand Book images, you must submit product shots only. Think about images that compliment each other and flow through the page. Below are some example profiles previously submitted.



## CHECK YOUR IMAGE CONTENT

See the do's and don'ts of what images should contain.

### TEXT OR LOGOS

Logos or text will not be accepted over images. Branding as part of product packaging is acceptable.



### MULTIPLE IMAGES

Collage images will not be accepted. If you wish to show multiple products these must be a single shot.

