

MEDIA KIT

X in the City is a brand new event for urban, extreme and adrenaline sports. Taking place in London's ExCeL centre during the Autumn half term, October 2010, XTC brings together over 20 extreme sports, fashion shows, music and shopping in the coolest celebration of adrenaline and urban lifestyle.

Combining world class performers, amazing demos, "have a go" sessions, junior sections, Extreme Cinema, juice bars, indoor skate parks, cycle courses and watersports on the Royal Victoria Docks, XTC is the ultimate day out for fanatics, families and weekend warriors.

XTC puts extreme sports in the heart of the city, and our audience within your reach.



THE 411

X in the City is all about the audience. Naturally the event will attract the hard-core fans. Our partnerships with key sporting associations and the competitions and credibility they bring ensures that this is the ultimate event for anyone into extreme sports. But XTC is about more than the fanatics; the event is deliberately designed to appeal to weekend warriors and families.

We're all about extending the core audience and embracing the future; growing the market, reach and impact of all of the sports we work with. Demos, "have a go" sessions, music and fashion. XTC is avowedly inclusive.

Over three days in the pre-Christmas half term we'll attract some 24,000 people to ExCeL, all set to be wowed, excited and entertained by the experience. And, of course, all ready to shop!

XTC is the perfect opportunity to connect, communicate with and engage this audience, and to make an impact way beyond the confines of the event itself.



WHO'S COMING

The centrepiece of X in the City is the Theatre of Xtremes, a unique blend of extreme sports demo, performance, story and music, taking place in a state-of-the-art, 3,000 tiered-seat, indoor arena.

Theatre of Xtremes will showcase the world's leading performers; UK, European and World Champions and will inspire, amaze and entertain 3,000 people, 3 times daily over the course of 3 days.

With an amazing set, stunning sound and lighting, awesome audio-visual and breath-taking stunts Theatre of Xtremes will be breath-taking, loud and totally awesome.

Theatre of Xtremes comes with a unique selection of sponsorship, sampling and branding opportunities allowing your brand to connect and communicate directly and powerfully with the audience.



THEATRE OF XTREMES

We've teamed up with the very coolest extreme sports associations around to make sure that the show floor is full of the best performers, the coolest new tricks and tonnes of brilliant "have a go" opportunities.

IMBA	International Mountain Bike Association
UKFSA	UK Freestyle Skating Association
SSSPrint	Street Sled Sports Racers International
Uniwake	University Wakeboarding Association
UKU	UK Ultimate Association
ATBA	All Terrain Boarding Association
BERSA	British Elastic Rope Sports Association
JSRA	Jet Ski Racing Association of Great Britain
UK Skate	Skateboarding Association
BWA	British Waveski Association
GBB	GB Barefoot
FISS	Federation of Inline Speed Skating
PUK	Parkour UK



We're adding to our list of partners all the time so check the website www.xinthcity.co.uk regularly to see who's joined us.

PARTNERS

X in the City presents a totally unique opportunity for companies, brands and organisations to connect and engage with an independent and free-spirited audience.

If your organisations does stuff like this you need to get in touch with us.

Sports Equipment
Clothing
Footwear
Travel and Tourism
Technology
Health and Beauty
Soft Drinks
Confectionery
Music
Sports Accessories
Fashion
Media
Careers
Charities
Watches and Jewellery
Snacks
Financial Services
Media
Gadgets
Lifestyle

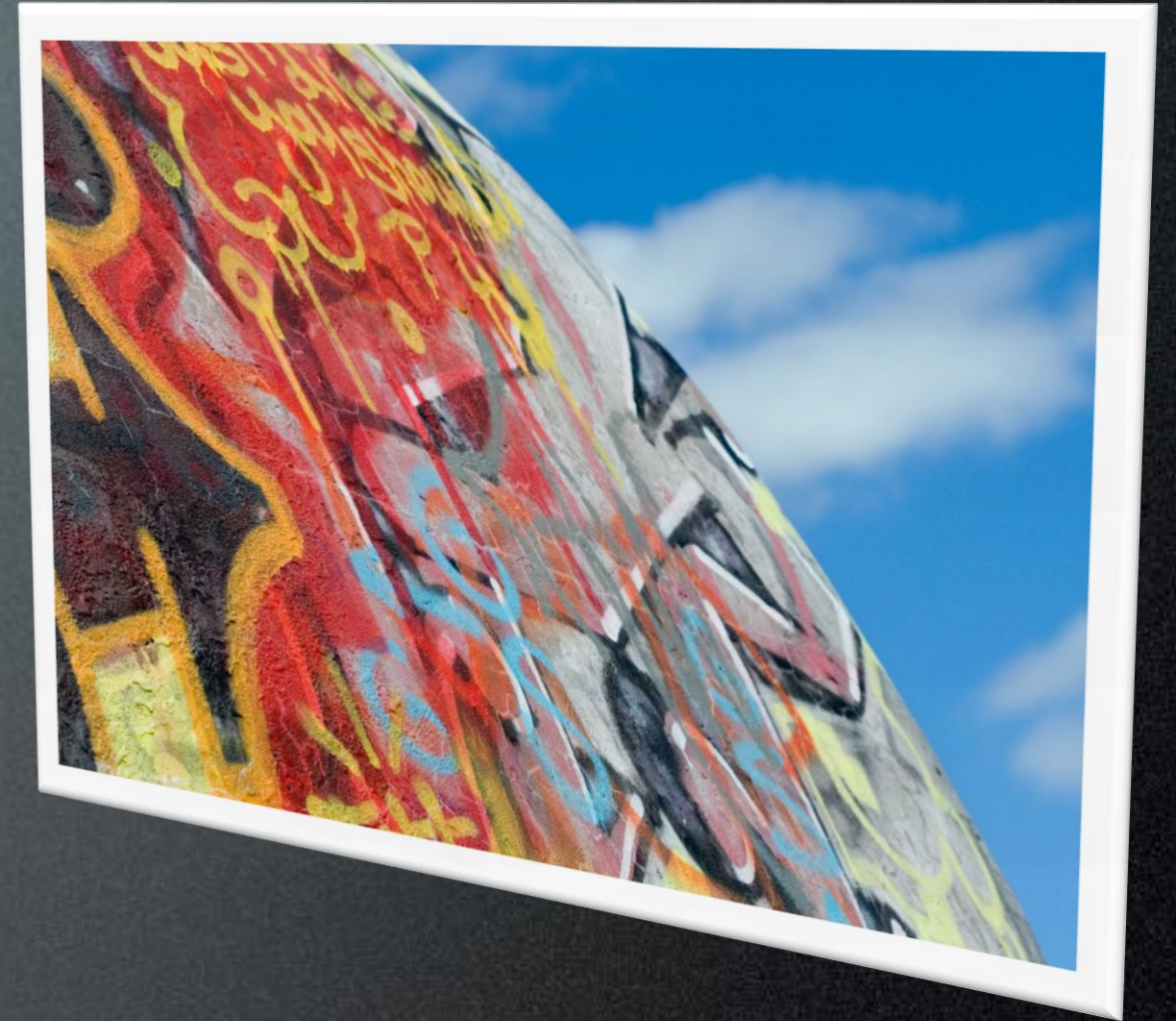


COME AND PLAY

X in the City is lining up amazing team of media partners to ensure word about the show is spread far and wide. We're working with specialist extreme and adrenaline sports media; mainstream magazines and newspapers; dedicated TV and radio stations and some of the biggest brands on the web.

Our social media and word of mouth strategies will guarantee that messages about the show and our exhibitors extend to exactly the people you want to connect with and we're committing a six figure sum to market the show to make sure you meet the audience you want.

X in the City will be the buzz everywhere.



THE WORD ON
THE STREETS

ExCeL London is a world-class event space located in the heart London.

Situated in a 100-acre campus with dozens of contemporary bars, restaurants, pubs and 5 hotels, there is simply no other venue like it.

London is the sports, entertainmentt and cultural capital of the world and ExCeL will play host ot 7 Olympic sports in 2012.

With a purpose-built arena, 65,000 metres of event space, dockside water faciltiies and fantastic road, rail and air transport links ExCeL is the perfect venue for X in the City. Modern, designed, fully equipped in the heart of the real urban environment.



WHERE IT'S AT

If the X in the City audience is right for you then we want to make sure that you can be part of the event. We've got exhibiting, partnership and sponsorship packages to suit all pockets, all objectives and all sorts of companies and organisations. We don't believe in one size fits all, we believe in solutions that work for you.

Exhibition Space Costs

£220 per square metre Shell scheme

£200 per square metre Space only.

Book before Feb 28th 2010 to receive an additional 10% discount on these rates.

Call us today on 07795 056983 to discuss how we can build a package to exactly suit your needs and to ensure you start benefit from our Total Marketing Package as soon as possible.

Agency commission 10% (for recognised agencies only).

All costs + VAT at the prevailing rate.

X in the City Ltd



THE DAMAGE

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WHERE WE'RE AT