

THE ELITE

LONDON

3RD - 4TH JUNE 2016

 RIZONJET LONDON BIGGIN HILL AIRPORT

London's most exclusive jet-set lifestyle event



Welcome

Now in its third year, The Elite London is London's most exclusive jet-set lifestyle event showcasing the very finest jets, helicopters, aircraft charter specialists and associated leisure and lifestyle brands.

Rizon Jet at London Biggin Hill Airport will again be host to this unique 2016 Summer event where guests will be able to enjoy the ultimate luxury lifestyle experience, all at one private location.



A Unique Lifestyle Experience

The Elite London is not simply an event; it is a world of experiences that selectively combines the very best of private jets, turboprop aircraft and helicopters with the very best luxury brands, supercars, powerboats and yachts - all at one location.

Visitors and guests will be treated to a spectacular experience from the outset. The unique exhibits on display, experiences and features makes The Elite London the perfect opportunity to entertain and build relationships with clients, customers and colleagues in a luxurious surrounding.

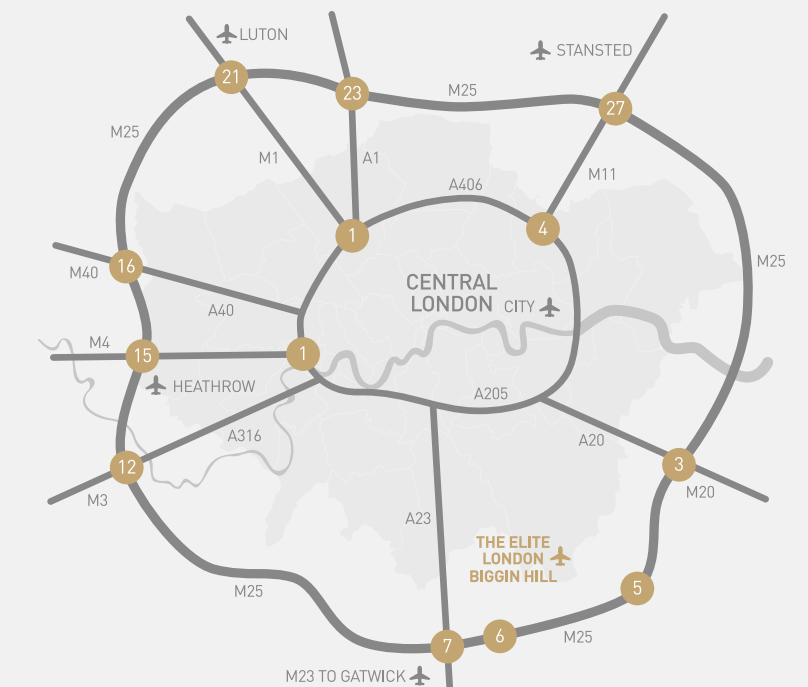
The combination of the Jet-Set Lifestyle, The Elite Escapes, Luxury Brand Show, Supercar Showcase and The Marine Showcase have created a luxury experience and event like no other. The Elite London will be an opulent experience and an ideal platform offering an indulgence the high-net-worth would come to expect at one, exclusive location.



OUR EXCLUSIVE VENUE

Rizon Jet UK Ltd, our host venue and luxury partner, combines a luxurious and spacious VIP terminal located at London Biggin Hill Airport with the very best of Middle Eastern and European hospitality.

London Biggin Hill Airport is the ideal location for The Elite London. Situated just 12 miles to the southeast of the heart of the Capital, the airport has established itself as the preferred gateway for very important business visitors to London's Canary Wharf and a cluster of other nearby high value businesses.





JET-SET LIFESTYLE

*Get up close to the latest aircraft
from leading manufacturers and
their representatives.*

“*The Elite London allows us a great opportunity to network with buyers in the ‘Luxury Lifestyle Market’ who unless they have an existing interest in aviation, we might not meet otherwise. We consider this show an essential part of marketing strategy.*

Michael Wright, Cirrus Aircraft UK Ltd



JET-SET LIFESTYLE

An opportunity to experience hands-on a wide selection of jets, turboprops and helicopters especially configured for corporate or private use, and to meet the companies who can help you harness the benefits of private aviation for your business or luxury lifestyle.

Jet-Set Lifestyle allows visitors and prospective buyers to compare aircraft models from leading manufacturers. With sales and charter operators offering demo-flights you'll have the ideal opportunity to fly-before-you-buy.

In addition to the range of factory-new aircraft on display The Elite London will feature a pre-owned enclosure where private sellers can exhibit their individual aircraft for sale.

And for those looking for alternatives to full ownership, Jet-Set Lifestyle is the place to meet exhibitors offering both aircraft charter and shared ownership options too.

JET-SET
LIFESTYLE

The Marine Showcase

*Meet the finest in marine brands
and see the latest in products,
initiatives and charter.*



THE MARINE SHOWCASE

The maritime exhibits on display at The Elite London have been judiciously selected for their outstanding performance, design brilliance and sheer desirability. Whether a visitor to The Elite London wishes to acquire a luxury boat for entertaining family and privileged guests or have their imagination flared by the prospect of owning a super-high-tech adventure craft, the selection of boats on display are guaranteed to not only inspire but also open the way to a world of unrivalled opportunities afloat.

Some of the greatest brands in British boat building will be represented within this special zone of the two-day event, plus a wealth of expertise too - on hand to assist with all the enquiries related to the ownership of any one of these superb products.

**The
Marine
Showcase**

A detailed view of the interior of a Ferrari sports car. The steering wheel is black with a perforated leather grip and features the Ferrari prancing horse logo in the center. The dashboard and center console are finished with a light grey perforated leather. Three circular air vents with red and blue accents are visible on the dashboard. The seats are upholstered in vibrant red leather with white stitching. A red 'ENGINE START' button is located on the steering wheel. The overall aesthetic is one of luxury and performance.

“ We see an international crowd. Visitors from Italy and Germany and the Netherlands. This year it has become bigger; bigger brands, bigger names and a larger interest from the consumers. In terms of events like this, similar around Europe, I can say by far that this is the one of the most exclusive ones I've been to. Both the exhibitors and the clientele are of a very high level. I'm very happy to be here.

Raf Breuls, The Hideaways Club

Exclusively
SUPERCAR SHOWCASE

Pedigree, performance and prestige are the key components of this luxury automotive showcase.



SUPERCAR SHOWCASE

To complement the jet-set theme of the show, the premium car brands on show and for sale are designed to reflect the lifestyles of the visitors who buy, collect, race and love cars. The Exclusively Supercar Showcase will include premium marques, classic cars, custom cars, 4x4's, track cars and premium pre-owned cars. Brands will therefore be selected that reflect the calibre of visitors that lead a jet-set lifestyle.

To increase pre-show connections with visitors, the additional feature of the Test Drive Paddock will allow visitors to pre-book test drives from a stunning collection of the finest luxury marques and supercar brands. Visitors will have the option to have a short test drive or if the test drive is on the Friday, the option exists to extend the experience taking the car for an overnight stay perhaps in a luxury hotel and returning the next day.

An additional sales channel will include the Exclusively Lifestyle Auction which will take place live at the show and on auction websites around the world. Premium cars can form part of the content for this exciting addition to the show to help generate additional attention and attraction from a car buying audience.

Exclusively
SUPERCAR SHOWCASE

Exclusively
LUXURY BRAND SHOW

Some of the world's most desirable brands emanating from London, one of the world's most desirable cities.



“ We wanted to position ourselves here because this is a one stop shop where you have the top 1% of luxury products at The Elite London. I found it absolutely amazing for the networking. We have picked up a lot of UHNW clients flying in from all over globally.

David Harriott, Platinum No.8



LUXURY BRAND SHOW

The Luxury Brand Show is a premium lifestyle feature area within The Elite London that provides a unique showcase platform for luxury brands to exhibit and engage with a high calibre jet-set lifestyle audience.

Brands will be selected to cover the lifestyle spectrum from fine art to fashion. Specifically, content will include:

- + Homes & Property
- + Fashion Boutiques
- + Limited Edition Gallery
- + **New** – Watch Collectors Gallery
- + **New** – Exclusively Lifestyle Auction

We will design and create a spectacular show to celebrate our luxury industry at an event unlike any other. An opulent design theme will deliver a five star experience for visitors to see, try and buy the most desirable products and meet service providers who are linked by their positioning as high end brands serving affluent to UHNW consumers.

Exclusively
LUXURY BRAND SHOW

Homes of Distinction

Property, investment and suppliers to the finest homes in the world.

Diamond & Watch Gallery


Fine jewels, featuring the most desirable watch brands.

Art Galleries

Submerge yourself in stunning artworks and sculptures.

Finance

Wealth management, investment, planning and insurance.



THE
ELITE
ESCAPES

Discover the world's most exclusive holidays and ultimate destinations.

“ *Wessex Unique Lodges & Park Homes were delighted to be exhibiting alongside the Waterside Holiday Group at The Elite London. The Waterside Group's Wessex Elite 'Super' Lodge was one of many prestigious exhibits on display and was exceptionally well received by discerning show goers. All in all a fantastic, well run event in a superb location – well done The Elite!* ”

Clara Baillie-Lane, Waterside Lodges



THE ELITE ESCAPES

The Elite Escapes is the perfect compliment to the jet-set theme of this impressive show. Alongside the jets, helicopters and cars, The Elite Escapes continues the luxury travel theme and will enhance the visitor experience.

In a showcase without equal, The Elite Escapes will feature only the finest locations from across Europe and the world to compliment the private travel and jet-set theme.

And the spectrum of ideas and opportunities will be equally exciting with subjects ranging from supercar rallies to the greatest golf courses and private island retreats to hidden gems around the world.

THE
ELITE
ESCAPES

YOUR SUCCESS GUARANTEED

The collaboration between event organisers AvBuyer and Exclusively Events offers a combined marketing resource like no other for The Elite London. Together the event organisers will mount a powerful and comprehensive online and offline marketing, communications and PR campaign to ensure success for all exhibitors.

AvBUYER

The Elite London is founded by the AvBuyer Group, one of the World's leading business and private aviation publishers and event organisers. As experts in aviation, the group co-ordinates the Jet-Set Lifestyle experience at the show.

The AvBuyer Group includes AvBuyer.com - the leading website for the buying & selling of aircraft, AvBuyer Magazine - the World's leading publication for business and private aviation, and GA Buyer Europe and Heli Buyer Europe Magazines. It also organises the UK's leading annual exhibitions for general aviation - AeroExpo UK and Heli UK Expo along with similar events in mainland Europe.

Exclusively

Exclusively Events, organisers of the Supercar Showcase and the Luxury Brand Show, will promote the shows at other consumer events, direct to over 400 luxury brands and to an affluent consumer database. A key media partner for this section is Runwild Media Group, one of the country's leading independent publishing houses. Runwild set the standard for luxury lifestyle magazines across London with a monthly distribution in excess of 350,000 magazines.

DESIGNED TO BE DIFFERENT

It takes fresh thinking to create a specialist show for premium and luxury lifestyle brands that breaks the traditional exhibitor stand build format. With a unique location and range of exhibiting options, The Elite London has been designed to offer new opportunities to meet consumers and suppliers and effectively demonstrate the benefits of your products.

INDOOR BUILT ENVIRONMENT

High quality, fully built environment with walls finished in black laminate and carpeted floor.

3m x 3m stand
£2,655 +VAT

6m x 3m stand
£4,950 +VAT

9m x 3m stand
£6,885 +VAT

Electrical sockets £95 +VAT for 4-gang socket

Our indoor built environment exhibiting packages include a number of **free show passes** for you to share with your clients.

HOSPITALITY

Welcome and entertain your guests with hospitality packages starting from **£200 +VAT**.

FREE TICKET ALLOCATION

All our exhibiting packages include a number of **free show passes** for you to share with your clients. Additional tickets are supplied at a 50% discount.

INDOOR OPEN SPACE

Open floor space, ideal for island stands or pre-fabricated booths, aircraft, boats or cars.

£150 +VAT per m²

Electrical sockets £95 +VAT for 4-gang socket

OUTDOOR DISPLAY SPACE

£95 +VAT per m²

External electrical supply - £POA

Space under 10m² - **10 tickets**
Space up to 25m² - **20 tickets**
Space over 25m² - **40 tickets**



N843TE

FULLY CHARGED

G-SKBD

G-CIJP

31

SECURE YOUR PLACE

For more information about The Elite London 2016,
exhibiting or sponsorship opportunities contact:

Alex Ayling

+44 (0)20 8391 6779

alex@theeliteevents.com

www.theeliteevents.com

The Elite London,
Trident Court, 1 Oakcroft Road,
Chessington, Surrey, KT9 1BD,
United Kingdom