

# THE ELITE

LONDON

15TH - 16TH MAY 2020

WYCOMBE AIR PARK BUCKINGHAMSHIRE



*London's only exclusive jet-set lifestyle event*





## *Welcome*

The Elite London is London's only jet-set lifestyle event showcasing the very finest jets, helicopters, aircraft charter specialists and associated leisure and lifestyle brands.

Wycombe Air Park and Booker Aviation will be host to this unique 2020 Spring 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 colleagues in a luxurious surrounding

The combination of the Jet-Set Lifestyle, 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

The location close to the town of High Wycombe on the western edge of London, makes it an easy and attractive venue for all visitors by air, road and rail. Rail links are also excellent offering regular and direct services between central London and High Wycombe.

Wycombe itself is set within the Chilterns much of which is classified as an Area of Outstanding Natural Beauty. To the east lies London, just a few miles away, westwards is the City of Oxford steeped in history, whilst in the south is Windsor in the Royal County of Berkshire.



# Elite Event Experiences

Visitors are able to experience a carefully curated unique line up of exciting activities available across the event.



Over 150 Luxury Lifestyle Brands



Helicopter Pleasure Flights



Runway Car Demonstrations



Outdoor Golf Demo Area



E.J. Churchill Clay Pigeon Shooting



Indoor Golf Demo Range



Demo Flights



Beauty & Wellness Treatments



Runway Car Demonstration



Chauffered Service



Classic Car Area



Wine & Whisky Tasting



Gliding Pleasure Flight



# 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

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# 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



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.

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.*





# EXCLUSIVELY 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
- + Watch Collectors Gallery
- + Exclusively You
- + Sports & Leisure

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 visitor experience, creating an atmosphere where UHNW consumers are encouraged to browse, try and buy the most desirable luxury products and services.

## *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*

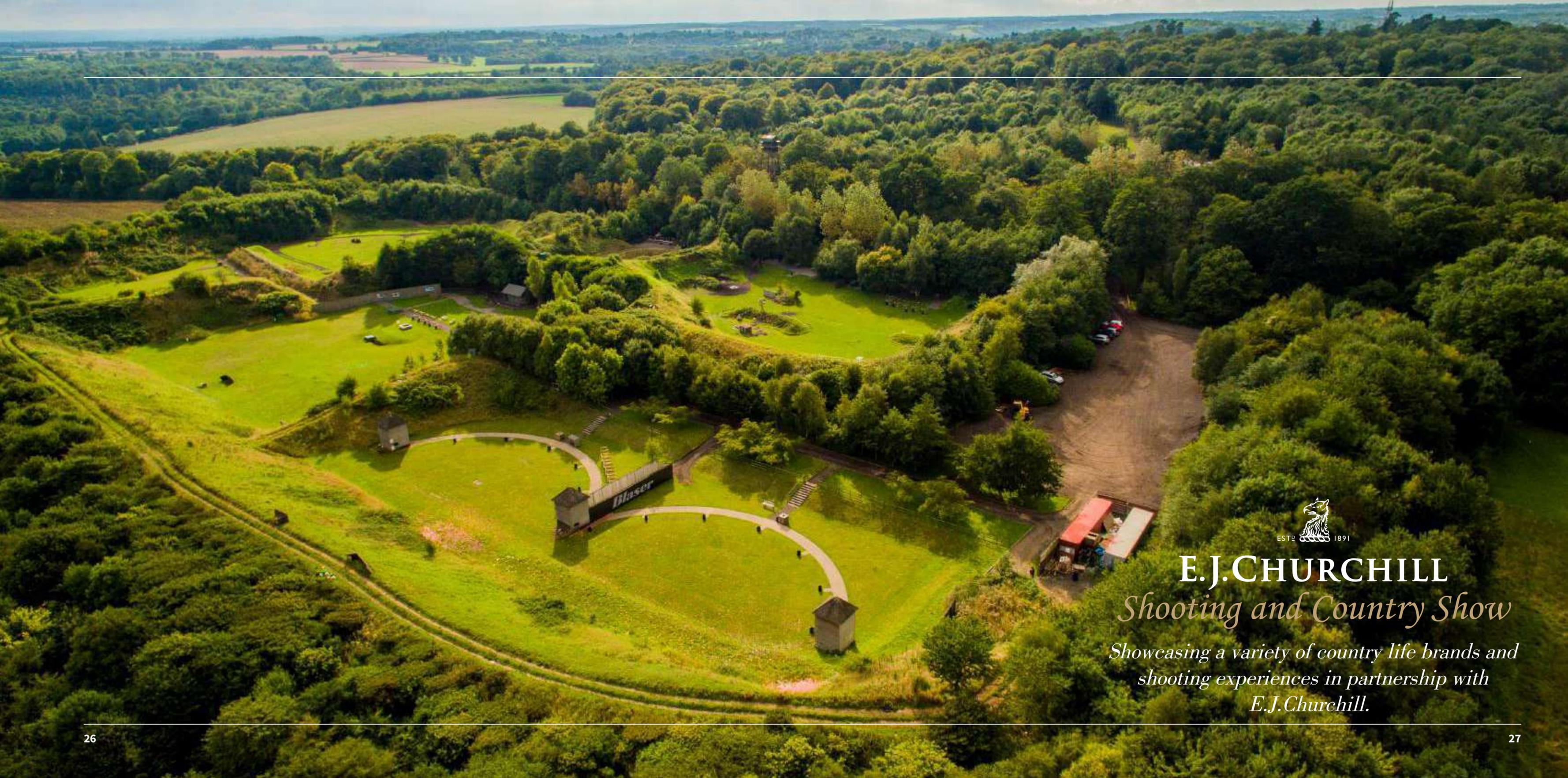
Wealth management, investment, planning and insurance.

## *Exclusively You*

A collection of Beauty & Wellness brands

## *Sports & Leisure*

Luxury Travel, Property Abroad and Sports



**E.J. CHURCHILL**  
*Shooting and Country Show*  
*Showcasing a variety of country life brands and  
shooting experiences in partnership with  
E.J. Churchill.*



## SHOOTING & COUNTRY SHOW

The E.J. Churchill Shooting and Country Show showcases the best in country life. In partnership with E.J. Churchill, an award winning clay pigeon shooting ground, sporting agency, and country clothing store on the West Wycombe Estate, visitors will not only be able to shop a variety of industry related products and services but experience for themselves the sport so massed in British heritage and culture.

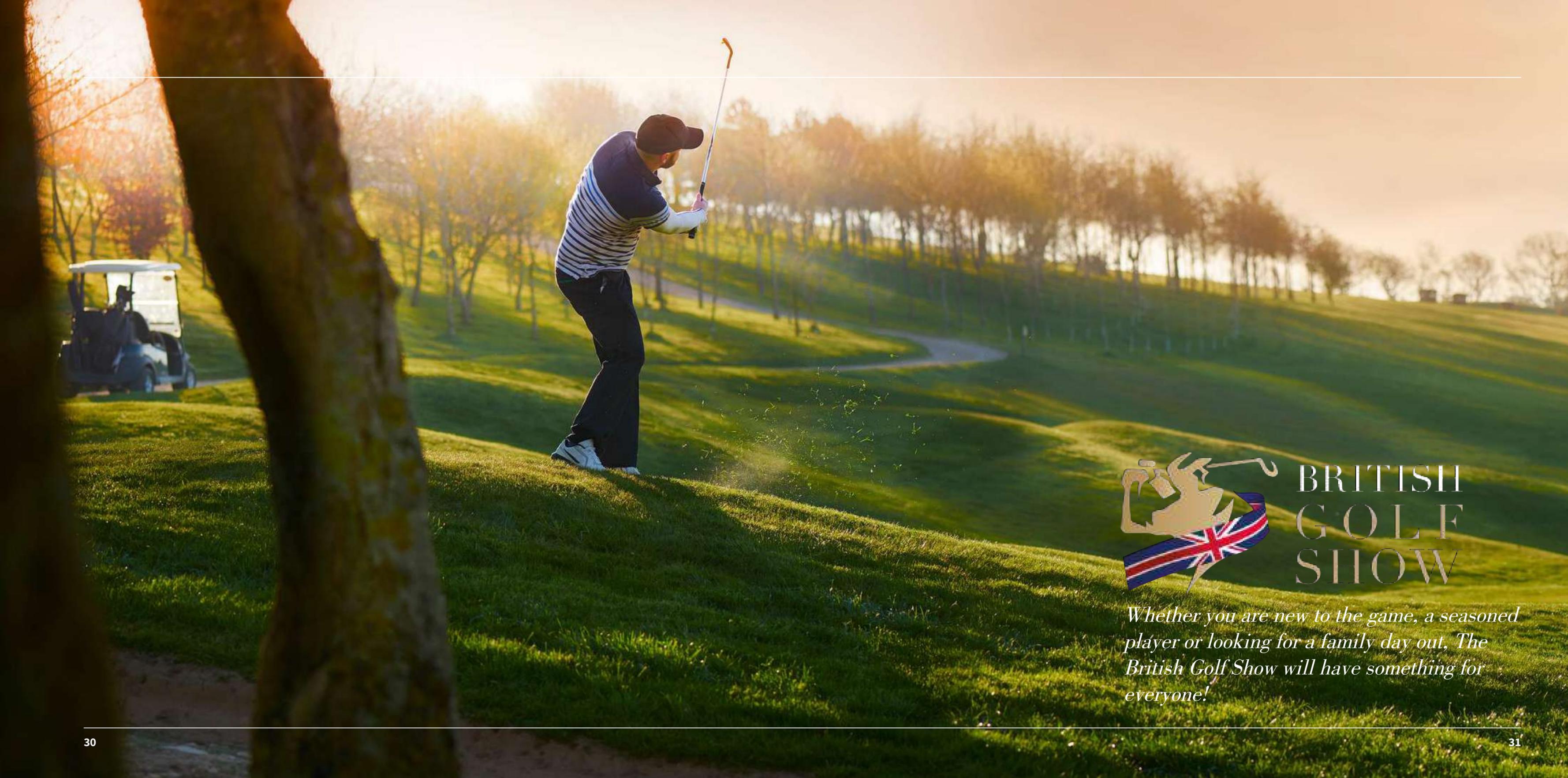
The 'Shooting & Country' section will comprise of a cross selection of country life brands and services including;

- Clothing and Accessories
- Property
- Sports Equipment
- Gifts and Experiences

In partnership with E.J. Churchill, visitors will be able to extend and compliment their visit to The Elite London by visiting the E.J. Churchill grounds to experience an array of sporting and shooting exercises. These include; clay pigeon shooting, 4x4 off road experience and a membership introduction tour.



**E.J. CHURCHILL**  
*Shooting and Country Show*



# BRITISH GOLF SHOW

*Whether you are new to the game, a seasoned player or looking for a family day out, The British Golf Show will have something for everyone!*



## BRITISH GOLF SHOW

The British Golf Show will serve as the only dedicated Golf Show for the United Kingdom, with the sole aim of increasing and strengthening the profile of the sport to a new and wider audience, whilst also serving the current industry.

The event will showcase the best products and services from the leading golf suppliers, whilst also offering the opportunity for all visitors to hit the clubs on our driving range and simulators.

Once our Golfing visitors have tried and tested everything they wanted to see, they will then automatically gain free exclusive access to our co-located event 'The Elite London', offering a further 30 on the day event experiences and access to a further 150 High end Lifestyle brands.

Golfing just got a whole lot more exciting!



**BRITISH**  
**GOLF**  
**SHOW**

## YOUR SUCCESS GUARANTEED

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



Aylings Group Ltd is a UK-based luxury lifestyle events and online marketing specialist, with a strong connection to the private aviation industry.

Our events business is focused on providing bespoke luxury lifestyle events that provide our clients with the ideal platform to reach a highly targeted audience of high-net-worth individuals.

## 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.



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 organizes the UK's leading annual exhibitions for general aviation - AeroExpo UK and Heli UK Expo.

## 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  
£6,890 +VAT

*Electrical sockets £160 + VAT for 2 x 8amp electricity socket.*

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

### INDOOR OPEN SPACE

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

£195 +VAT per m<sup>2</sup>

*Electrical sockets £160 + VAT for 2 x 8amp electricity socket*

### OUTDOOR DISPLAY SPACE SPACE

£95 +VAT per m<sup>2</sup>

*External electrical supply - £POA*

# SECURE YOUR PLACE

For more information about The Elite London 2020 exhibiting or sponsorship opportunities contact:

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