

XP FRONTS™

AT C2 MONTRÉAL

THE FUTURE IS EXPERIENTIAL. BUCKLE UP.

XP Land welcomes you to the XP Fronts at C2 Montréal – the first ever experiential upfronts, and a look at what’s now and next for our booming \$2.2T industry.

Your XP Fronts Pass includes full access to C2 Montréal. You will use the C2 App to build and reserve your itinerary, including XP Fronts programming and experiences.

Below, for reference, we’ve provided the **XP Fronts agenda at-a-glance:**

MONDAY, MAY 20

7:30 AM – 7:00 PM

ARRIVALS & OPTIONAL EARLY CHECK-IN

Fairmont The Queen Elizabeth Hotel
900 René-Lévesque Blvd W

You can pick up your C2 Montréal / XP Fronts badge and avoid the lines at the venue on Tuesday morning.

Activate your pass, [download](#) the C2 Montréal App & build your itinerary. Note: Please email info@c2.biz if you haven't received an email to activate your pass.

6:00 – 8:00 PM

MEET US AT THE HORIZON OF KHUFU

Old Port of Montréal
2 de la Commune Street West

We'll gather for wine and conversation before experiencing this very cool VR expedition exploring the wonders of Egypt. Hosted by **PHI**. Space is limited.

[Register here](#)

PHI

TUESDAY, MAY 21

C2 MONTRÉAL

GRAND QUAY PORT OF MONTRÉAL

200 De la Commune St W

8:00 AM

CHECK-IN

8:45 AM – 4:00 PM

EXPERIENTIAL + IMMERSIVE PROGRAMMING

C2 Stages

C2 Montréal kicks off with a full day of Immersive + Experiential stage programming, produced in collaboration with **XP Land**. Plus, C2 Montréal Labs, Braindate, and onsite restaurants and cafés.

Use the C2 Montréal App to build your itinerary.

4:00 – 5:30 PM

XP FRONTS: THE FUTURE OF EXPERIENTIAL

Main Stage (Grand Scène)

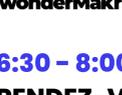
Our Experiential + Immersive Day is capped off by a dynamic program featuring a dazzling array of XP visionaries on what’s now, what’s new and what’s next in our wildly creative industry. Leaders from around the world cover immersive, technology, sustainability, architecture, world-building and beyond. XP Fronts passholders are invited to join us immediately following the program for an Après XP Fronts cocktail.

5:30 – 6:30 PM

APRÈS XP FRONTS

Salon Solotech located at the back of the Main Stage (Grand Scène)

Mix and mingle with XP Fronts speakers, your experiential peers, at **XP Land’s** cocktail gathering for XP Fronts passholders. Co-hosted with **wonderMakr** and **AREA15**

 **AREA15**

6:30 – 8:00 PM

RENDEZ-VOUS QUÉBEC

Grand Quay Tower

Happy hour hosted by **Investissement Québec International** and the Government of Québec.

[Register here](#)



WEDNESDAY, MAY 22

Day 2 of C2 Montréal features a full day of stage programming focused on Sustainability. XP Fronts passholders will spend their morning at C2 Montréal, and **depart at 11 AM for a day of creative offsites** hosted by two of Montréal’s most innovative studios.

C2 MONTRÉAL

GRAND QUAY PORT OF MONTRÉAL

200 De la Commune St W

9:00 AM – 5:00 PM*

SUSTAINABILITY PROGRAMMING

C2 Stages

Plus, C2 Montréal Labs, Braindate, and onsite restaurants and cafés. Use the C2 App to build your itinerary.

*Programming continues through 5:00 PM; XP Fronts passholders will head out on studio tours at 11:00 AM for the afternoon.

11:00 AM

XP FRONTS STUDIO EXCURSIONS

Departure: Meet at the bottom of the stairs at the entrance of the Grand Quay. We'll take a quick walk together to **Rodeo FX**.

11:30 AM – 1:30 PM

BEHIND THE AUGMENTED STORIES OF RODEO FX

99 Rue Prince, 2nd Floor

Lunch will be served.

Join **Rodeo FX** as the creative company, renowned for the visual effects of *Stranger Things* and *The Lord of The Rings: The Rings of Power*, takes us behind their latest experiential projects.



1:30 PM

Transportation provided for a short 20 minute ride to **Moment Factory**

2:00 PM – 5:00 PM

CREATIVITY & CONVERSATIONS AT MOMENT FACTORY

6250 Parc Ave

Cocktails will be served

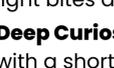
We'll tour **Moment Factory** – the studio behind highly-acclaimed, immersive experiences, such as Phish at Sphere, Boston Museum of Science, The Messi Experience and Changi Airport's Terminal 2.

Ringleader Conversations: XP Fronts Ringleaders from around our industry will gather small groups for dynamic, off-the-record thought leadership chats on important experiential trends and topics.

XP + XO Happy Hour: We'll be joined by C2 Montréal's VIP XO group for light bites and bevs.

Deep Curiosity Practice: Author Scott Shigeoka will close out the day with a short activity, leaving us with a spark of personal and professional growth, from his new book *Seek: How Curiosity Can Transform Your Life and Change the World*

XP Fronts Farewell: XP Land CEO Erica Boeke closes the XP Fronts



5:00 PM

RETURN TO C2 MONTRÉAL

We welcome you to enjoy some of Montréal’s fabulous restaurants for dinner. [Here](#) is a list in our latest **XP Land** article on Experiential Montréal.

MOONSHINE @ C2 MONTRÉAL

Grand Quay

Ticketed DJ event hosted by C2 Montréal.

Featuring XLISTers **Hervé Kalongo** and **Pierre Kwenders**, these Moonshine events are a hot ticket, celebrating African and Afro-diasporic club culture and electrifying audiences with Afro-futuristic, bass-heavy, electrofunk sounds. **Use code C2MOONSHINE for 15% off.**

[Register here](#)

THURSDAY, MAY 23

While the XP Fronts have ended, your Pass includes Day 3 of C2 Montréal, which features a full day of stage programming focused on Artificial Intelligence.

C2 MONTRÉAL

GRAND QUAY PORT OF MONTRÉAL

200 De la Commune St W

9:00 AM – 5:00 PM

A.I. PROGRAMMING

C2 Stages

Plus, C2 Montréal Labs, Braindate, and onsite restaurants and cafés.

Use the C2 App to build your itinerary.



















