

THE NEXT XLIST

FAQ

Are you or a colleague an experiential gamechanger?

You just might belong on the XLIST.

Nominations are now open for the XLIST — the most creative visionaries in experiential — where leaders, strategists, brands and IP owners find their next collaborators and wildly innovative co-conspirators.

WHAT IS THE XLIST?

The XLIST is XP Land's authoritative list of the most visionary creative and business leaders in the experiential industry. Launched in 2023, [the first XLIST](#) honored 100 inspiring XP leaders, selected by XP Land's editorial team, as well as a [Council](#) of renowned peers from across the industry. This year, we are opening nominations globally to individuals with experiential projects and events around the world.

- *Nomination Close has been extended to April 18, 2025 at 11:59pm ET*
- *The next XLIST is slated to be announced in Summer 2025*

WHAT IS XP LAND?

XP Land is the authoritative voice of the experiential industry, delivering content, honoring visionaries in the field and gathering the gatherers at must-attend B2B events. XP Land welcomes event creators, IP owners, creatives, artists, live storytellers, bold brands, and world-building places and spaces that drive growth for the booming \$3.2T experiential industry (Source: Verified Market Research; Growth by 2031).

WHAT ARE THE XLIST NOMINATION CRITERIA AND HOW IS THE XLIST SELECTED?

- Each nominee should have played a pivotal role in an event / live experience that debuted within the last two years, anywhere in the world, or be an industry leader whose work has had a breakthrough impact on the industry over all in the past two years.
- The nominee's work should be considered groundbreaking. This individual should have played a crucial role in a remarkable new experience, developed an innovative new technology or art form, or created a breakthrough in the industry.
- The XLIST is selected by the XP Land editorial team and the XP Land Council, based on ORIGINALITY, INNOVATION, IMPACT.

WHO SHOULD BE NOMINATED TO THE XLIST?

XLIST honorees are individuals leading the way in the experiential industry, across sectors, with projects that have been in-market in the past two years, anywhere globally. Nominees may be:

THE NEXT XLIST

FAQ

- **Leading or working for an experiential brand owner / IP holder:** A leader, creative, or other team member at a company in which an experience or an event is their central brand offering.
- **Working on brand or retail activations:** A leader, creative, or other team member at a brand that uses experiential for marketing or sales purposes.
- **Innovating in real estate and attractions:** A leader, creative, or other team member at an experiential venue or making waves in location-based entertainment.
- **Focusing on immersive or experiential technology:** A leader, creative, or other team member at a platform that houses experiences or serves as a tool to facilitate the event experience.
- **Creating new experiences at a destination or in the travel space:** A leader, creative, or other team member at a hospitality company (hotels, resorts, cruise ships, restaurant groups, touring companies, etc.), or at a tourism bureau / CVB or in an economic development role.
- **Leading the way as experiential creatives:** Artists, designers, creatives and studio leads that work in the experiential, theatrical and immersive spaces.
- **At an agency:** A leader, creative, or other team member at an agency that is producing experiential activations on behalf of clients, brands or third party IP owners.
- **Other:** If the nominee's role doesn't fit into one of the sectors above, we welcome alternatives, as long as the nominee's work is in the experiential space.

WHAT DOES THE NOMINATION FORM ENTAIL?

- We will ask you for professional information on yourself or the person you are nominating.
- We will also ask a series of questions about up to three projects you or your nominee has been a key part of in the past two years. We'll ask for short descriptions, audience information, links, imagery, and other media assets that will be used to create your editorial portfolio, if selected to be on the XLIST.
- The nomination should take about 30-60 minutes to complete, plus a bit of time gathering assets. And yes, you can start it and finish it later.
- We first ask you to fill out some basic information, then to pay via your desired payment method, and then you will be directed to complete the nomination form.
- If you would like to review the nomination form prior to payment, you can access it [here](#).
- All nominations are due by March 31, 2025 at 11:59PM ET.

NOMINATION CONCIERGE SERVICE:

We are offering you access to our team's concierge services to help you complete the form, if needed, via email. Please use our concierge:

- If you're having trouble with certain parts of the form / questions on the form
- If the nominee is an experiential business leader whose work focuses on the industry overall versus specific projects

THE NEXT **XLIST**

FAQ

- If you have a specific question or concern about sharing information that might be embargoed, or confidential.

Concierge contact info and details will be available upon nomination payment.

WHAT IS THE NOMINATION FEE?

Each nomination costs US\$199. Nomination fees cover XP Land's administrative, editorial and technology costs.

WHAT KINDS OF EVENTS AND EXPERIENTIAL PROJECTS SHOULD NOMINEES INCLUDE AS PART OF THEIR NOMINATION?

Below are examples of the types of events and projects we expect to be included as part of a nomination:

- **Spectacles:** Awe-inspiring, larger-than-life experiences that are streamed or televised — from sporting events to award shows — that serve live and remote audiences
- **Attractions / Exhibits:** Permanent or semi-permanent spaces designed to immerse visitors in themed storytelling, from interactive art to theme parks.
- **Traveling Productions / Tours:** Experiences on the move, from concerts to theatre, bringing dynamic performances or immersive environments to audiences across cities and countries.
- **Festivals / Summits / Conferences:** Multi-day gatherings where people connect, create and celebrate through shared passions or industry innovation.
- **Cultural Gatherings:** Intimate or large-scale events rooted in shared traditions, values and community, celebrating what makes us human.
- **Digital Native:** Born in the virtual realm, these experiences blur the lines between physical and digital, reimagining how we connect and play online.
- **Experiential / Brand Marketing:** Where brands come to life through immersive storytelling or innovative retail activations, creating personal, memorable moments that resonate with audiences.

WHAT DO I GET IF I GET NAMED TO THE XLIST?

Recognition by the only editorially and peer-selected honors in the experiential industry, announced in May 2025:

- A gorgeous editorial portfolio of your work, your successes, press links and social handles
- Inclusion in press release to experiential trade
- XLIST digital and event promotion
- Social kit with LinkedIn badge
- Interviews / editorial / speaking opportunities with XP Land
- Complimentary invitations to upcoming XP Land events

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THE NEXT **XLIST**

FAQ

QUESTIONS?

Feel free to email us at info@xp.land