XDS21 | adapt

INTRODUCTION TO XDS

ABOUT XDS

External Development Summit (XDS) is the only annual, international games industry event held in Canada, with a focus on external development for art, animation, audio, co-development, QA and localization. In its 8th year, XDS20 Adapt marked a true milestone in virtual events with over **550 high-caliber attendees representing 42 countries** from 16 time zones, with a near 50/50 split between buyers and sellers, and witnessed 44 sponsors and exhibitors.

XDS FOCUSES ON FOUR CORE VALUES:

- **Knowledge Sharing**
- **Collaboration**
- **B2B Networking**
- **Industry Stewardship**

XDS20 ADAPT Achievements

Attendance from **42 countries** representing **16 time zones**

Nearly **2,000 confirmed meetings** via XDS Connect

60+ sessions delivered around the clock from **50 industry pros**

26,000+ hours of attendee usage in XDS Connect over **4 weeks**

Over **500 XDS Welcome Kits** shipped to attendees around the globe

XDS brings together a **niche community** of game developers and publishers, vendors, and middleware providers.

The event itself is composed of **leading industry players:** The Advisory Committee, Speakers, Sponsors, Exhibitors, and of course, attendees.

During our in-person* XDS events, we meet in beautiful **Vancouver, Canada** to contribute to the advancement of our industry through collaboration, sharing of best practices, networking & the delivery of a high-caliber, educational program.

XDS is considered to be a **professionals-only** event. XDS is organized by games industry professionals with the sole intention of furthering external development practices through knowledge sharing and relationship building.

Proceeds from sponsorships and ticket sales go toward funding the event, supporting subsequent XDS events, and **charitable initiatives** connected to the video game industry.

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*In 2020, we made the difficult, yet right decision to adapt XDS into a fully virtual experience to keep our community safe. And with the current global conditions of COVID-19 in 2021, we are also delivering XDS21 Adapt as a fully virtual event.

XDS Lifetime Achievements 2013 - 2020

- **125%** Growth in attendance
- **14,300** Contacts & followers
- **$82K** Donated to charity initiatives
- **4 years** Passes sold out
- **14,400** B2B meetings

Meet the XDS Advisory Committee

The XDS Advisory Committee is made up of industry leaders who have a vested interest in supporting cooperative advancement of external development within the games industry. These professionals volunteer their time to ensure the program is excellent in content and educational value.

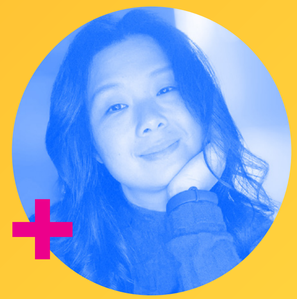
Learn more about the Advisory Committee HERE

CHRIS WREN
Chair, XDS Advisory Committee
Electronic Arts

ISABELLE BISMUTH
Associate Producer Co-development
Ubisoft Montreal

UBISOFT

NIKKI ROTH
Senior Technical Artist,
Google



ASHLEY LIU
Service Line Director,
Art & Marketing Services,
Keywords

Keywords STUDIOS

ALEX STEIN
Associate Director of External
Development, Treyarch/Activision

TREYARCH
ACTIVISION

TOBY OW
Production Supervisor, Product
Dev Service Group, Visual Arts,
Sony Interactive Entertainment

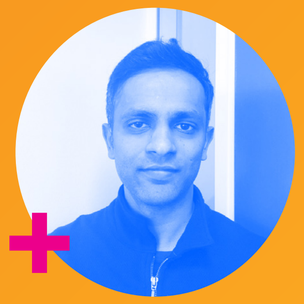
Sony Interactive Entertainment

CARL SCHMIDT
Senior Director of External
Development, Zynga

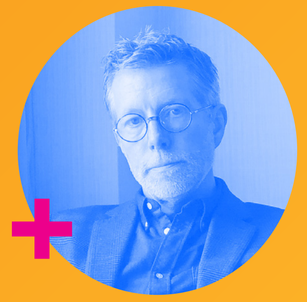
zynga

KASSI O'CONNOR
Outside Services Director,
Glu Mobile

glu



ARUN HONNE-GOWDA
Sr Producer, Deep Silver
Dambuster Studios



PHILIP DENNISON
Senior Producer,
Monolith Productions

DAVID LAM
External Program Manager,
Turn 10/Microsoft

JOHN CAMPBELL
Producer of External
Development, BioWare

DENNIS COOPER,
Senior Director,
Key Accounts Virtuos

GRAYSON CHALMERS
Sr. Outsource Manager,
Wildlife Studios

SAM CARLISLE
Senior Director,
External Partner Relations
EMEA regions, Microsoft

LOIS WANG
Senior Producer,
31st Union

CARLA RYLANCE
External Development Manager,
Electronic Arts

DAVE SANDERSON
External Development Manager,
Phoenix Labs

What people are saying about XDS

Lauren Freeman, Director of XDI, Electronic Arts

"XDS is the event of the year. It is laser focused on ensuring that devs and service providers are able to find one another and have productive conversations. The result is increased intelligence that helps us get stronger as a company and as a team."

Charles A. Villano, Senior Director Business Development, Room8 Group

"This is one of the best events of the year due to extremely relevant topics covered, the progressive ideas expressed, the challenges and solutions shared, and, of course, the people in attendance."

Vlad Alexandru, Director of Business Development, AMC Studio Romania

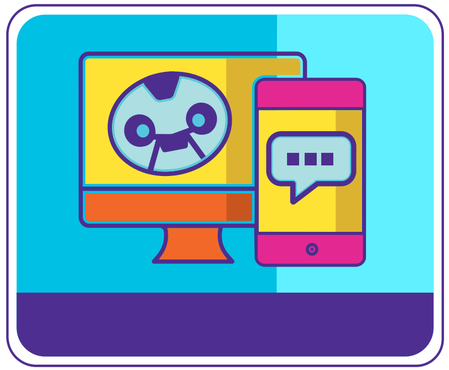
"XDS is hands down the best event of 2020. In spite of the tough situation, they did an amazing job adapting and creating a great online experience."

Miguel Corti, Senior Manager, Global Production, Capcom

"XDS is the best event for getting a handle on industry trends that directly affect my work."

Program Offerings

Interested in sponsoring at XDS21 Adapt?



XDS CONNECT

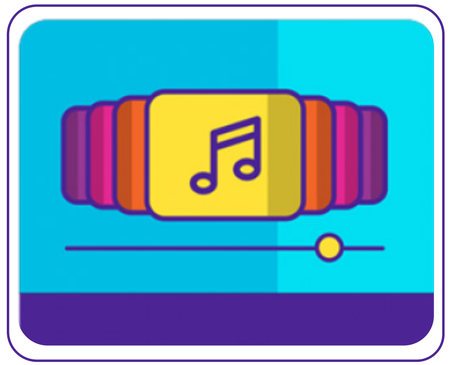
Highlight your brand as the naming partner of XDS Connect, our industry-leading virtual event platform used by all attendees. Your company branding will be positioned on the landing page and inner pages, and include all naming rights.

XDS TABLE-TOPICS

An interactive learning format for small, collaborative groups to deep-dive on topics. Hosts are assigned to drive these discussions using innovative, online collaboration tools. This provides the sponsor visibility to a myriad of subject matter experts from across our industry!

VIRTUAL PORTFOLIO

Shine a spotlight on your brand in our Partner Showcase that will visually highlight your company's work and services, along with providing attendees quick access to contact you for meetings.



SOUNDTRACK SPONSOR

Be the soundtrack to XDS21 Adapt! Pick your favourite songs and work with our organizers to create a dance-at-your-desk worthy playlist. Sponsor will have the opportunity to include branded messaging to listeners.

Contact us for sponsorship opportunities at info@xdsummit.com

XDS in Real Life

We cannot wait to see you in person again soon! In the meantime, check out some of our past in-person events!

Speakers & Sessions
Advancing external development through knowledge sharing from industry experts.

XDS Table-Topics
Interactive learning in small groups that deep-dive on topics key to business success.

XDS Connect App & Meeting Zone
Effective meetings facilitated via our B2B networking application.

The Hub
A vibrant gathering place where connections are made between buyers and exhibitors.

XDS NØØBS Social
A unique gathering that gives new attendees an opportunity to mingle with seasoned professionals.

Evening Special Events
Daily events that provide a unique atmosphere of fun, games and networking.

THANK YOU

Personalized packages are available.

For more information regarding sponsorship or for general inquiries,

contact us at info@xdsummit.com

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