

# SPO HO XPEDITION™ HOSTED BUYER PROGRAM 2026

If you're a sport event organizer who regularly stages events across Canada, or wants to host your event in Canada, then our **SPOHOX™ Live Hosted Buyer Program** may be for you!

THE  
**SAINT JOHN**  
REGION



# 2026 SPO HO XPEDITION™ PROGRAM



SPOHOX's™ hosted buyer program, Spo Ho Xpedition™, offers **pre-qualified** sport events organizers / events rights holders an **exclusive opportunity** to attend SPOHOX26™ Live in Saint John, New Brunswick (Canada) with **expenses covered**, providing access to valuable and intentional networking, educational sessions, one-on-one B2B speed dating style of meetings with destinations and supplier / hosting partners, and tailored VIP experiences.

**SPOHO**  
**XPEDITION**™

SAINT JOHN • NOVEMBER 4-5, 2026



SPOHOX™ is an incredible event that I strongly recommend to everyone who desires to connect, exchange knowledge and make your sport visible to more people in the industry.

**Gilda Rodrigues**

COMMUNICATIONS, MARKETING &  
SPONSORSHIP MANAGER



**SPOHOX24™**



Attending SPOHOX24™ in PEI was an incredible experience! Krista and her team delivered a masterclass event where every detail was executed with the utmost detail. The energy and engagement from sponsors and partners were exceptional—creating connections and interactions you simply don't see at other conferences.

**Jake Clarke**

SPORTS COORDINATOR



**SPOHOX24™**



I had a blast at SPOHOX™! It was so much fun. I really liked the Skillz Competition™ & Dinner (the smash truck was my highlight)! I love that I got to meet so many new people. The keynotes speakers were all amazing and I enjoyed the table discussions too.

**Luca DeMontis**



**SPOHOX23™**

**HERE'S WHAT SOME OF OUR PAST SPORT EVENTS ORGANIZERS / RIGHTS HOLDERS HAD TO SAY!**



Thank you for putting on such a professional and interactive event. I thoroughly enjoyed it!

**Dennis Lowe**



**SPOHOX23™**



SPOHOX™ was simply excellent – from the attendees to the attention to detail and the variety of content available. Thank you for making the two days extremely worthwhile!

**Kelly-Ann Paul**

PRESIDENT & CEO  
CANADA GAMES COUNCIL

**SPOHOX23™**



SPOHOX24™ was a **transformative** experience for the Freestyle Trampoline Association. We got a deep dive into the state of mind of the cities who are bidding on events, and truly walked away appreciating the destination hosting process, which we will now use for all future city-hosted events. SPOHOX™ gave our entire community and the FTA team a pathway to success. Thank you!

**Greg Roe**



**SPOHOX24™**

**HERE'S WHAT SOME OF OUR PAST SPORT EVENTS ORGANIZERS / RIGHTS HOLDERS HAD TO SAY!**

# 2026 SPO HO XPEDITION™ PROGRAM



Our hosted buyer program is designed for sport event professionals who:

- 1 want to learn more about the amazing destinations across Canada who are motivated to host sport events;
- 2 want to build lasting relationships with DMOs that will help make your event planning easier;
- 3 want to experience top-tier education to enhance your career in sport;
- 4 enjoy unique, local VIP experiences

... all at **no cost** to you!

**SPOHO**  
**XPEDITION™**

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# Spo Ho Xpedition™ Program Overview

November 4-5, 2026 ■ Saint John, New Brunswick (Canada) ■ [www.SpoHoXperience.ca](http://www.SpoHoXperience.ca)

If you organize, influence, or make budgetary or hosting decisions for sport events, sport industry meetings, training camps, or any other type of special event in the sports industry, you may be eligible to attend SPOHOX26™ Live as a **hosted buyer**.

As a selected hosted buyer, you'll enjoy **complimentary travel and accommodations and event registration** courtesy of the **Spo Ho Xpedition™** program partners\* in exchange for your full participation in the event over two days.

Hosted buyers not only have **full access** to Spo Ho Xperience™ Live, allowing you to foster meaningful connections and explore new business opportunities, you will also take part in unique and tailored VIP experiences designed specifically for you by the program partners.

You'll appreciate the DISRUPTER mindset at our boutique-style event that is focused on **CHANGING THE SPORT HOSTING GAME**. We deliver a cultivated experience that will help you build genuine connections to level up your own events!

*\*We've lined up an amazing group of Canadian Destination partners and suppliers who are collectively funding your trip to Saint John (\$0 to you and your organization to participate)!*

# Spo Ho Xpedition™ Inclusions for Hosted Buyers

Here's what you get as a Sport Event Organizer / Events Rights Holder who is accepted into the Spo Ho Xpedition™ Hosted Buyer Program at SPOHOX26™ Live:



## Travel & Hotel

- Complimentary travel to & from your home location to Saint John (YSJ).
- 2 to 3 nights' hotel accommodations (depending on flight or train arrival & departure times).
- Transfers to/from the YSJ airport and host venue/host hotel.



## B2B Meetings (Supersized D8s™ & D8s™)

- 3-5 extended (15-minute) B2B meetings with potential DMO host partners that are *super-sized* for maximum business development (on Day 1)
- Up to 12 additional 8 to 10-minute speed dates with additional hosting partners (on Day 2)



## Full Access Player Pass

- Event registration (valued at up to \$695 CAD per person). Including meals, drinks, activities, & field trips over 2 days.



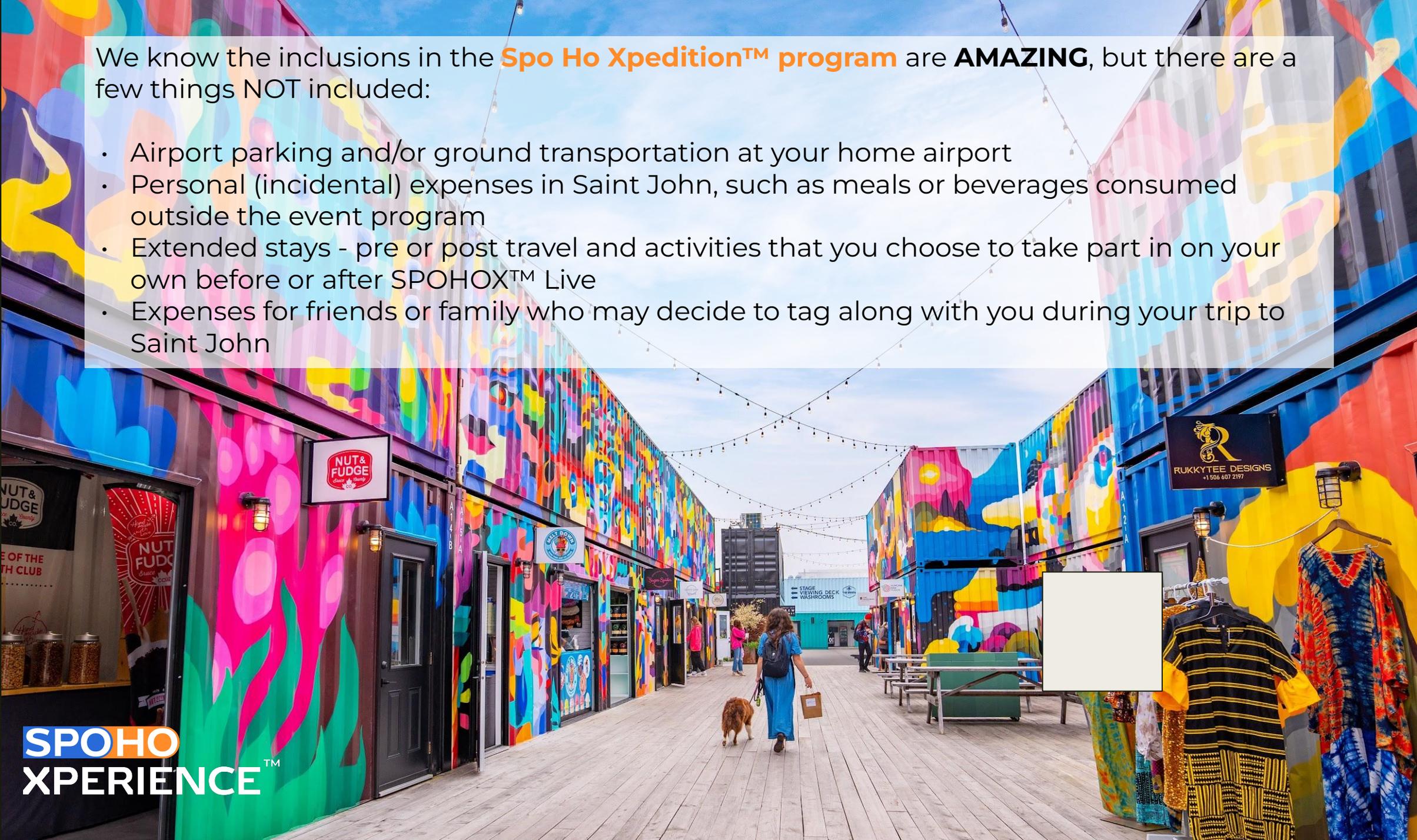
## Unique Local VIP Experiences

- Be treated to unique, curated, VIP experiences in an intimate setting designed to build relationships and make memories.

We know the inclusions in the **Spo Ho Xpedition™ program** are **AMAZING**, but there are a few things NOT included:

- Airport parking and/or ground transportation at your home airport
- Personal (incidental) expenses in Saint John, such as meals or beverages consumed outside the event program
- Extended stays - pre or post travel and activities that you choose to take part in on your own before or after SPOHOX™ Live
- Expenses for friends or family who may decide to tag along with you during your trip to Saint John

**SPOHO**  
**XPERIENCE™**



# INTERESTED?



Sport events organizers / events rights holders need to be pre-qualified by SPOHOX™ before being accepted into the **Spo Ho Xpedition™** hosted buyer program.

SPOHOX™ Live is a boutique-style event for carefully curated DISRUPTORS, FORWARD-THINKERS AND CHANGE-MAKERS in the sport hosting industry. What the event lacks in size, it makes up for in quality and authenticity. It's an exclusive (unrivaled) and personalized experience for all attendees, so we take the invitation process very seriously.

*Does this sound like your vibe?*

If yes, complete this [online application](#) to be considered for the Spo Ho Xpedition™ fully funded hosted buyer program at Spo Ho Xperience™ Live 2026.

You will need to demonstrate that you have events open for bid in 2026 or beyond that may be held in at least 3 different cities/communities in Canada. Both Canadian-based and US-based sport events organizers / events rights holders will be considered for the program.

If you are not accepted into the hosted buyer program this year, we hope you will still attend SPOHOX26™ Live at your own cost.

# QUESTIONS?

**Contact the Spo Ho Xperience™ events team for more info!**

Bailey D'Angelo is our Experiences Manager and is standing by to get you set-up as a hosted buyer at the latest edition of Spo Ho Xperience Live™ on November 4-5, 2026!

[Bailey@isparkconsulting.ca](mailto:Bailey@isparkconsulting.ca)

**SIGN ME UP AS A HOSTED BUYER**

