

# SPOHO XPERIENCE™

## BID · WIN · HOST

## SPOHOX™ Event Hosting Requirements/RFP & Value Proposition for DMO Partners

Is **YOUR DESTINATION** our next hosting partner!?

### INTRODUCTION

The partnership group who designs and produces the **Spo Ho Xperience™** event consists of **iSPARK Consulting Inc.** and the SPOHOX™ Event Co-Chairs. The partnership group is presently seeking partners to host the 2026 and 2027 editions of SPOHOX™ in a Canadian community.

This RFP (Request for Proposal) provides an overview of the hosting requirements for DMO hosting partners who are interested in partnering with SPOHOX™ organizers to host the event in their community in Fall 2026 or Fall 2027. This RFP details the background on the event, the value proposition for hosting partners, the bid requirements, the bid process, and evaluation criteria.

The bidding process runs from February 2025 to early 2026 when it is anticipated that hosting partnerships for both the 2026 and 2027 editions of SPOHOX™ will be finalized and the bidding process will be complete.

### 1.0 Event Overview

The **Spo Ho Xperience™** event (SPOHOX™) is a boutique-style 2-day event designed for **DISRUPTERS, CHANGE-MAKERS, and FORWARD-THINKERS** in the sport hosting industry.

The SPOHOX™ brand was launched in February 2023 and the event is designed and produced by **iSPARK Consulting Inc.** on behalf of the SPOHOX™ partnership group led by the SPOHOX™ Event Co-Chairs. The SPOHOX™ Event Co-Chairs are responsible for providing guidance and leadership on programming, the invitation list, speaker selection, marketing, etc. iSPARK Consulting is responsible for vision, event design, and event production and marketing.



Past Events

1<sup>st</sup> edition: October 11-12, 2023 - Ottawa (Infinity Convention Centre). See sizzle reel [here](#).

2<sup>nd</sup> edition: October 28-29, 2024 - Charlottetown (PEI Brewing Company & The Confederation Centre of the Arts) - hosted in partnership with City of Charlottetown. See sizzle reel [here](#).

3<sup>rd</sup> edition: October 29-30, 2025 - Regina (The Hotel Saskatchewan & Mosaic Stadium) - hosted in partnership with Events Regina Sport

**2.0 Opportunity for DMO Host Partners**

The business proposition for a host DMO partner includes the following:

Economic Impact: Hosting this industry summit generates economic impact for the host community. This impact includes revenue from increased tourism (pre and post travel by delegates), hotel stays, restaurant visits, transportation, local shopping, and local expenditures related to the event budget.

The economic impact of hosting the Spo Ho Xperience™ event on the host community is:

2023 - not measured

2024 - estimated at over \$500,000 (estimate provided by Meet PEI)

2025 - estimated at over \$500,000 (estimate provided by Regina Hotel Association)

Social Impact: The event will create job opportunities, particularly in hospitality, event management, sport, and associated industries and help develop the skills of the next generation of sport hosting professionals through the event’s Student Mentorship Program.

Brand Exposure and Marketing: Hosting SPOHOX™ provides substantial exposure for the destination. It will serve as a platform to showcase the community's attractions, culture, and infrastructure to a wider audience. Positive national media coverage and increased social media engagement, and overall visibility will contribute to the city's brand recognition and attract sport event business and visitors to the destination.

Partnerships and Networking: Hosting SPOHOX™ in your community will facilitate partnerships and networking opportunities between the sport events organizers invited to the event and the local event attraction team, government agencies, local sport organizations, and local sponsors, suppliers, and event partners. These relationships can lead to future collaborations and investments in the community with sport events rights holders choosing your destination to host their upcoming events that are open for bid as a result of experiencing the destination firsthand during SPOHOX™.

Legacy and Long-Term Impact: Successful hosting of the SPOHOX™ event will leave a legacy for the destination, establishing it as a credible and capable host for future sport events which will lead to winning more bids that result in economic benefits and continued growth and afterglow. The engagement of local students in the event will also help train event volunteers and event staff to support your community’s future sport hosting initiatives.



**FAM Tour:** SPOHOX™ brings a FAM tour to your front door by vetting and pre-qualifying event rights holders with events open for bid who have identified **your destination** as a community of interest.

The DMO host partner will showcase its destination to these key decision-makers in sport and the SPOHOX™ planning team will provide a turnkey FAM Tour experience for your destination that is integrated into the SPOHOX™ event. These rights holders treat their event properties as valuable assets and will be visiting your destination because they are highly motivated to build business relationships with **you**.

**On Trend:** The DMO host partner will have a unique opportunity to be affiliated with a cutting-edge industry event that is modern, trendy, professionally managed and one of a kind in Canada. SPOHOX™ does things differently. The vibe is intimate, buzzy and the smaller format focuses on the **quality** of the connections made. SPOHOX™ organizers are seeking a destination partner who views their community as unique and one-of-a-kind and who is ready to think out-of-the-box when it comes to event attraction.

### 3.0 The Audience

Attendance at SPOHOX™ is by invitation OR interested parties may apply online to attend. Attendees (known as 'Players') are carefully vetted to ensure a curated group are brought together to explore ways to change the sport hosting game in Canada.

The audience is comprised of representatives from all sub-segments of the sport tourism (sport hosting) industry including:

- Sport event organizers and rights holders from both Canada and the USA
- Destinations (DMOs) with a sport tourism focus or mandate
- Venue managers
- Hoteliers (national brand representatives)
- Event and Sport Consultants and Consulting Firms
- Students studying sport business management or new grads pursuing careers in sport
- University administrators and professors
- Suppliers to the sport hosting industry (airlines, media broadcasters, sport tourism consultants, etc.)

This event is intentionally limited to a **maximum of 200 attendees** to maintain an intimate, boutique ambiance that prioritizes meaningful connections over sheer numbers. Our focus is on quality, not quantity - every attendee is carefully vetted to ensure they are a true leader in the sport tourism industry and prepared to be an active participant at the event. Learn more about the invite list by watching this [video](#).

We extend invitations to **DISRUPTORS, FORWARD-THINKERS, and CHANGE-MAKERS** from a balanced cross-section of the audience sub-segments listed above, ensuring that every conversation that takes place at the event is **valuable**, and every connection is **impactful**. This exclusive setting fosters an environment where attendees can genuinely engage with one another, creating opportunities for collaboration and innovation that are often lost in the crowd at larger conferences. Simply put, our attendees are **killer, not filler**.

SPOHOX™ is known for its interactive atmosphere that you simply cannot get anywhere else.

Are you a SPOHOX™ Player? View [video](#).

Here's what some of our past attendees had to say about the event:

“

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 keynote speakers were all amazing and I enjoyed the table discussions too.

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**Luca DeMontis**




“

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!

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**Kelly-Ann Paul**  
 PRESIDENT & CEO  
 CANADA GAMES COUNCIL



“

What a successful SPOHOX™ 2024! I thoroughly enjoyed it and made a lot of great connections I wouldn't have made if this event wasn't part of the sport tourism industry. Kudos to the Spo Ho Xperience™ team on planning and execution. Thanks for hosting in PEI!

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**Trent Birt**  
 MANAGER, TOURISM ACTIVATION




“

SPOHOX™ isn't just a conference; it's an experience that mirrors the energy and commitment of the sport industry itself. From the moment you arrive, you're surrounded by a community that goes beyond the field, embodying the principles and excitement that make sports so impactful. SPOHOX™ inspires you to be part of the 5% who take the knowledge gained and go away to make a real difference. If you're passionate about sports, this conference is where inspiration meets action!

★★★★★



## 4.0 The Schedule & Preferred Dates

The preferred event dates for SPOHOX™ in 2026 and 2027 are two (2) days anytime between the mid-October (post-Thanksgiving) timeframe to end November. Event dates that overlap with Halloween, Remembrance Day, the Grey Cup Festival, or any other major sport industry conference or event will not be considered.

Preferred days of the week are Tuesday-Wednesday (with evening set-up and load-in on Monday) OR Wednesday-Thursday (with evening set-up and load-in on Tuesday).

The **pre-event Day 0 tentative schedule** is:

**Morning/Afternoon** - arrivals of event team and attendees in the host city

**Evening** - event set-up and load-in of event spaces at the main host venue by the SPOHOX™ event team and the Host DMO partner will treat its hosted sport events rights holders to a Signature event - a tailored VIP experience)

The **Day 1 tentative schedule** is:

**Morning** - The Host DMO partner treats its hosted sport events rights holders to a private breakfast and conducts 15-minute B2B meetings (known as *Supersized D8s™*). Welcome Refreshments and Registration opens mid-morning for all attendees followed by the Opening Keynote Plenary in 'The Arena' (on the main stage at the host venue) and the first of several Power Play™ sessions (15-minute micro sessions highlighting an industry best practice or success story).

**Afternoon** - A networking lunch followed by the Scrum™ (an interactive series of workshops and round table discussions led by industry subject-matter experts) at the main host venue.

**Evening** - There is a dinner & gamified activities & networking (known as the Skillz Competition™ & Dinner). This activity may be held at the main host venue, or the group can go offsite. View [video](#).

**Late Night** - Offsite lounge / bar for Xtra Innings™ (an optional late night social).

The **Day 2 tentative schedule** is:

**Morning** - There is a buffet breakfast & Opening Keynote Presentation in 'The Arena', followed by more Power Play™ sessions and then off-site Field Trips™ (venue tours and experiential attractions in the host community - view video [here](#)) and one-on-one FREE Sport Hosting Consults.

**Afternoon** - There is a buffet lunch & Closing Keynote Presentation in The Arena, a final set of Power Play™ presentations, more one-on-one FREE Sport Hosting Consults, and B2B Speed Dating between destinations and events rights holders and supplier partners (known as D8s™ - play video [here](#)).

**Evening** - The events team tears down and moves out of event spaces and most attendees depart the host city for home.

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™**

## 5.0 The Venue

The main host venue for SPOHOX™ must have a unique, buzzy, and/or edgy feel to align with the SPOHOX™ brand. This venue is where most sessions and presentations take place.

### Meeting Spaces at the Main Host Venue

The room set-ups are non-traditional and could include a combination of theatre-style seating mixed in with groupings using bean bag chairs, couches, or picnic tables, and some round or rectangular tables. It is important that the main host venue have event spaces that offer a **wow factor** element and that can be easily decorated and staged to align with the Spo Ho brand.



*Updated February 2025. The information contained herein is confidential and proprietary to SPOHOX™.*

## Additional Offsite Venues & Spaces

Organizers may consider using two venues for the event in the case of a different venue being more suitable for the Day 1 evening social event, the Skillz Competition™ & Dinner.

See **Appendix A** for an overview of the proposed event schedule and meeting room requirements at the venue (s) over the 2 days of the event.

NOTE: Venues offering value-in-kind (VIK) partnerships or reduced rates on rental fees will be given priority consideration and recognized as event sponsors.

## Hotel Accommodations

For hotel accommodations, the anticipated number of room nights could range from 130 to up to 200 room nights total with peak nights being the night of Day 0 and the night of Day 1. Depending on the distance of the host city from Ontario and the availability of flights departing from the host city to Ottawa and Toronto, the number of room nights on the evening of Day 2 may fluctuate.

2 Days Prior to Day 1	Day 0	Event Day 1	Event Day 2	1 Day Post-Event
3 to 5	50 to 65	50 to 65	25 to 60	2 to 5

Recommended hotels should be within walking distance of the main host venue (max 5 mins walk) and ideally located within walking distance of local coffee shops, bars, and restaurants (max 10 mins walk).

NOTE: As part of the proposal, the Host DMO must provide **at least two hotel options** for event attendees. We are seeking properties that offer a unique, boutique experience rather than standard, cookie-cutter chain hotels. The ideal accommodations should reflect the distinct character and energy of the host city, providing attendees with a memorable and immersive stay. Preference will be given to properties that showcase local charm, design, and hospitality, ensuring that the event experience extends beyond the venue and into the fabric of the destination itself.

## **6.0 The Food & Beverage**

SPOHOX™ is becoming known as an event that offers an exceptional and distinct menu.

Food and beverage are an integral part of the event experience, and we are looking for a catering partner - or the in-house food and beverage team at the host venue - to create a memorable culinary experience for attendees. The menu should reflect creativity, local flavors, and high-quality ingredients, offering attendees something beyond the standard conference fare.

Presentation matters just as much as taste, and we expect visually engaging, thoughtfully curated food displays that enhance the overall ambiance. Most meals will be served buffet-style or through interactive food stations, allowing attendees to explore a variety of options in a dynamic and social setting. Preference will be given to proposals that showcase an innovative approach to food service, making dining a highlight of the event.



Caterers offering value-in-kind (VIK) partnerships or reduced rates will be given priority consideration and recognized as event sponsors. Here is an overview of the meals that will be served over the 2-day program.

- One private breakfast for 40 people (Day 1)
- One hot buffet breakfast for 150 to 175 people (Day 2)
- Two hot buffet lunches for 150 to 175 people (Day 1 and Day 2)
- One afternoon refreshment break or reception for 75 to 100 people (Day 2)
- One food station style dinner with bar service in mostly stand-up format for 150 to 175 (Day 1)



## 7.0 The Field Trips

An important element of SPOHOX™ is offsite field trips offering a behind the scenes glimpse into local venues and creative spaces/attractions that can host/accommodate sport events and fans/spectators/VIPs. The Host DMO partner will need to provide suggestions and recommendations related to suitable field trip stops in their community that will wow event attendees. The host DMO (or a local partner) will need to cover costs associated with ground transportation for field trip participants between the main host venue and the field trip location (s).

We are seeking interactive and ‘surprise and delight’ moments as part of the SPOHOX™ field trips. In the past, SPOHOX™ attendees have been treated to opportunities to try non-traditional sports/activities (i.e. ziplining, archery, party bike) or were surprised with a special keynote presentation/speaker. Interactive elements on field trips in the past included things like touring a haunted house activation, driving golf carts and a putting contest, betting on a historical horse race, a boat ride, and more. View video clips of past field trips [here](#).

Priority consideration will be given to Host DMO partners who can work with their local hospitality and venue partners to provide field trip options where any activity fees are covered or waived for event participants.



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## 8.0 The Hosted Buyer Program (Spo Ho Xpedition™) / FAM Tour

The Host DMO partner will be required to host a minimum of ten (10) **PRE-QUALIFIED** sport event organizers / rights holders in their community for SPOHOX™. This hosted buyer program will ensure that key out-of-town sport event organizers do not face any barriers to participation and allows the host community to showcase its destination in a FAM Tour-style atmosphere.

The travel and accommodations and registration fee of the hosted buyers will be covered by the Host DMO partner. The Host DMO partner and the SPOHOX™ events team will jointly agree on the invite list. The

SPOHOX™ events team will ensure the intended participants are pre-qualified and vetted, then invited, and registered for the event and confirmed to participate in B2B meetings (known as SPOHOX D8s™ - view video [here](#)). The Host DMO partner will also gain exclusive access to their hosted buyers vis-à-vis a private breakfast, a Signature event (dining experience, Escape room, walking tour, etc.) and extended B2B meetings known as 'Supersized D8s™'.

See projected costs/investment for the hosted buyer program in [Appendix B](#).



## 9.0 Speakers & Student Mentorship Program

The Host DMO partner will be required to provide local speaker recommendations that align with the format of the event program.

Host DMO partners who can assist with speaker fees and/or travel for one or more speakers from outside the host community will be given priority consideration and will be recognized as the sponsor of the speaker's session/presentation. The quality and relevancy of the speakers/presenters at SPOHOX™ is a key consideration and emphasis will be placed on recruiting speakers who

offer the right mix of motivation and inspiration and topical education and can deliver an **interactive** presentation style.

The host DMO will also be responsible for connecting the SPOHOX™ event planning team with local post-secondary students studying sport business, tourism and hospitality, event management, or any other related program of study so that these students may have the opportunity to learn about the sport hosting industry by volunteering at the event, attending educational sessions, engaging in one-on-one mentorship meetings with other attendees, and networking in the industry. This is part of the legacy of SPOHOX™.

The DMO hosting partner is required to sponsor students to participate in SPOHOX™ at a cost of \$1500 which covers the full participation for up to 5 local post-secondary students.



Visit Mississauga's sponsorship of Algonquin College Sport Business Management students at SPOHOX23™

the full participation for up to 5 local post-secondary students.

## 10.0 Additional Travel & Site Visits

To ensure seamless execution and maximize the success of the event, the Host DMO will be required to provide travel subsidies for the core planning team and key personnel responsible for producing and delivering the event. This may include covering airfare, accommodations, and ground transportation for up to 10 individuals during the event, as well as for 2 individuals during a pre-event site visit. These seasoned event professionals will handle all aspects of event execution with precision and expertise, allowing the host community to be showcased in the best possible light without the need to allocate its own internal event planning staff. This approach ensures that the event is managed at the highest standard, relieving the host destination of logistical burdens while delivering a top-shelf experience for attendees on behalf of the Host DMO partner.

See projected costs in [Appendix C](#).

## 11.0 Financial Considerations & Hosting Fees

The DMO Host partner will be positioned as the presenting sponsor of SPOHOX™ and as such will be featured as the premier partner in all marketing, onsite activations, onstage acknowledgements, in paid and organic media and advertising, and wherever appropriate and feasible to do so.

The DMO Host partner is encouraged to engage local sponsors and funding partners, including provincial government, to be part of the event as cash or value-in-kind (VIK) partners subject to mutual agreement between event organizers and the Host DMO partner. Priority consideration will be given to Host DMO partners who can facilitate access to additional government funding and grants that will allow the event organizers to deliver a unique and memorable event that showcases the event hosting assets of the host community.

A hosting fee of \$30,000 CAD + tax for the right to host SPOHOX™ will be payable to event organizers. This fee, combined with the additional expenses that the host DMO is responsible for, will form the basis of the financial commitment on the part of the host DMO partner.

A full breakdown of the projected financial commitment for the host DMO partner is provided in [Appendix C](#).

## 12.0 Sponsorship at SPOHOX25™ or SPOHOX26™

The successful Host DMO partner of the 2026 event will be required to sponsor an element of the 2025 edition of SPOHOX™ (Regina - October 29-30) at a minimum level of \$5,000 CAD. The same requirement applies for the successful Host DMP partner selected to host the 2027 edition of the event (sponsorship at SPOHOX26™).

The successful DMO Host partner will be provided with a platform at the event in the year prior to its hosting year to promote itself as a SPOHOX™ event host and create excitement and anticipation.

## 13.0 Proposals / Questions / Timelines

Bids will only be accepted by DMOs. Venues may not bid to host the event on their own unless it is done in partnership and with support of the local DMO, hotel association, or any other tourism authority.

The bidding process is:

**Step 1:** Submit a max 2-page letter of intention to bid by **April 3, 2025**, along with the bid fee of \$500 CAD + tax.

The letter of intention to bid must include a statement confirming the bidding DMO can meet the required financial commitment for the mandatory requirements (see [Appendix C](#)).

The letter must also indicate whether the Host DMO will be bidding to host the 2026 or the 2027 edition of the event.

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The letter should be signed by the most senior person within the organization.

The letter should provide a list of any potential sponsors, partners, or grants available (or being pursued) if the event is held in the proposed destination.

The bid fee should be made payable to: iSPARK Consulting Inc. and sent to 39 rue du Pavillon, Gatineau, Quebec, J9H 0C7 or submitted by e-transfer to [krista@isparkconsulting.ca](mailto:krista@isparkconsulting.ca) by **April 30, 2025**.

**Step 2:** Submit a full bid proposal by **Thursday, May 15, 2025, at 5 pm ET**.

Proposals from bidding DMOs must include the following:

- A brief description of the host city.
- The potential event date (s) that the DMO is offering for the event. Two event dates must be submitted that align with the windows of time identified in section 4.0.
- List of recommended host venues that meet the venue requirements for all meeting space (see section 5.0 and **Appendix A**) and pricing and that have availability that aligns with the proposed event dates. Floorplans and capacity charts for the suggested meeting spaces at each venue must be included.
- A list of recommended local independent caterers or a link to catering menus for venues offering in-house food and beverage services (with pricing).
- The name of the AV provider (s) affiliated with any venues being proposed for event spaces.
- A list of at least 3 suggested field trip location options with a link to the venue/attraction websites (see section 7.0).
- A list of 2 or 3 hotels located within a 5-mins walk of the recommended host venues (see section 5.0) and the anticipated guest room rate during the suggested event dates at each property.
- A list of at least 10 sport events rights holders that the DMO host partner would like to have invited to be part of the Spo Ho Xpedition™ hosted buyer program (see section 8.0). The list must include both traditional events rights holders (such as Canadian NSOs) and non-traditional or emerging sports or event properties from either Canada or the USA.
- The names of the local post-secondary schools and programs that could be targeted for the Student Mentorship program (see section 9.0).
- An overview of which of the optional requirements the DMO host partner (and/or its partners) will consider investing in (see Appendix C).
- Any other unique or creative offerings that the DMO host partner can offer that will enhance the event and align with SPOHOX™'s reputation as innovative, memorable, fun, edgy and buzzy.

### **Other Important Dates & Bidding Information**

Upon receipt of bid proposals (as per Step 2), there will be a review process conducted by the SPOHOX™ selection committee. Bidders may be required to clarify elements of their bid or provide more information after completing Step 2.

Bids will be short-listed and short-listed DMOs will be required to host a site visit for key decision-makers responsible for selecting the host city. This visit provides an opportunity to experience the proposed venues, accommodations, and overall destination firsthand. To facilitate this process, the host community is expected to cover all associated expenses, including airfare, accommodations, meals, and ground transportation. This ensures the SPOHOX™ selection committee can fully assess the city's ability to deliver an exceptional event while allowing the destination to showcase its unique offerings in the best possible way.

The exact timing for site visits will be confirmed at a later date, but are expected to take place in June-July 2025 for DMOs bidding on hosting the 2026 edition of the event and in November/December 2025 for DMOs bidding on hosting the 2027 edition of the event.

The target date for confirming the selection of the Host DMO partner of the 2026 edition of Spo Ho Xperience™ (signed venue contracts and signed hosting agreement with the DMO host partner) is October 1, 2025.

The target date for confirming the selection of the Host DMO partner of the 2027 edition of Spo Ho Xperience™ (signed venue contracts and signed hosting agreement with the DMO host partner) is first quarter of 2026.

## Evaluation Criteria

Bid proposals will be evaluated on several metrics, including:

- Creativity shown in the proposal and demonstrated understanding of the event brand.
- Logistical fit of meeting space, venues, hotel and offsite spaces/venues.
- Financial considerations (resources and commitments offered by the bidding DMO).
- Potential partnerships offering cash or VIK sponsorship, funding or grants or any products or services that could offset line items in the event budget that the host DMO partner can facilitate (if applicable).
- Legacy
- The ability for the DMO to make our event stand out and hold prestige.\*

*\* This is a key evaluation criterion. We are open to both smaller and larger communities as hosts, but the ideal host city will be able to provide an environment where our event has a strong profile and meaningful impact on the destination.*

## Questions?

Questions should be directed to Krista Benoit, President & CEO of iSPARK Consulting Inc. and Founder / Chief Event Officer of Spo Ho Xperience™ (Tel: 819-682-5298 or [krista@isparkconsulting.ca](mailto:krista@isparkconsulting.ca)).



Unmatched energy at SPOHOX™! This event is a **powerhouse** for bringing DMOs and sports organizations together, creating real connections. It's a must-attend for anyone serious about elevating their impact in the sport tourism industry. I left feeling inspired and ready to bring my A-game on being a sport host!

**Kendi Danbrook**

EVENTS  
**REGINA**  
SPORT

**SPOHOX24**™

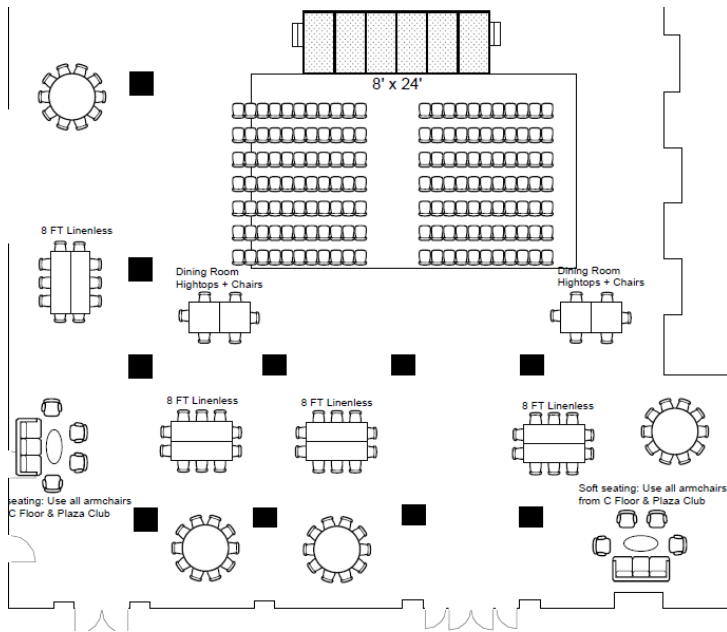
## APPENDIX A: Event Schedule & Meeting Space Requirements

Day 0 - Event Set-Up	
Activity	Description of Space & Notes
Events Team Office Space (5 pm to 10 pm)	A small meeting room or lounge or boardroom for event volunteers and the event planning team. Preferred size for this space is 500 to 800 square feet. The space will be set up with some workstations, casual seating or 1 round table with 5-8 chairs. A permanent boardroom set-up would also be feasible.
Plenary Space* (5 pm to 10 pm)	A meeting space with area for a stage, tech table, and theatre-style seating for 150 to 175 people. At least 2500 square feet is required.
Registration Area (5 pm to 10 pm)	A pre-function space located near the main plenary room (see above) with coat check area (or space for coat racks) and space for 2-3 registration tables. This space will be used as a gathering area for attendees between sessions.
Day 1 - Event Day	
Activity	Description of Space & Notes
Supersized D8s™ & Breakfast (8 am to 11:30 am)	<p>A meeting room, café/restaurant, or similar space where the partners in the hosted buyer program can host a private breakfast and conduct private 15-minute B2B meetings.</p> <p>Preferred size for this space is 1000 square feet. The space will be set-up with a long boardroom or dining table for breakfast along with more intimate clusters of seating/tables for B2B appointments sprinkled throughout the space.</p> <p><i>**This activity could also take place in a hotel hospitality suite or in hotel rooms that have private salons separated from bedroom areas.</i></p>
Speaker Lounge / Xscape Room Space (8 am to 5 pm)	<p>A small meeting room or lounge for speakers / green room.</p> <p>Preferred size for this space is 300 to 500 square feet. The space will be set up with some workstations, casual seating or 1 round table with 5 chairs. A permanent board room set-up would also be feasible.</p>
Events Team Office Space (8 am to 9 pm)	Same as previous day
Registration Area (8 am to 7 pm)	Same as previous day
Plenary Space* (8 am to 7 pm)	Same as previous day
Networking Lunch Space (11 am to 2 pm)	A private dining area or separate meeting room or bar area where a buffet-style networking lunch can take place for 150 to 175 people (seated). There is no audiovisual or presentation.
Scrum™ Space* (1 pm to 5 pm)	<p>One large meeting space (or 2-3 medium-sized spaces located adjacent to each other) where 14-15 round table conversations can take place. Tables and conversation areas must be <u>spread out</u> to reduce competing noise from nearby conversations.</p> <p>The set-up of this space can be a combination of 72-inch round tables of 10, picnic tables, and/or bean bag chairs and couches and other soft furniture arranged in conversational layouts. At least 14-15 conversational pods are required to allow up to 150 people to participate in round table discussions. At least 3000 square feet in total is required for this activity. This space could be part of the plenary space if there is adequate separation at the back of the room (or the side of the room) from the theatre-style seating area needed earlier in the day. See potential layout below.</p>
Skillz Competition™ & Dinner (3 pm to 9 pm). View video <a href="#">here</a> .	A large space that can accommodate interactive games, food stations and seating. This activity is a combination of dinner and networking with 5-7 kiosks featuring games and activities that take up a footprint of 10 ft x 10 ft or 10 ft x 20 ft each.

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	<p>At least 3000 square feet is required for this space to allow for flow of 150-175 guests between food station and activity areas. Minimal AV is required for this space.</p> <p><i>NOTE: It is possible that this event could be hosted at an offsite venue and not at the main host venue.</i></p>
Late Night Lounge (8 pm to midnight)	Held off-site at local bar or cocktail lounge near the host hotel and/or main host venue with space for up to 100 guests and a small live music or DJ set-up.
<b>Day 2</b>	
<b>Activity</b>	<b>Description of Space &amp; Notes</b>
Speaker Lounge / Xscape Room Space (8 am to 5 pm)	Same as previous day.
Events Team Office Space (8 am to 7 pm)	Same as previous day.
Registration Area (1 pm to 5 pm)	Same as previous day.
Plenary Space** (8 am to 3 pm)	The floorplan for this space will be slightly modified from Day 1 to Day 2 to allow for breakfast and lunch buffets to be consumed by 150 to 175 people during on-stage keynote presentations. Round or rectangular tables will be added to the floorplan to complement the existing theatre-style seating.
Speed Dating (D8s™) Space (10 am to 5 pm)  View video <a href="#">here</a> .	A large open meeting space of 3000+ square feet or several smaller spaces located adjacent to each other (totaling 3000 square feet) is required for B2B appointments. The set-up will be one 6 ft table with 2 chairs on either side (x 25) with a small stage and tech table at the front.
Speed Dating (D8s™) Reception (5 pm to 6 pm)	A stand-up reception style space where 50 to 100 people can mingle and enjoy light apps and drinks at the conclusion of D8s™. This could be held in the speed dating space.
<b>** On Day 2, between breakfast plenary and lunch plenary, the group will be offsite for field trips.</b>	

**Potential Layout of Combined Plenary & Scrum Space on Day 1**



**\*\* The plenary space and Scrum™ space could be the same space depending on square footage of the room - a minimum of 6000 square feet is required if these two activities jointly share the same space on Day 1. This layout demonstrates a possible combined layout if one larger room was used for both sessions with some division and separation between the types of seating styles.**

## APPENDIX B: Hosted Buyer Program (Spo Ho Xpedition™) Projected Costs / Investment

The following chart outlines the projected (possible) costs for the Host DMO partner's financial commitments relative to the Spo Ho Xpedition™ hosted buyer program as outlined in Section 8.0.

The costs are outlined as a range as these can vary significantly depending on the distance of the host DMO community from Ottawa or Toronto (where the majority of the sport event organizers / event rights holder) travel from to attend SPOHOX™.

Potential Cost / Investment	Amount	Notes
Airfare for minimum 10 non-local hosted buyers who are sport event organizers / rights holders	\$5000 to \$12,000 (estimate - excluding tax)	See Section 8.0 for details. Assumes \$500 to \$1200 per person x 10 people
Hotel Accommodations for minimum 10 non-local hosted buyers who are sport event organizers / rights holders	\$4,000 to \$9000 (estimate - excluding tax)	See Section 8.0 for details. This estimate assumes 2 to 3 nights per person and is highly dependent on the guest room rate that the host hotel can offer
Registration Fees for minimum 10 non-local hosted buyers who are sport event organizers / rights holders	\$4,500 (estimate - excluding tax)	See Section 8.0 for details. Assumes \$450 per person x 10 people
Ground transportation between airport and host venue or hotel for minimum 10 people	\$800 (estimate - excluding tax)	See Section 8.0 for details. Assumes \$40 per person x 10 ppl x 2 one-way trips
<b>Expected Total Range of Investment by DMO Host Partner for Hosted Buyer Program</b>	<b>\$14,300 to \$26,300 CAD + tax</b>	

### NOTE:

These projections do not include any extras that the Host DMO partner may choose to offer to the hosted buyers, such as gifts, hospitality or tours or extended stays outside of the 2-day Spo Ho Xperience™ event and costs that the DMO Partner will incur to host a Signature event for its hosted buyers on the night of Day 0. See more on Signature Events in section 8.0.



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



## Appendix C: DMO Partner Projected Financial Commitments

The following chart outlines the projected (possible) financial commitments on the part of the DMO:

Potential Cost / Investment (Mandatory Requirements)	Amount	Notes
Fee - Intention to Bid	\$500 + tax	See Section 13.0 for details
Sponsorship at SPOHOX25™ or 26	\$5,000 + tax	See Section 12.0 for details.
DMO Partner Hosting Fees	\$30,000 + tax	See Section 11.0 for details.
Student Mentorship Program Contribution	\$1,500 + tax	See Section 9.0 for details.
Additional Travel & Site Visits*	\$11,500 to \$26,500 (estimate - excluding tax)	See Section 10.0 for details.
Field Trip Ground Transportation	\$2000 to 4,000 (estimate - excluding tax)	See Section 7.0 for details.
Hosted Buyer Program*	\$14,300 to \$26,300 (estimate - excluding tax)	See Appendix B and section 8.0 for details.
<b>Potential Total Range of Investment by the DMO Host Partner</b>	<b>\$64,800 to \$93,800 (estimate - excluding tax)</b>	
Potential Cost / Investment (Optional Requirements)	Amount	Notes
Venue Offsets or Discounts	\$TBD	See Section 5.0 for details.
Food & Beverage (Catering) Offsets or Discounts	\$TBD	See Section 6.0 for details.
Field Trip Activity Fees	\$TBD	See Section 7.0 for details.
Speaker Fees and/or Travel	\$TBD	See Section 9.0 for details.
<b>Expected Total Optional Investment by the DMO Host Partner</b>	<b>\$TBD</b>	

*\*\*These investments/costs may not be applicable to DMO host partners located within a 100 km radius of the Ottawa-Gatineau region or may be substantially lower.*

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Year one of the SPOHOX™ conference offered valuable learning, insights, and networking opportunities. I'll be back!

**Robyn Hughes**  
DIRECTOR  
SPORT BURNABY

**SPOHOX™**