

SPX HALIFAX | JUNOS

THE FUTURE OF FANDOM

MARCH 22 - 24



Photo credit: CARAS/Ryan Bolton

CONFERENCE THEME: THE FUTURE OF FANDOM

Fandom - The Kingdom of Fanatics. Who doesn't desire more fanatics, more loyalists, more brand champions, more community animators, or more prosumers? Show me the brand, the movement, the person who doesn't yearn for greater Fandom. It's invaluable and elusive—a magic that's hard to find and even harder to contain once unleashed. Join us at SponsorshipX Halifax as we delve into the Future of Fandom. Together, we'll uncover strategies to nurture long-term, devoted fans who will prove invaluable to your brand. Whether in entertainment, music, gaming or hobbies, fandom runs deep. It begins with passion and blossoms through community. Embracing non-traditional thinking and a creative spirit is the key, eagerly waiting for us to harness its power.



GET YOUR SPX HALIFAX
EARLY BIRD TICKET

JOIN US MARCH 22 - 24

SPX Halifax full forum pass; includes all scheduled meals + Xperiences and 3 nights hotel at Halifax Marriott Harbourfront Hotel. Available until February 22 2024 (hotel inventory pending).

GET READY TO DIVE IN

Immerse yourself in SponsorshipX Halifax for an unforgettable weekend. Maximize your learning and connect with a life-changing group of people and experiences. Share your professional passions with like-minded people, disconnect from the mundane (and your devices) and relish everything we've prepared for you.



HERE'S A TASTE OF WHAT THIS WEEKEND HAS IN STORE

Our action-packed days are filled with immersive sessions and an inspiring blend of conference and event activities. We're going to be diving deep into all things fandom and the JUNOS. But of course, there's time to eat, play and enjoy. Ever been to an East Coast Kitchen Party? Brace yourself for our unique version—your registration package will provide more insights!

2024 IS YOUR
YEAR WITH
SPONSORSHIPX

SCHEDULE HIGHLIGHTS

March 22	March 23	March 24
<p>OPENING RECEPTION & HEADLINERS 4:30PM - 6:30PM</p> <p>JUNO SONGWRITERS' CIRCLES LIGHT HOUSE ARTS CENTRE 7:30PM</p> <p>JUNOfest 10:30PM - ONWARD</p>	<p>HEADLINERS FAN JAMS 9:00AM - 11:00AM</p> <p>CREATOR CIRCLES LUNCH 11:00AM - 12:30AM</p> <p>HONOURING CEREMONY 1:00M - 2:00PM</p> <p>HEADLINERS BACKSTAGE CLASS 3:00PM - 5:00PM</p> <p>JUNOfest 9:00PM - ONWARD</p>	<p>IMPROV(E) COMMUNITY SESSIONS 9:00AM - 11:00AM</p> <p>HEADLINERS CREATOR CIRCLES LUNCH BACKSTAGE CLASS 11:00AM - 4:00PM</p> <p>JUNOS RED CARPET LOUNGE 6 6:00PM - 8:00PM</p> <p>THE 2024 JUNO AWARDS 9:00PM - 11:00PM</p> <p>JUNO AWARDS AFTER PARTY IN SUPPORT OF MUSICOUNTS 11:00PM - ONWARD</p>

SESSION TYPES

▶ HEADLINERS

These sessions, delivered by changemakers, C-level executives, and collaborators. Expect big thinking and big ideas explored in new and engaging ways.

▶ CREATOR CIRCLES

Be ready to be informed and inspired. The community will create the future of fandom, and this is your opportunity to participate in the meaningful discussion that becomes the content of this forum.

▶ IMPROV(E) COMMUNITY

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▶ FAN JAMS

A conference about fandom better include opportunities to engage with fans. So get ready for these in-person, virtual, and hybrid ethnography sessions to hear what fans think in real time and with real people!

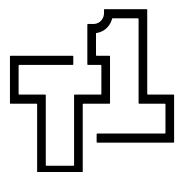
▶ BACKSTAGE CLASS

From media coverage to sponsor activations, we will take you behind the JUNOS curtain and under the hood.

▶ XPERIENCES

Sponsorshipx loves to show, not just tell; our Experiences are always surprising and delightful. So, get ready to sing, cook, and yell "Sociable" at the right time.

POWERED BY



HOST PARTNER

JUNOS



JOIN US MARCH 22 - 24

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