

DEFSEC Atlantic 2024

HALIFAX CONVENTION CENTRE
OCTOBER 1-3, 2024
HALIFAX, NOVA SCOTIA, CANADA

PRODUCED BY



PRESENTED BY



ATTENDEE DEMOGRAPHICS

1539 Confirmed Attendees - we saw record attendance in every attendee category this year!

- In-Person: 100.0%
- Exhibiting Organizations: 197
- Industry & Other: 71.1%
- Countries Represented: 14
- Government Agencies: 58
- Government & Military: 13.8%
- Organizations Overall: 564
- Academic Organizations: 19
- Academia: 15.1%

VENUE STATISTICS

129,000 square feet used this year at the world-class Halifax Convention Centre

- Exhibition Space: 47,000 sq ft
- Dedicated B2B/G Program Space: 6,200 sq ft
- Admin & Support Areas Space: 12,600 sq ft
- Reception & Presentation Space: 27,800 sq ft
- Rented & Informal Meeting Space: 35,400 sq ft
- Freight Handled: approximately 100,000 lbs

MEETING & NETWORKING STATISTICS

DEFSEC Atlantic provides access to "the right people" in an engaging & professional setting...

- Attendees had access to a fully featured and managed in-person meeting & matchmaking platform
- 822 private B2B/G meetings were facilitated through this year's program, with plans to continually improve the program for future years!
- Several hundred more meetings took place in booths, private rented rooms and multiple informal places provided throughout the venue
- Networking opportunities included both official DEFSEC receptions PLUS a substantial list of peripheral industry events during "DEFSEC week"

FUN & INTERESTING FACTS

We have always had an "open door policy", with no membership in any association ever required...

- DEFSEC Atlantic is the second largest annual Aerospace, Defence & Security industry event in Canada
- We continue to have a great variety of sponsorship & promotional opportunities to help give your brand increased exposure at the event!
- We had a comprehensive list of highly relevant presentations and panels given by event sponsors and partners
- We continued our "Academic Day of Connection" introducing graduating students from relevant disciplines to our industry
- We introduced our "Academic Showcase" bringing together both local secondary students and industry with educational/training institutions
- We were proud to partner with NATO DIANA to provide a venue for their announcements and look forward to working together in the future
- The event continues to attract a wide variety of OEMs, SMEs, governments, militaries, associations and non-profits from across the globe
- We continued our extremely popular official on-site podcasts this year - episodes featured many of our sponsors & partners
- Over 3,600 cups of coffee and 2,300 bottles of water were consumed by attendees this year



"The Canadian Defence Security and Aerospace Exhibition Atlantic"