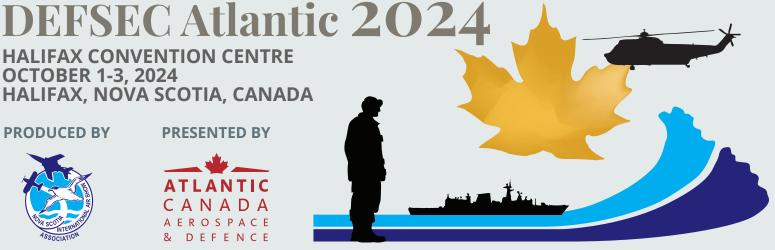
**HALIFAX CONVENTION CENTRE OCTOBER 1-3. 2024** HALIFAX, NOVA SCOTIA, CANADA

**PRESENTED BY** 

**PRODUCED 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"