

DEFSEC Atlantic 2025

HALIFAX CONVENTION CENTRE
SEPTEMBER 30 - OCTOBER 2, 2025
HALIFAX, NOVA SCOTIA, CANADA

PRODUCED BY



PRESENTED BY



ATTENDEE DEMOGRAPHICS

2213 Confirmed Attendees - we saw record attendance in every attendee category this year!

- In-Person: 100.0%
- Exhibiting Organizations: 238
- Industry & Other: 73.2%
- Countries Represented: 31
- Government Agencies: 99
- Government & Military: 19.1%
- Organizations Overall: 868
- Academic Organizations: 26
- Academia: 7.7%

VENUE STATISTICS

113,000 square feet used this year at the world-class Halifax Convention Centre

- Exhibition Space: 54,100 sq ft
- Dedicated B2B/G Program Space: 6,200 sq ft
- Admin & Support Areas Space: 12,600 sq ft
- Reception & Presentation Space: 22,500 sq ft
- Rented & Informal Meeting Space: 24,000 sq ft
- Freight Handled: approximately 110,000 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
- 1324 private B2B/G meetings were facilitated through this year's program, with plans to expand the program again 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 expanded our "Academic Day of Connection" introducing graduating students from relevant disciplines to our industry
- We were proud to continue and enhance our partnership with NATO with the introduction of the NATO DIANA Accelerator Centre exhibition booths, as well as hosting several delegates from offices and accelerator sites associated with the organization worldwide
- 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 4,100 cups of coffee and 2,700 bottles of water were consumed by attendees this year



"The Canadian Defence Security and Aerospace Exhibition Atlantic"