

OFFICIAL CUSTOM EXHIBIT SUPPLIER · DEFSEC ATLANTIC

DEFSEC ATLANTIC BOOTH RENTALS

HALIFAX · OCT 6–8, 2026

Turnkey booths, secure demo builds, and a compressed 10-week critical path to land your team on the Halifax floor ready to sell.



Booth design Fabrication AV integration Install On site project management

Traction X is the official supplier of custom exhibit rentals for DEFSEC Atlantic. From 10×10 rentals to large island builds, we design, fabricate, ship, install, and strike — one team start to finish.



OUR PROCESS

THREE STEPS FROM FIRST CALL TO SHOW FLOOR.

STEP 1 REACH OUT

Book a meeting

Email or call us to book a quick intro meeting — we scope your booth, secure-zone needs, and timeline.

STEP 2 WE DESIGN

3D design + estimate

You get a tailored 3D concept and a clear estimate — no guesswork, no back-and-forth.

STEP 3 WE DELIVER

We handle the rest

Fabrication, AV, freight, install, on-site PM, and strike — one team from concept to show floor.

CONTACT

REACH SEAN DIRECTLY FOR DEFSEC ATLANTIC.

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OFFICIAL SUPPLIER

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IMPORTANT TIMELINES

- FIRST WEEK OF AUGUST 2026** **Book your booth rental**
Secure your fabrication slot and lock the compressed 10-week critical path for the October 6–8 show.
- EARLY AUGUST 2026** **Design lock**
Final 3D booth concept, secure-zone layout, and AV plan approved so fabrication starts on time.
- LATE AUGUST 2026** **Fabrication begins**
In-house CNC, metalwork, and graphic production for custom rental builds and branded activations.
- EARLY SEPTEMBER 2026** **Graphics & AV ready**
All content, demo hardware, screens, and lighting confirmed and tested before shipping.
- MID-SEPTEMBER 2026** **Ship to Halifax**
Freight to the Halifax Convention Centre with buffer time for customs, freight, and any last-minute changes.
- OCTOBER 5, 2026** **Install & rehearsal**
On-site build, AV checkout, and final walkthrough the day before DEFSEC Atlantic opens.
- OCTOBER 6–8, 2026** **Show days**
DEFSEC Atlantic 2026 at the Halifax Convention Centre.

OFFERINGS

Custom exhibit rentals

Turnkey rentals from 10×10 to large island builds — design, fabrication, AV, install, and strike included.

Portable display sales

Buy a modular system you can rebrand and reuse across CANSEC, AUSA, and other defence shows.

Multi-show programs

One build, multiple events. Refresh graphics, restock, and redeploy to stretch your budget across the season.