

DEFSEC Atlantic 2023

HALIFAX CONVENTION CENTRE
OCTOBER 3-5, 2023
HALIFAX, NOVA SCOTIA, CANADA

PRODUCED BY



PRESENTED BY



ATTENDEE DEMOGRAPHICS

1340 Confirmed Attendees

- In-Person: 100.0%
- Exhibiting Organizations: 168
- Industry & Other: 82.0%
- Countries Represented: 16
- Government Agencies: 62
- Government & Military: 11.3%
- Organizations Overall: 525
- Academic Organizations: 12
- Academia: 6.7%

VENUE STATISTICS

76,000 square feet used this year at the world-class Halifax Convention Centre

- Exhibition Space: 40,000 sq ft
- Dedicated B2B/G Program Space: 5,000 sq ft
- Admin & Support Areas Space: 6,500 sq ft
- Reception & Presentation Space: 10,500 sq ft
- Privately Rented & Managed Meeting Space: 14,000 sq ft
- Freight Handled: 80,000+ lbs

MEETING & NETWORKING STATISTICS

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

- ALL ATTENDEES had access to a fully featured and managed in-person meeting & matchmaking platform
- 771 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 growing 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 introduced Educational Workshops giving attendees the chance to take a deeper dive into more specialized topics critical to our industry
- We continued our "Academic Day of Connection" introducing graduating students from relevant disciplines to our industry
- The event continues to attract a wide variety of OEMs, SMEs, governments, militaries, associations and non-profits from across the globe
- We continued and expanded our extremely popular official on-site podcasts this year - episodes featured many of our sponsors & partners
- Over 3,500 cups of coffee and 1,300 bottles of water were consumed by attendees this year



"The Canadian Defence Security and Aerospace Exhibition Atlantic"