



TCXPO

Hosted by:
Hébergé par : **AREAXO** | **ZONEXO** Canada

SEPTEMBER 27, 2023

2023 DEMONSTRATOR AND EXHIBITOR OPPORTUNITIES

www.areaxo.com

TCXpo 2023: An Epic Canadian Smart Mobility Demonstration Day

About [TCXpo](#)

For the second year, Area X.O and the Government of Canada will co-host [TCXpo](#), the pioneering Canadian smart mobility tech demo day. For 2023, Area X.O, the Canadian R&D complex operated by Invest Ottawa, known for accelerating the safe development, testing, and adoption of next-gen technology, will once again host the event thanks to the pivotal support of government partners and private event sponsors.

In partnership with Transport Canada (TC), Innovation, Science and Economic Development Canada (ISED), FedDev Ontario and event sponsors, TCXpo achieved remarkable success in 2022. For 2023, TCXpo will be back on **September 27, 2023** and will bring together more than 70 Canadian companies to host live technology



demonstrations at Area X.O. TCXpo will create an exclusive opportunity for invited guests to experience the power and impact of cutting-edge Canadian technologies, including many preparing for global markets. Companies large and small from Canada's capital and across the country will showcase connected and autonomous vehicles, drones, smart-city solutions, IoT (Internet of Things), robotic technology, agri-tech innovations, and more. The showcased applications will span every sector of our economy – from intelligent transportation to defence, public safety, smart farming, telecommunications, cleantech, environment, and smart cities.

Set in Canada's Capital, TCXpo will take place from **8AM to 4PM**. TCXpo will allow invited guests, delegations and media to access our secure site by shuttle bus to experience the demonstrations and exhibits on their own or through guided tours.

TCXpo 2022 Event Outcomes

The 2022 event met all implementation milestones for project plan delivery and received outstanding positive feedback from government and private sector partners. The event delivered upon objectives while building new relationships with a broader array of Government of Canada stakeholders, including Transport Canada, ISED, and FedDev Ontario, and showcased hundreds of Canadian innovators and companies. In 2023, TCXpo event outcomes will include:

- Increasing the national and global credibility and visibility of the Area X.O facility and the Government of Canada,
- Providing government partners with benefits, visibility and recognition,

- Continuing to build a strong and trusting collaboration with government partners including FedDev Ontario and Transport Canada (TC), catalyzing future collaborations,
- Building upon our track record of demonstrating Area X.O as a facility for federal government projects and regulators,
- Hosting 10 UK based smart mobility companies in Ottawa since TCXpo,
- Supporting SMEs within the smart mobility sector and generating new opportunities for Canadian innovators and companies,
- Driving greater utilization of featured programs and services,
- Acquiring testimonials, outcomes and impacts that can be used to support future Area X.O client acquisition and business development goals.

TCXpo By the Numbers

TCXpo event outcome included:

- 1,000+ [digital views](#) of main stage programming,
- 842 registrants for on-site activities,
- 50+ Canadian companies hosting live technology demonstrations,
- A Net Promoter Score (NPS) of 31,
- Media coverage from national, local and international media outlets resulting in:
 - a reach of over 35M,
 - a media value of over \$320,000.
- High engagement on social media:
 - 17,161 impressions,
 - 1,866 engagements
 - Facebook live stream.

TCXpo 2023: Evolving the Opportunity

TCXpo 2023 will build on the success of the inaugural pioneering event. For 2023, exciting evolutions include:

- TCXpo partnering to celebrate Smart Mobility Week in Ottawa including:
 - TCXpo partnering with the [2023 TAC Conference & Exhibition](#) taking place September 24 to 27, 2023 in Ottawa,
 - TCXpo partnering with Ottawa's flagship smart mobility conference, [CAV Canada](#), taking place on September 28, 2023,
- Increasing the number of companies demonstrating representing Canada from coast-to-coast,
- Attracting current and new prospective global collaborators and investors,
- Increasing interactive opportunities for government and all event participants.

Extend your stay and join us for all 2023 Smart Mobility Week events in Ottawa . For hotel information, please contact TCXpo@investottawa.ca .

Value Proposition for Demonstrators and Exhibitors

- Meet Canadian Innovators and Companies Supported by the Government of Canada
- Experience Emerging Canadian Smart Mobility Technologies in Action
 - These technologies are emerging from programs supported by Transport Canada and ISED (ISC Challenge Program)
 - Applications across the economy
 - Federal investments/ROI at work
- Engage International Collaborators and Investors
 - The event provided a tangible Foreign Direct Investment (FDI) mission opportunity for international delegations to see Ottawa’s smart mobility capabilities and to foster relationship building to encourage future investment, lead generation, marketing and promotion. International delegations/representatives from the United States, New Zealand, Korea and the United Kingdom.
 - The value prop for government is the opportunity to engage them/learn from them/help to attract new investment to Canada together with us
- Achieve Increased Visibility with Innovators and Industry



TCXpo 2023 demonstrators and exhibitors included:

Airmarket	City of Ottawa	Niricson
Algonquin College	Flux Mobility	Nokia
Ansys	Four DRobotics	National Research Council
ARA Robotique	GPS Ontario	Ottawa Smart Farm
Area X.O	Hexagon	OVA
Area X.O Prototyping Lab	HPE	Provectus Robotics
Aurrigo	InDro Robotics	Sensor Cortek
AutoGuardian	Jamz Delivery	SmartCone
Automobile Enterprises	Kanata North Business Association	SmithetiQ
AVSS	Kongsberg Geospatial	Spexi Geospatial
Blackberry QNX	LaFlamme LX300	Swap Robotics
BlueNode	Lux Aerobot	Three Points in Space
Bluwave ai	Magal	University of Ottawa
Carleton University	MDK Business Law	URND
Chaac	Microsoft	Volatus
Cheetah Networks	Motive.IO	WindsorEssex

TCXpo Demonstrator and Exhibitor Opportunities

TCXpo, the epic demo day, is looking to profile and amplify the greatest smart mobility innovations that Canada has to offer. The following outlines the opportunities for demonstrators and exhibitors.



TCXpo Demonstrator:

- Complimentary inclusions:
 - Outdoor technology demonstration space
 - Access to shuttle bus transportation
 - Positioning within Zone shared tent(s)
 - 10x10 demonstrator space within relevant Zone
 - Access to 15 amp non-GFI circuit power
 - Access to site wifi
 - Positioning in relevant zone location based on technology to be showcased
 - Two 8 foot tables with black tablecloth
 - Two chairs
 - Opportunity to activate demonstration space
 - Opportunity to brand your space with signage (at demonstrators cost)
 - Staff access to site
 - Company promotion through social media and media relations on-site
- Additional opportunities:
 - Food available for purchase on-site
 - A/V Screens, monitors and additional A/V can be rented and delivered to the Area X.O site.



TCXpo Exhibitor:

- Complimentary inclusions:
 - Indoor (tented) trade show static exhibitor space
 - Access to shuttle bus transportation
 - 10x10 indoor trade show space within exhibitor building
 - Access to one standard power outlet
 - Access to site Wi-Fi
 - One 8 foot table with black tablecloth
 - Two chairs
 - Opportunity to activate exhibition space
 - Opportunity to brand your space with signage (at demonstrators cost)
 - Staff access to site
 - Company promotion through social media and media relations on-site.
- Additional opportunities:
 - Food available for purchase on-site
 - A/V Screens, monitors and additional A/V can be rented and delivered to the Area X.O site.

Additional Rental Opportunities

TCXpo's official audio visual supplier is OPTIMAL SHOW EXPERIENCE (OSE). A/V Screens, monitors and additional A/V requirements can be rented from OSE and delivered to the Area X.O site.

Orders to be placed by August 31, 2023. Please contact OPTIMAL SHOW EXPERIENCE (OSE) by emailing: info@oselive.com. Please use reference code: TCXpo23.

TCXpo Applications

Interested companies/organizations are asked to complete the TCXpo application form as part of the Area X.O intake form found [here](#). Applications should be submitted as quickly as possible as limited spaces remain. Confirmations are sent out ASAP. Any questions can be sent to tcxpo@investottawa.ca.

Once confirmed, approved companies/organizations must complete a TCXpo demo and exhibitor contract.

All exhibitor and demonstrator staff must [register](#) to attend on-site and must sign the official Area X.O site waiver [here](#).

Note: no space is confirmed until approved by the TCXpo team and the TCXpo Demo and Exhibitor contract is completed and submitted online.

Contact us today to explore how we can help you achieve your goals as a demonstrator or exhibitor for TCXpo 2023.



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THANK YOU

www.areaxo.com