



# GCXPO

Hosted by:  
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SEPTEMBER 24, 2025

## 2025 SPONSORSHIP OPPORTUNITIES

[www.areaxo.com](http://www.areaxo.com)

# GCXpo 2025: The Epic Canadian Next-Gen Tech Demonstration Showcase

## About GCXpo

Get ready for the most dynamic technology demonstration event in Canada—now expanded into a two-day innovation experience. **GCXpo** returns for its fourth year with an even bigger platform for showcasing Canadian ingenuity. Hosted by **Area X.O**, Canada's leading R&D complex for smart mobility, autonomy, connectivity, agri-tech, and defence tech and supported by the Government of Canada and other visionary public and private sector partners committed to fueling the future.

New in 2025, we're kicking off GCXpo with an exclusive **Preview Night at Bayview Yards**, Ottawa's Innovation Hub. This high-energy evening will shine a spotlight on early-stage founders and standout alumni entrepreneurs who are advancing next-generation technologies. Guests will get a first look at emerging innovations, network with bold builders, and experience the entrepreneurial pulse behind Canada's tech future—before heading to the R&D complex.



On **Thursday, September 24**, the main event shifts into full gear. From 8AM to 4PM, GCXpo will showcase live, interactive demonstrations by companies of all sizes from across the country. Guests will explore cutting-edge solutions—from autonomous vehicles and drones to robotics, smart-city systems, and dual-use defence tech—via guided tours or self-directed experiences at Area X.O's secure, real-world test site.

With 80+ companies, 1,600+ registrants in 2024, and growing national momentum, GCXpo 2025 is your gateway to the forefront of Canadian innovation.

## Snapshot of 2024 Event Impact by Numbers

Our fourth annual epic demo day:

- Media coverage from national, local, and international media outlets driving:
  - Reach that exceeded 32 million from 334 sources of media exposure
- Showcased 80 Canadian companies hosting live technology demonstrations and exhibits
- Amassed over 1,600 registrants
- Generated high engagement across all social media platforms with:
  - 22,821+ impressions
- Media coverage from national, local, and international media outlets driving:
  - Reach that exceeded 19 million

## **Back the Bold: Become a GCXpo Sponsor**

GCXpo 2025 will allow sponsors to meet Canadian innovators and companies, engage with international collaborators and investors, achieve increased visibility with innovators and industry members, interact with policy makers and government attendees, and experience and be inspired by emerging Canadian next-gen technologies in action.

1. **Network and Build Relationships with Target Customers, Investors, and Partners:** GCXpo 2025 will bring together decision-makers, influencers, and members from the national and global smart mobility community. This includes industry, academia, government, and the investment and non-profit ecosystem. Join us to forge and strengthen relationships, and pursue new opportunities with prospective customers, investors, R&D and business partners, industry peers, thought leaders, early tech adopters, and government regulators.
2. **Meet and Recruit Top Talent:** GCXpo will assemble a critical mass of smart mobility leaders, and related top tech, innovation, and business talent. This includes students, researchers, new graduates, innovators, technology developers, executives, and other brilliant people contributing to smart mobility solutions of the future. It is an ideal event to talent spot, boost your brand as an employer of choice, meet and recruit prospective hires!
3. **Promote and Showcase Your Products, Services, and Opportunities:** GCXpo will provide a highly effective promotional platform to showcase relevant products, services, or innovations with our captive GCXpo audience. All participants will enter our secure facility via a scheduled shuttle, enabling them to enjoy a well curated day of demos, exhibitions, product launches, and other activities. Leverage this opportunity to generate interest, leads, and future sales for your organization!
4. **Conduct Market Research:** Engage potential customers, beta test new products and acquire direct feedback on-the-spot and on-the-ground at GCXpo. This is your opportunity to gather valuable consumer insights and conduct market research by engaging in meaningful ways with event attendees. Bring along your surveys and interactive activities that will help you better understand this target audience, refine your marketing strategies, and improve your offering.
5. **Gain Actionable Insight:** Gain exclusive actionable insight you can put to work in your business. This includes the opportunity to meet thought leaders, experience emerging technologies and solutions not yet on the market, and gain leading insight into future trends, global market developments, and opportunities.
6. **Position as a Thought Leader:** Contribute new ideas, insight, and intelligence to our local, national, and global smart mobility and related tech community at GCXpo. Build your reputation, credibility, and industry influence with opportunities to be featured in our integrated PR campaigns, social media, and stakeholder outreach.

**7. Increase Your Brand Visibility:**

Increase your profile and brand recognition as a leader in smart mobility, CAV and related technologies; reach a wider customer base; generate social and media coverage; and drive increased lead generation, customer acquisition, and sales.



**8. Achieve Targeted Marketing Goals and Drive Conversions:** Target a specific customer, partner, and/or investment demographics within next-gen technology sectors.

**Defence Alignment Showcase**



Ottawa's Area X.O, the R&D complex operated by Invest Ottawa that accelerates the safe development, testing and adoption of next-gen smart mobility, autonomy and connectivity technologies, was recently selected as a NATO Defence Innovation Accelerator for the North Atlantic (DIANA) Test Centre. [Read More >](#)

## **GCXpo 2025: Sponsor Engagement Guide**

GCXpo 2025 offers a tiered sponsorship model designed to deliver high-impact visibility, strategic engagement, and measurable value. Whether you're leading national innovation or deepening your market presence, our sponsorship levels—**Pioneer, Trailblazer, Innovator, Catalyst, Collaborator, Supporter**—align with your goals and amplify your brand. Each level unlocks a unique set of benefits, from premium branding and media exposure to curated networking, thought leadership opportunities, and VIP access. As a GCXpo sponsor, you don't just support Canadian innovation—you become an integral part of the story.

### **Pioneer – \$40,000**

- Positioned as the highest-profile corporate sponsorship tier. Includes exclusive experiential access, zone ownership, brand immersion, and premium networking visibility.
- Zone Naming Rights – FCC Innovation Farm (Committed), Smart City, or Communitech EY Defence Zone (Committed), Drone Zone, Robotics Zone, etc.
- Premium 10'x10' curated demo or exhibitor booth
- Opportunity to brand booth on-site (at sponsors expense)
- 8 VIP invitations to exclusive Preview Night at [Bayview Yards](#)
- 8 VIP invitations to exclusive VIP breakfast and VIP Tour at [Area X.O](#)
- Feature logo placement on:
  - Demo zone signage
  - Event site digital signage
  - Event passports and registration signage
  - Shuttle signage
  - GCXpo website and social media assets
- Presenting Partner Feature:
  - Inclusion in partner promo campaign
  - Optional branded session or speaking moment (introduction to session)
  - Exclusive sponsorship of post-event survey (1000+ impressions)

### **Trailblazer – \$25,000**

A strong visibility and experience-driven tier with partial customization and access.

- Presenting partner status and speaking remarks at the VIP Breakfast
- 10'x10' branded demo booth in a high-traffic zone
- Opportunity to brand booth on-site (at sponsors expense)
- Co-branded signage in premium event zones
- Logo recognition across:
  - Event site signage
  - Event passport
  - Shuttle boarding area
  - GCXpo website and social media assets
- 6 VIP invitations to exclusive Preview Night at [Bayview Yards](#)
- 6 VIP invitations to exclusive VIP breakfast and VIP Tour at [Area X.O](#)
- Inclusion in post-event survey communications

## **Innovator – \$16,000**

- Lanyard co-sponsor
- 10'x10' booth in a high-traffic area
- Opportunity to brand booth on-site (at sponsors expense)
- Inclusion in post-event recap or impact report
- A sponsored workshop table or breakout lounge in specific Zone stage
- 4 VIP invitations to exclusive Preview Night at [Bayview Yards](#)
- 4 VIP invitations to exclusive VIP breakfast and VIP Tour at [Area X.O](#)
- Targeted social media shoutout pre-event
- Corporate logo recognition on digital signage (size based on level)
- Corporate logo recognition on GCXpo website

## **Catalyst – \$10,000**

- Recognition as the networking break sponsor
- Opportunity to provide networking break goody bags (upon approval)
- Corporate logo recognition on digital signage (size based on level)
- Corporate logo recognition on GCXpo signage throughout the site (registration, picnic area, zones, entrance) (size based on level)
- Corporate logo recognition on GCXpo website
- Corporate logo recognition on the event passport document (size based on level)
- 2 VIP invitations to exclusive Preview Night at [Bayview Yards](#)
- 2 VIP invitations to exclusive VIP breakfast and VIP Tour at [Area X.O](#)

## **Collaborator – \$7,500**

- Corporate logo recognition on digital signage (size based on level)
- Corporate logo recognition on GCXpo signage throughout the site (registration, picnic area, zones, entrance) (size based on level)
- Corporate logo recognition on the event passport document (size based on level)
- Recognition as a coffee **OR** snack sponsor **OR** picnic area sponsor **OR** tour tent sponsor
- Corporate logo recognition on GCXpo website

## **Supporter – \$5,000**

- Corporate logo recognition on GCXpo website
- Corporate logo recognition on GCXpo digital signage
- Corporate logo recognition on the event passport document (size based on level)

## **Additional Opportunities**

- Discounts for multi-year commitments
- Charging station sponsor – \$3,000
- Roving Reporter video sponsor - \$5,000
- Event photographer sponsor – \$3,000
- Wi-Fi sponsor – \$3,500
- Picnic Area presenting sponsor - \$5,000

# **GCXpo Sponsorship Opportunities**

## **Custom Sponsorship Package**

Have an idea you would like to try? We would be pleased to meet with you and customize a sponsorship package that meets your specific needs.

Contact Kelley Crowe to explore GCXpo Sponsorship opportunities today: [kcrowe@investottawa.ca](mailto:kcrowe@investottawa.ca)

## **Connect, Collaborate, and Catalyze Your Success!**





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# THANK YOU

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