



GCXPO

Hosted by:
Hébergé par : **AREA.X.O** | **ZONE.X.O** Canada

SEPTEMBER 24, 2025

2025 DEMONSTRATOR AND EXHIBITOR OPPORTUNITIES

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.

GCXpo 2024 Event Outcomes

The 2024 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 continuing to build 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 2025, GCXpo 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,

- 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.

The 2025 Event By the Numbers

Our fourth annual epic demo day:

- 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 32 million

GCXpo 2025: Evolving the Opportunity

GCXpo 2025 will build on the success of the successful 2024 event. For 2025, exciting evolutions include:

- Increasing the number of companies demonstrating representing Canada from coast-to-coast,
- Attracting current and new prospective global collaborators and investors,
- Increasing sector networking,
- Increasing interactive opportunities for government and all event participants.

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 the Government of Canada
 - 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



2024 Demonstrators and Exhibitors Included:



Official Hotels for GCXpo

The official hotels for the event will be [Courtyard by Marriott Downtown Ottawa](#). A room rate of \$229.00 CAD - \$239.00 CAD has been secured for September 23 and 24th. Please use this link to book your hotel room by August 25, 2025: [Book your group rate for GCXpo 2025](#) . For information on how to book, please contact GCXpo@investottawa.ca .

GCXpo Demonstrator and Exhibitor Opportunities

GCXpo, the epic demo showcase, 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.



GCXpo 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
 - One 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.



GCXpo 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

GCXpo'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 29, 2025. Please contact OPTIMAL SHOW EXPERIENCE (OSE) by emailing: info@oselive.com. Please use reference code: **GCXpo25**.

GCXpo Applications

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

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

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

Note: no space is confirmed until approved by the GCXpo team and the GCXpo 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 GCXpo 2025.



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THANK YOU