

Business Case Study

Informa Markets

CLIENT

Informa Markets Engineering

PROJECTAdvanced Design and
Manufacturing Expo - ADM
Toronto, ADM Montréal.**SERVICES**Marketing and Content
Management
Event Management
Strategic Partnership
Development**LOCATION**Toronto, Ontario
Montréal, Quebec**PROJECT DATE**

2021 - 2025

BACKGROUND

Informa Markets Engineering (IME), a division of **Informa Markets**, is a leading B2B event producer, publisher, and digital media company serving the world's \$3-trillion advanced, technology-driven manufacturing industry. IME manages and promotes numerous trade expos across North America and globally. One of its flagship events is the Advanced Design and Manufacturing (ADM) Expo, which showcases the latest products, services, and innovations across the manufacturing ecosystem, including automation, plastics, dry processing, packaging, electric vehicle (EV) technology, and advanced battery solutions. ADM is a biennial trade expo held in both Toronto and Montréal.

After the ADM Expo was cancelled in 2020 due to the COVID-19 pandemic, IME sought a Canadian-based partner to support the successful relaunch of ADM Toronto in 2021. The company required assistance with strategic partnership development, marketing, content development, and event management to help re-engage the manufacturing community.

At the same time, Canada's Anti-Spam Legislation (CASL) presented additional challenges for IME's existing marketing database in Canada. The legislation significantly limited the use of legacy email lists, requiring IME to adopt new partnership-driven strategies to reach its manufacturing audience and rebuild a fully consent-based marketing database.

To address these challenges, IME partnered with Centricity360 (C360) and Richard Bolton to support strategic partnerships, marketing initiatives, and event development, with the goal of growing ADM into the premier advanced manufacturing event series in Canada.



EVENT OVERVIEW

The Advanced Design & Manufacturing Expo (ADM) is a premier business-to-business trade show and conference series produced by Informa Markets Engineering (IME). The event brings together manufacturers, engineers, innovators, buyers, and industry leaders to explore the latest technologies, solutions, and trends across the advanced manufacturing lifecycle. ADM focuses on the integration of multiple manufacturing disciplines—from design and automation to processing, packaging, and emerging technologies such as electric vehicle and battery manufacturing.

ADM is a large-scale, multi-day commercial trade event designed to bring together the full manufacturing ecosystem under one roof. Spanning several days, ADM operates as a dynamic, high-capacity platform that combines expansive exhibition space with a robust, multi-track conference program allowing attendees to tailor their experience based on specific interests—ranging from automation and advanced materials to packaging, plastics, and emerging technologies like smart factories, AI-driven automation, green manufacturing, digital twins, predictive maintenance, and supply chain resilience. Across the show floor, several dedicated presentation theatres and conference centres host keynote sessions, expert panels, technical workshops, and live demonstrations, ensuring a continuous flow of educational and thought leadership content.

The event attracts a broad cross-section of manufacturing stakeholders, including engineers; design, project, plant, and quality professionals; executives and decision-makers; R&D, operations, and procurement leaders; as well as industry innovators and technologists.

The ADM platform is hosted in key Canadian manufacturing hubs, including:

- ADM Toronto - A biennial trade show held at the Toronto Congress Centre that focuses on the Canadian manufacturing landscape and attracts thousands of attendees and hundreds of exhibitors.
- ADM Montréal - A biennial event hosted at the Palais des congrès de Montréal in Montréal, showcasing diverse advanced manufacturing sectors along with industry insights and thought leadership.

Building on the strength of the ADM platform, C360 has worked closely with IME to expand industry engagement, deepen strategic partnerships, and elevate these events as premier gathering places for innovation, collaboration, and growth across Canada's advanced manufacturing ecosystem.

HIGHLIGHTS THROUGH THE YEARS 2021-2025

ADM TORONTO 2021

Due to the COVID-19 pandemic, the ADM event originally scheduled for 2020 was postponed to 2021, with ADM Toronto taking place in November. C360, in collaboration with IME, played a key role in partnership development, marketing consulting, and trade event strategy for ADM Toronto 2021.

Significant partnerships were established with major manufacturing organizations, including NGen (Next Generation Manufacturing Canada) and the CME (Canadian Manufacturers and Exporters). This included marketing support for the event and securing headline keynote speakers. Relationships were established with member-based organizations such as the Canadian Chamber of Commerce and the Ontario Chamber of Commerce to secure support and sponsorship for the event, while leveraging their CASL-compliant databases of targeted manufacturing companies to effectively communicate the ADM trade show's brand and messaging.

In addition, strong connections were built with federal government organizations, such as ISED (Innovation, Science and Economic Development Canada), and provincial entities, including the Ministry of Economic Development, Job Creation and Trade, and the Office of the Premier of Ontario. Technology partners like Haltech, Silicon Halton, and OCI (Ontario Centre of Innovation) provided essential marketing support and key content for the event.

ADM Toronto 2021 Overview

- [ADM Toronto 2021 Live Events](#)
- [ADM Toronto Attendee List at a Glance](#)

ADM MONTRÉAL 2022

In 2022, Informa approached C360 to re-establish our partnership and further strengthen the ADM brand for ADM Montréal 2022 (November 13-14, Palais des congrès de Montréal, Montréal, Québec). ADM Montréal is a bilingual (English/French) event and marked a remarkable recovery for IME, following the challenges of ADM Toronto 2021—our first post-pandemic expo.

C360 played a key role in helping Informa build strategic partnerships. The Chamber of Commerce network took centre stage through a collaboration with the Fédération des chambres de commerce du Québec (FCCQ). The FCCQ participated as an exhibitor and contributed content via a panel discussion conducted entirely in French. In addition, C360 and IME strengthened ties with the Canadian Federal Government through Innovation, Science and Economic Development Canada (ISED). ISED works across the country to improve conditions for investment, enhance Canada's innovation performance, expand global trade, and promote a fair and competitive marketplace.



Manufacturing evolves.
Be a part of **the shift.**

NGen also returned as a partner. As an industry-led, non-profit organization, NGen leads Canada's Global Innovation Cluster for Advanced Manufacturing. Both ISED and NGen had exhibitor booths and contributed keynote and panel discussion speakers, adding significant value to the event program. C360 also began developing a relationship with Scale AI another ISED funded organization. Scale AI is a co-investment and innovation hub with government funding matched by contributions from the private sector.

Overall, ADM Montréal 2022 welcomed over 3,250 attendees, featured more than 180 exhibitors, included 50+ speakers, and offered over 30 hours of educational content.

ADM Montréal 2022 Overview

- [Montréal-2022-Post-Show-Snapshot](#)
- [Montréal 2022 Attendee List at a Glance](#)

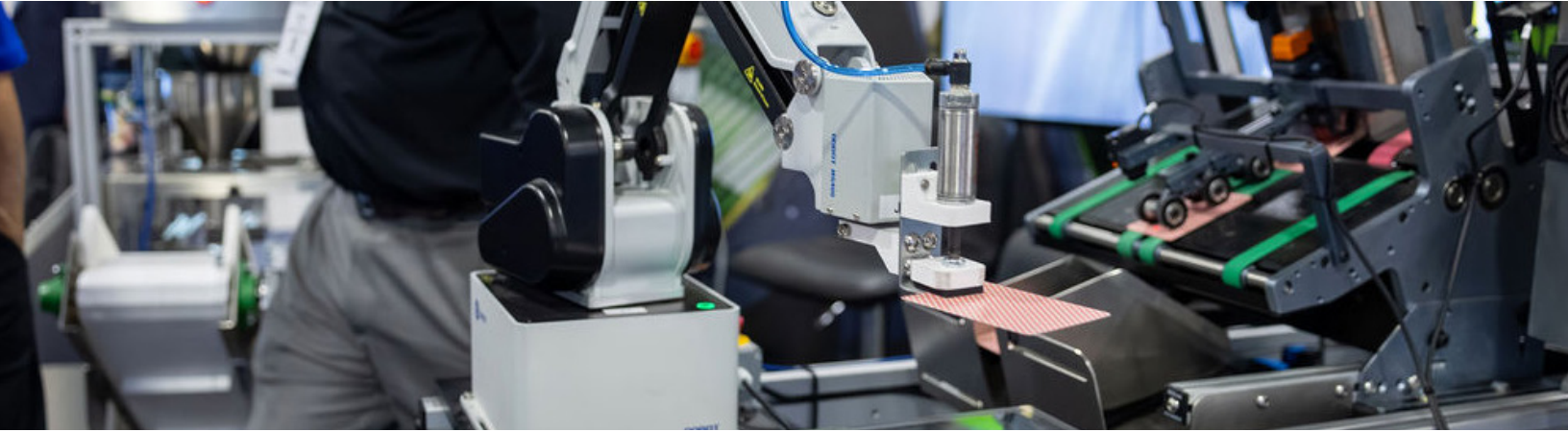
ADM TORONTO 2023

At the start of 2023, Informa and C360 once again joined forces to plan ADM Toronto 2023, building on a proven formula for creating successful trade events.

Both IME and C360 recognized that Canada's EV and EV battery manufacturing sector is rapidly emerging as a cornerstone of the country's clean economy. Driven by abundant critical minerals, strong government incentives, and access to the North American market through the United States-Mexico-Canada Agreement, Canada is establishing a vertically integrated battery supply chain. To highlight this growing sector, a new brand, EV Tech, was introduced at ADM Toronto 2023. C360 played a key role in positioning and branding EV Tech for the show, as well as recruiting speakers from leading Canadian EV organizations such as Accelerate and OVIN (Ontario Vehicle Innovation Network). With these initiatives, Canada is positioning itself as a major North American hub for EV and battery production while supporting the global shift to low-carbon transportation.

C360 also focused on expanding the event's global reach, showcasing Canadian manufacturing innovation and attracting innovative foreign companies to foster international partnerships. Working with the Canadian German Chamber of Commerce, C360 facilitated a German delegation of companies specializing in robotics, advanced technologies, and automation.

The event ultimately welcomed over 4,240 attendees and 307 exhibitors, featuring 76 speakers and 46 hours of educational programming.



ADM Toronto 2023 Overview

- [ADM Toronto 2023-Post-Show-Snapshot](#)
- [ADM Toronto 2023 Attendee List at a Glance](#)

ADM MONTRÉAL 2024

The Advanced Design & Manufacturing Montréal 2024 (ADM Montréal 2024) trade show took place on November 13–14, 2024, at the Palais des congrès de Montréal. The event brought together thousands of industry professionals and over 250 exhibitors showcasing technologies and solutions across the full manufacturing supply chain. ADM Montréal 2024 combined six co-located shows—Design & Manufacturing, Automation Technology Expo, PACKEX, EXPOPLAST, Powder & Bulk Solids, and the newly launched FabBatt, focused on battery manufacturing. The event marked another successful collaboration between the IME and C360 teams in Quebec.

Leading up to the expo, C360 assisted on the development of ADM Technology Day 2024 (3rd Annual) served as a marketing prelude to ADM Montréal 2024. Technology Day offered a full day of virtual education and networking, featuring five webinars covering every aspect of Canada’s manufacturing supply chain, including raw material processing, design, automation, packaging solutions, and more.

ADM Technology Day Overview:

- [ADM Technology Day 2024](#)

In addition, IME and C360 developed a Quebec-focused brand like EV Tech. FabBatt (Fabrication de Batteries) was launched at ADM Montréal 2024 to spotlight the rapidly growing battery and electric vehicle supply chain in Quebec and across Canada. FabBatt serves as a dedicated showcase within ADM Montréal, bringing together companies, technologies, and experts involved in the battery value chain—from raw materials and processing to battery production and EV applications. The new show floor area and conference focused on innovation, supply chain development, and collaboration across Quebec’s emerging battery ecosystem.

FabBatt

- [Fabrication de Batteries Overview: FabBatt 2024](#)

ADM Montréal 2024 also saw significant growth: the number of exhibitors rose to 246 from 183 in 2022, while attendance reached 3,348—a 2% increase year over year.

ADM TORONTO 2025

Advanced Design & Manufacturing Toronto 2025 took place October 21–23, 2025, at the Toronto Congress Centre. The three-day event united the full manufacturing ecosystem—from product design and automation to plastics, packaging, processing, and EV/battery technology—under one comprehensive expo brand.

The 2025 edition introduced a two-track paid conference. Tuesday’s track focused on International and Interprovincial Trade, while Wednesday featured workshops on Battery Safety and Chinese Battery Technology. The conference exceeded its sales goal by 265%. Additionally, ADM Pathways, the new career and workforce development initiative, successfully matched over 80 mentor-mentee pairs.

ADM Toronto 2025 was highlighted in the March 2026 edition of Trade Show Executive magazine, which noted the event “recorded the best performance in Q4 in total attendance growth with a 45.5% surge. The October event achieved double-digit increases across all key metrics, including a 22.1% growth in the number of exhibiting companies, earning second place, and emerged as the fastest-growing Q4 show by blended growth with a 29.9% increase.”

Trade Show Executive Magazine:

- [Leaders Score Double Digit Increases](#)

The expo set new records, attracting 7,389 attendees—the highest to date—alongside 375 exhibitors, 116 speakers, and 75 hours of educational programming.

ADM Toronto 2025 Overview:

- [ADM Toronto 2025 Post Show Snapshot](#)



TSE DASHBOARD

Leveling Off in Key Metrics

Trade Show Industry Decelerates in Fourth Quarter and Overall in 2025

BY CHRIS JENSEN, Director of Research and ANALYTICS EDITOR: JESSICA DILLON

The solid growth enjoyed in 2024 for key metrics has slowed and, in some measures, dipped for the last quarter of 2025, as demonstrated by Trade Show Executive’s (TSE) analysis of trade show performance. A slight increase of 1.9% in net square feet of exhibit space was offset by decreases in exhibitors of 11.5%, and attendance of 12.5% and professional attendance of 13.6%. Also in this issue, the TSE Dashboard will reflect on the total year key metrics, which have not been analyzed in this report since the industry experienced the pandemic shutdown in 2020 and 2021, which severely altered operations.

TSE Dashboard totals have been tallied for 72 shows held in the last three months of the year. This equates to 11,813,044 net, 38,223 exhibitors and more than 1 million attendees, of which 478,264 were professional attendees. After adjusting for outliers and shows without a consistent two-year comparison, Q4 shows notched 11,008,881 net of exhibit space, 36,381 exhibitors, 972,606 total attendees and 384,971 professional attendees. This results out to an adjusted average of 304,262 net, 348 exhibitors, 1,490 total attendees and 836 professional attendees.

Leaders Score Double-Digit Increases As for those having the top two key metrics, PRINTING United Expo scored 25.7% growth in professional attendance, A3, B3 & M3 World Annual General Assembly, Conference & Exhibition (Corporate Council International - North America) is co-located show that was last held as a combined event in 2016, reported a 24% jump in net and a 22.9% rise in number of exhibitors. Advanced Design & Manufacturing East Toronto (ADM Toronto), a biennial show, saw the leader in total attendance with 45% growth. In fact, this event notched double-digit increases in all key growth metrics categories, including second place in the number of exhibiting companies as a 22.9% improvement. The

October event, focused on manufacturing, notched the fastest growing Q4 show by blended growth with a 29.9% increase.

Q4 2025 Toronto 2025 showed our dedication to supporting Canada’s manufacturing industry through a range of transformative and opportunity. The event addressed pressing challenges like navigating trade complexities, building resilient supply chains, advancing careers and attracting top talent. Katie Kovacs, Event Director, said, “With sustainability as a guiding principle, we embraced the future of manufacturing by spotlighting innovators in EV and battery technology and showcasing responsible packaging solutions. This year marked a milestone with a surge in international and interprovincial participation and the debut of a dynamic in-the-quarter session Building, Construction, Home & Repair and Medical & Healthcare, each with 13 shows, and Commerce Goods & Retail Trade and Sporting Goods, Travel & Assessment with seven shows each.

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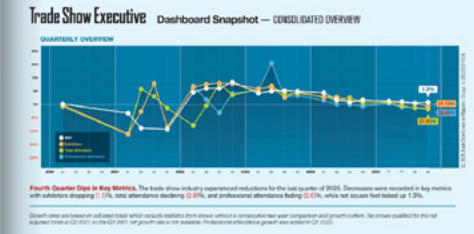
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Looking Back at 2025 The Dashboard totals for the entire year show strong percentage of growth based on adjusted totals with 1.9% growth in net, a 3.9% lift in exhibitors, a 6.5% dip in total attendance and a 1.7% loss in professional attendance. The year data demonstrates the abundance for the industry with 2025 adjusted totals coming in at 38,843,877 net, 128,772 exhibitors, 1,279,818 total attendees and 1,192,049 professional attendees, compared to the 2024 adjusted totals with 38,223,757 net, 128,466 exhibitors, 1,247,368 total attendees and 1,048,429 professional attendees. Given the metrics, results in 2022 and 2023 after the shutdown ended, the numbers demonstrate that the trade show industry is settling into a more normal statistical output.

Set for Q1 2026 Thirty-one TSE Gold 100 shows have been scheduled for the first quarter of 2026. A key to highlight for March are CONEXPO-AGGREGG, a historical event, Industry with 2025 adjusted totals coming in at 38,843,877 net, 128,772 exhibitors, 1,279,818 total attendees and 1,192,049 professional attendees, compared to the 2024 adjusted totals with 38,223,757 net, 128,466 exhibitors, 1,247,368 total attendees and 1,048,429 professional attendees. Given the metrics, results in 2022 and 2023 after the shutdown ended, the numbers demonstrate that the trade show industry is settling into a more normal statistical output.

Project 1 in Vegas & SOUENING at MAGIC Las Vegas, a semi-annual event, BIFOP and WETEC Show: Water & Wastewater Equipment, Treatment & Transport Show, January Insurance, CIBT SHOW Show (Showering, Heating & Outdoor Trade Show), World of Concrete International Production & Processing Expo (IPPE), The International Surface Finish Show, THE NAIMA Show (National Association of Home Mechanics), The PMA Show (Professional Audio) Association of America and Water Pumps, which is a new show in 2026 that replaces the Winter Fancy Trade Show.

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Methodology Quarterly data were sent to shows listed in TSE 2024 Calendar and Gold 100 directory. All responses were cross-checked for discrepancies. The Trade Show Executive Dashboard was created to give show organizers and CEOs a fast read on trade show performance at a show when up-to-date, quality information is paramount for making decisions in today's business world. We recognize that simple statistics don't tell the full story of a show, and year-over-year growth is not the key factor in a show's value to the industry's ecosystem. The TSE Dashboard will provide the traditional metrics of show growth, but it also offers other significant characteristics and accomplishments, such as quality of attendees, international attendance, sales transactions and conference and networking growth. We are grateful to the organizers who allowed us to quantify and qualitative data.

Centricity360 (C360) has played a pivotal role in supporting the growth and success of the Advanced Design & Manufacturing (ADM) Expo series across Canada since 2021. Beginning with ADM Toronto 2021, C360 provided strategic partnership development, marketing consulting, and trade event guidance, establishing relationships with major manufacturing organizations, government bodies, and technology partners. This work continued with ADM Montréal 2022, where C360 strengthened bilingual engagement, federal and provincial partnerships, and industry connections, contributing to a significant post-pandemic recovery. In 2023 and 2024, C360 helped launch sector-specific initiatives such as EV Tech and FabBatt to spotlight Canada's rapidly expanding electric vehicle and battery supply chains, while expanding the events' global reach and industry participation. Most recently, ADM Toronto 2025 set new records in attendance, exhibitors, speakers, and educational programming, reflecting C360's sustained impact on event strategy, branding, and industry engagement across Canada's advanced manufacturing ecosystem.

ACKNOWLEDGEMENTS

A special thank you for the contributions from the following partners:

[Jim Beretta](#) | Customer Attraction

Centricity360 acknowledges the contribution of the entire leadership and marketing team at Informa Markets Engineering.

TESTIMONIALS



“Richard Bolton’s (Centricity360) contributions to Informa’s ADM events in Montreal and Quebec have been instrumental in driving the brand’s success. Leveraging his extensive network within Canada’s manufacturing industry and his dedication to identifying partners beyond his existing connections, Richard has enabled our predominantly UK- and US-based organization to establish strong, meaningful connections within the local industry. His deep industry expertise and strategic acumen have guided pivotal decisions, including the launch of a new battery and EV brand, the development of a conference addressing international and interprovincial trade in response to tariffs, and the creation of a structured career and workforce development program. Richard’s professionalism and his ability to represent and advocate for Informa and ADM has been invaluable”

[Kayle Kvinge](#)

Event Director | Informa Markets - Engineering

ABOUT INFORMA MARKETS ENGINEERING

Informa Markets Engineering is the leading B2B event producer, publisher, and digital media business for the world's \$3-trillion advanced, technology-based manufacturing industry. Our print and electronic products deliver trusted information to the engineering market and leverage our proprietary 1.3-million-name database to connect suppliers with buyers and purchase influencers. We produce more than 50 events and conferences in a dozen countries, connecting manufacturing professionals from around the globe. The Engineering portfolio is organized by Informa Markets, a subsidiary of Informa plc (LON:INF), the world's leading exhibitions organizer that brings a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year.

ABOUT CENTRICITY360

Centricity360 helps Canadian small and medium-sized enterprises (SMEs) grow faster, compete smarter, and thrive in a rapidly changing market. We combine innovative strategies in marketing, business development, and digital transformation with practical, hands-on guidance, giving business leaders the tools and insights to make confident, future-ready decisions.

From enhancing digital capabilities to expanding market presence and uncovering new revenue opportunities, Centricity360 delivers tailored solutions that turn challenges into competitive advantages. By blending cutting-edge technology with deep industry expertise, we're shaping the future of business success for SMEs across Canada.

Centricity360 "Empowering Growth Through Innovation."