ATLSECCON
Anchored in Atlantic

SPONSOR AUDIENCE SNAPSHOT
Based on **2026 Registrations**

NEXT: APRIL 8–9, 2027 · HALIFAX

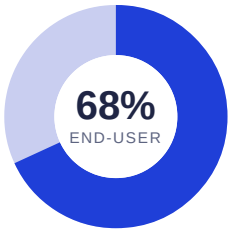
Who You'll Meet at ATLSECCON

A closer look at the people in the room, built for sponsors evaluating reach, seniority, and buying audience. Figures reflect confirmed registrations across attendees and sponsor delegates.

~1,750	645	1 in 3	90%
TOTAL REGISTRATIONS	UNIQUE ORGANIZATIONS	BUY-SIDE ATTENDEES ARE MANAGER OR ABOVE	REGISTERED W/ CORPORATE, GOV & ACADEMIC EMAIL

Audience Composition

The audience is predominantly end-user organizations: the cybersecurity and IT teams who evaluate, buy, and deploy, alongside the solution providers and partners who serve them.



68% End-user organizations
Government, enterprise, finance, education & more

32% Technology & solution providers
Providers, partners & service firms

A predominantly end-user audience.

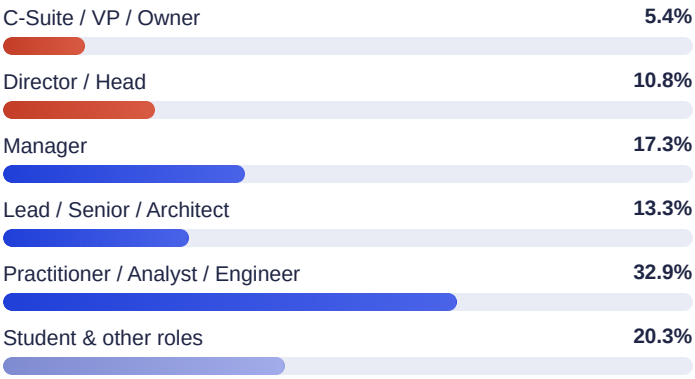
About seven in ten attendees come from organizations that buy and operate cybersecurity. These are the practitioners and leaders who evaluate, approve, and deploy solutions across Atlantic Canada, which makes for meaningful conversations on the floor.

Atlantic Canada's largest cybersecurity conference. ~1,750 professionals from 645 organizations gathered in one room, from provincial and municipal government to the region's biggest enterprises.

HALIFAX, NS
ATLANTIC SECURITY CONFERENCE

Seniority of the Buy-Side Audience

Share of the 1,175 end-user attendees by role level. One in three is a manager or above, the influencers and approvers in the buying cycle.



393
Managers, directors & executives on the buy side

63
C-suite, VP & owner-level decision-makers

Decision-makers and hands-on practitioners.

The audience pairs budget-holding leaders with the technical staff who evaluate and run the tools, so both the economic buyer and the technical champion are in the building.

Buy-side = attendees at end-user organizations (all sectors except technology/cyber vendors). Seniority and role are derived from self-reported job titles at registration; a share of titles were generic or unspecified and are grouped under "other roles."

Where the Buyers Come From

Buy-side attendees by sector. Over half come from government and regulated industries, the organizations with the largest, most mandated cybersecurity budgets.



52% from government & regulated sectors.

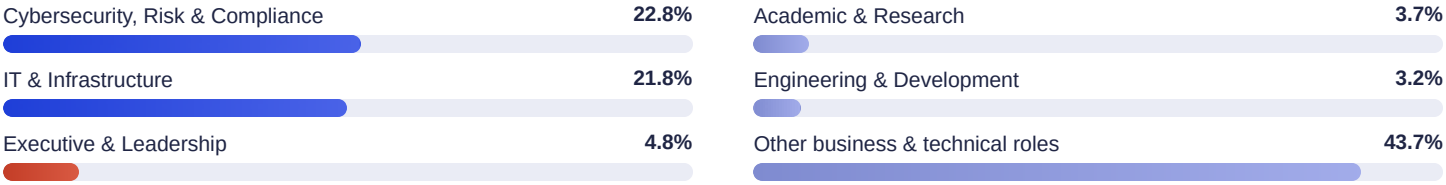
Public sector, finance, education, utilities, telecom and healthcare together make up the majority of buy-side attendees. These are industries where compliance drives sustained, recurring cybersecurity spend.

45%
of buyers hold a Cybersecurity or IT / Infrastructure role

231
government & public-sector attendees

Primary Discipline of Buy-Side Attendees

The core audience is technical: nearly half of buyers work directly in cybersecurity or IT.



Selected Organizations in the Room

A sample of the 645 organizations registered, with the number of attendees shown. From provincial and municipal government to Atlantic Canada's largest enterprises.

45	Halifax Regional Municipality	39	Government of Nova Scotia	32	NSCC
29	Admiral Insurance	24	Dalhousie University	18	Eastlink
15	Nova Scotia Power	14	Halifax Water	14	Dept. of National Defence
12	Bell	12	Digital Nova Scotia	11	Sobeys
9	Nova Scotia Health	9	Invesco	8	Atlantic Lottery
8	Province of NS Cyber Security	6	Royal Bank of Canada		

International Reach: Global Brands in the Room

Beyond its Atlantic Canada base, ATLSECCON draws the cybersecurity industry's leading names. In all, 30+ global cybersecurity brands headquartered across six countries take part, connecting regional buyers face-to-face with the world's top vendors. Reflects brands represented (exhibitors & delegates), not where attendees personally reside.

United States — 23 BRANDS
CrowdStrike, Palo Alto Networks, Fortinet, Zscaler, Cisco, Microsoft, Dell, Tenable, Okta & more

Israel — 6 BRANDS
Wiz, Cyera, Varonis, Cato Networks, Check Point, Radware

United Kingdom — 2 BRANDS
Sophos, Darktrace

Japan — 1 BRAND
Trend Micro

Switzerland — 1 BRAND
Veeam

Canada · Host — PROVIDERS
CDW Canada, Softchoice, GoSecure, CGI, Mariner, Global Relay

Sector and organization figures are derived from the company field at registration and classified by primary industry; "other enterprise & SMB" captures the long tail of private-sector employers not falling into a named regulated sector. International reach reflects the headquarters country of recognizable companies represented at the event, not attendee residence (the registration record does not capture attendee country). Total registration count is approximate; detailed breakdowns are based on 2026 registrations. Source: ATLSECCON 2026 registration data.