

IITSEC 2017

Orlando, FL

Nov. 27 – Dec. 1



The [Interservice/ Industry Training, Simulation and Education Conference \(I/ITSEC\)](#) is the world's largest modeling, simulation, and training conference. Held near the beginning of December in Orlando, Florida, USA, I/ITSEC consists of peer-reviewed paper presentations, tutorials, special events, professional workshops, a commercial exhibit hall, a serious games competition, and STEM events for teachers and secondary students. I/ITSEC is organized by the National Training and Simulation Association (NTSA), which promotes international and interdisciplinary cooperation within the fields of modeling and simulation (M&S), training, education, analysis, and related disciplines at this annual meeting. The NTSA is an affiliate subsidiary of the National Defense Industrial Association (NDIA). Hence, I/ITSEC also emphasizes themes related to defense and security.

The Atlantic Canadian Delegation had over 10 organizations and companies attend the event and as a part of the Canadian Pavilion, as well there were 6 organizations from Ontario that attended and shared the Canadian Pavilion Space.

The Canadian Pavilion at IITSEC, provides the branding and opportunity to allow companies to leverage the Global goodwill Canada has in the Defence, Security and Training sector, as well as to create the space for companies to interact with other Canadian organizations as they may not be able to otherwise. Through the event we were able to leverage the resources of Global Affairs Canada and their local office in Florida, as well as the Atlantic Canada Opportunities Agency in supporting the companies to better be prepared for the show and enhance their opportunities during the show.



Of the companies in attendance there were over 40 qualified leads and 85+ B2B at and around the event. Companies had the opportunity to engage with over 400 international partners through a Canadian reception and facilitated networking breakfast, where companies were given the opportunity to meet with US companies and organizations looking to partner with Canadian firms.

The show is an opportunity to interact with the largest as well as up and coming companies in the Training and Simulation sector. There is also the added benefit of the show being hosted by the National Training and Simulation Association (NTSA) which is headquartered out of Arlington, VA and works with the NCS (National Centre for Simulation) in Orlando.