

DX3 CANADA 2025

POST EVENT REPORT 2025



**MARCH
4TH-5TH**

OVERVIEW



The 14th edition of **DX3**, Canada's leading event connecting Retail, Direct-to-Consumer (DTC) brands, and marketing innovators, successfully convened on March 4th-5th, 2025, at the Sheraton Centre Toronto Hotel. Building upon its established reputation, **DX3** 2025 delivered a focused and insightful experience, addressing the evolving landscape of retail and e-commerce.

This year's event delivered a comprehensive program focused on the intersection of Retail, DTC, and E-commerce, addressing the key challenges and opportunities within these dynamic sectors.

"I want to thank DX3 for the great learning experience—I truly gained valuable insights from it."

— Nima, IKEA



Audience Candid

CONTENT WAS A KEY HIGHLIGHT OF DX3 CANADA 2025

DX3 2025 maintained its commitment to delivering high-quality content, featuring over 20+ sessions dedicated to Retail, DTC, and E-commerce.

Attendees benefited from keynotes, panel discussions, and roundtables led by CXOs, VPs, and director-level executives from prominent organizations including Unilever Canada Inc., GE Appliances Canada, L'Oréal Canada, Endy, BMO, Avery Dennison Corporation, Casper, Kevito Group and many more.

1000+
Attendees

100+
Speakers

10+
Workshops

20+
Sessions

40+
Partners

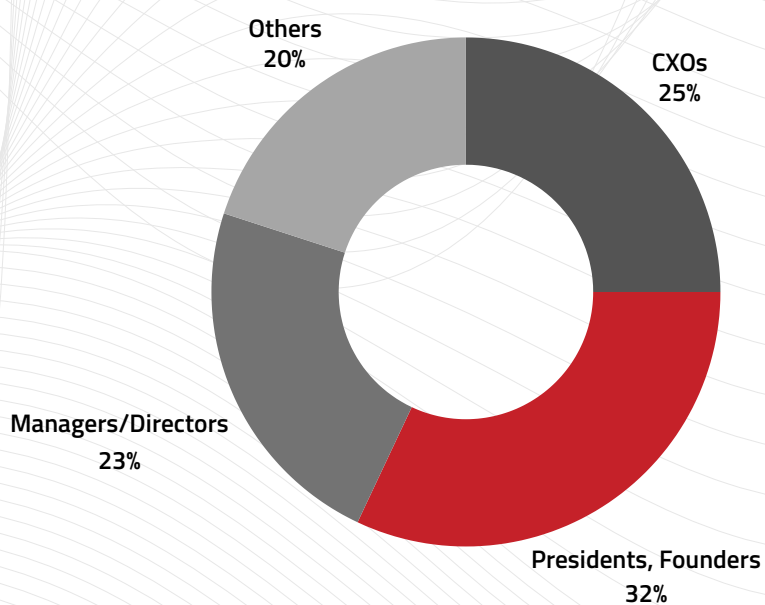


WHO ATTENDED DX3 CANADA 2025

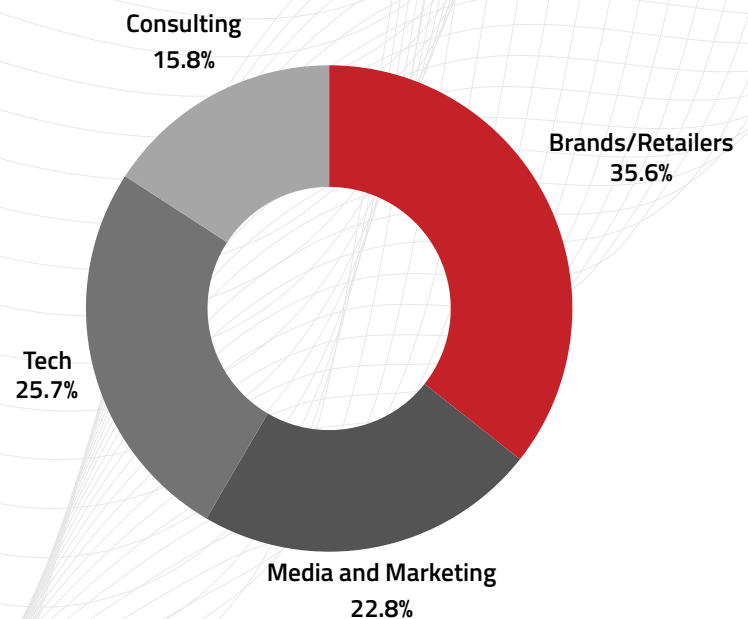
DX3 2025 brought together leaders across brands, retailers, agencies, and technology.

By providing a space where cross-functional conversations on innovation can happen, DX3 attracts a lot of leaders looking to understand the latest competitive advantages. This is reflected in the attendee demographics, with a significant portion of attendees holding leadership positions.

ATTENDEE DEMOGRAPHICS



SENIORITY LEVEL



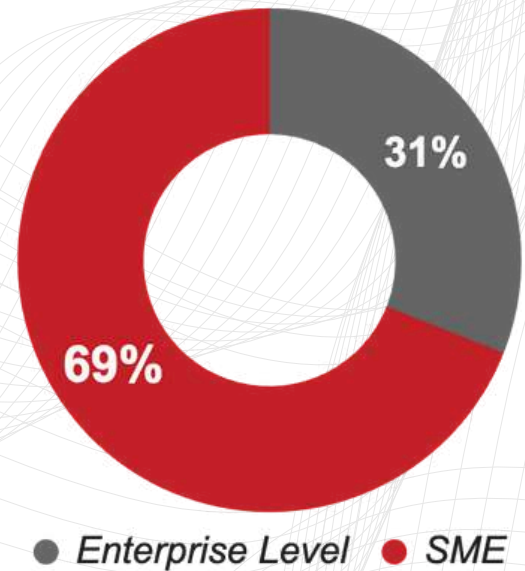
INDUSTRY SECTORS

CONFERENCE DEMOGRAPHICS

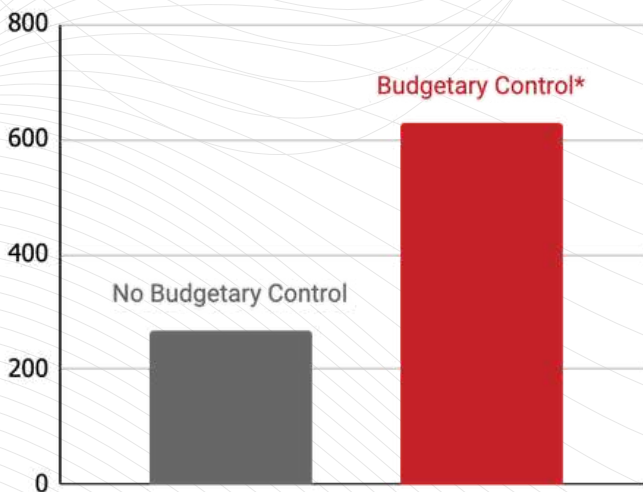


SIZE OF THE BUSINESS

Startups, SMEs, and Enterprises: **DX3** brings together the full spectrum of business sizes. Find your next partnership, discover new technologies, and drive your business forward



BUDGETARY CONTROL



Maximize your ROI at DX3. Our attendees, with strong budgetary control, are actively seeking tools and technologies to drive innovation in retail, DTC, marketing, and e-commerce. Learn how to strategically allocate your budget for maximum impact.

*Approximately 43% plan to invest in technology tools within 12-18 months

WHO ATTENDED DX3 CANADA 2025



ATTENDEE TESTIMONIALS



PANEL SESSIONS

“

Having been a part of **DX3** Canada for a number of years, I can say this was my favourite iteration. Being one of the only conferences in Canada that blends Marketing, Retail and Digital, **DX3** is required learning for anyone in those overlapping spaces. I always learn from both the speakers and the exhibitors, and the venue was perfect for me this year. I look forward to this conference growing as we look ahead to many changes on the horizon.

SARAH BADUN
VP & GM

“

Being a participant at **DX3** was an incredibly insightful experience. It gave me the opportunity to engage in thought-provoking discussions with fellow industry leaders about the future of retail and how to face the ever-changing landscape. It was a fantastic platform for networking, exchanging ideas, and learning from other professionals in this space. I'm grateful for the chance to contribute to the conversation and look forward to participating at **DX3** again!

STEPHEN BAILEY
CMO

“

I had a great time speaking on two panels at this year's **DX3** conference, sharing insights that truly resonated. Events like these are an excellent opportunity to exchange ideas, meet interesting people, and embrace the power of serendipity. In a world where so much happens behind a screen, there's real value in stepping out and connecting with like-minded individuals in person

ROB FRASER
FOUNDER

ATTENDEE TESTIMONIALS



“

I've just come back from DX3 Canada, and it still strikes me: some encounters succeed in making an event not only relevant but memorable. A huge thank you to Hifazat Ahmad, CEO of DX3 Canada, the man behind this event, which doesn't just organize, but creates real opportunities for discussion and growth.

MATT
FOUNDER & CEO

“

I am deeply honored to have been a panel speaker at DX3 Canada, discussing the future of omnichannel customer experiences. It was an incredible opportunity to share insights and engage in thought-provoking conversations with industry leaders and professionals who are as passionate about transforming customer journeys as I am.

CHANCY CHEN
HEAD OF OMNICHANNEL

“

We just wanted to say thank you for having us at the conference. We really enjoyed the two days, and felt it was a very successful experience overall. So many interesting retailers, tech companies and industry stakeholders that we had the chance to meet

KATELYN
SILVER SPONSOR



**PANEL
SESSIONS**

DX3 2025

SPONSORS & PARTNERS

A huge thank you to our valued sponsors for their partnership in making **DX3 Canada 2025** a resounding success.

PLATINUM SPONSOR



SILVER SPONSORS



BRONZE SPONSOR



ASSOCIATE SPONSORS



DX3 2025

SPONSORS & PARTNERS

WORKSHOP SPONSORS

propulso



cyberimpact

pilothouse

EXHIBITORS

sezzle



STALLION

twinr



miix
analytics



buffaBRAND.
Professional Commerce Brand Growth Partners



ROI MINDS



B WAVE

magebit

SHIP

GLOBAL

GLOBAL SHIPPING MADE EASY

ProductShots.ai



Office of the
Privacy Commissioner
of Canada



UNIVERSITY OF
TORONTO
SCARBOROUGH

Arts &
Science Co-op



TRANSPORT S&H



ODYSSEY^{3D}



mplus

STRATEGIC PARTNER

Global

HARDLINES
Connecting the Home Improvement Industry

ySpace

YORK
UNIVERSITY

MEDIA PARTNER

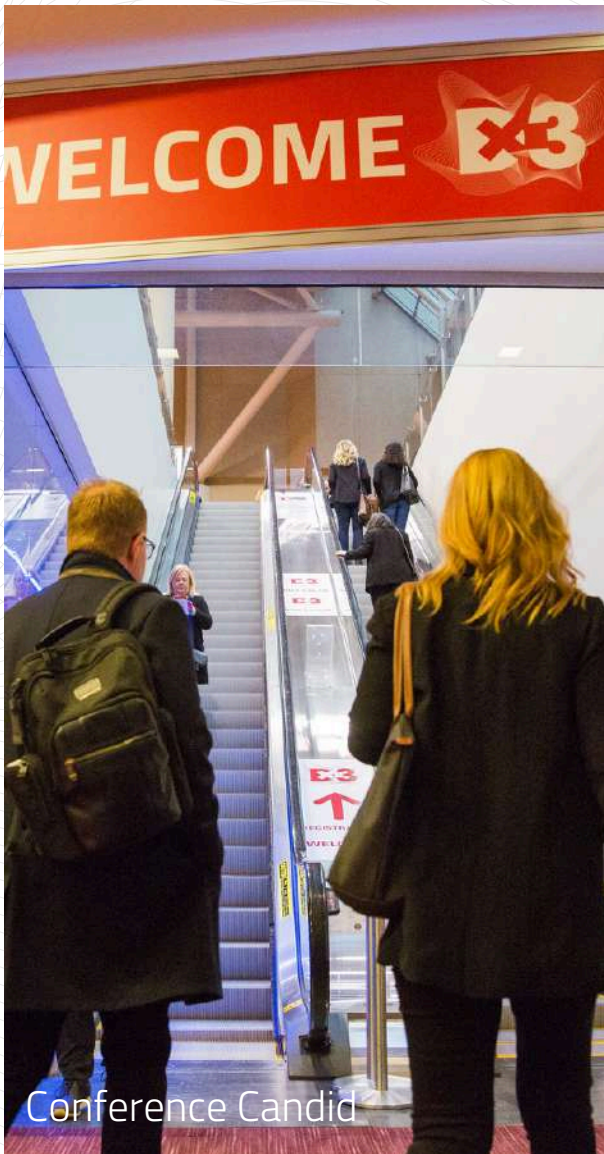


CANADIAN SME
BUSINESS MAGAZINE

WHAT TO EXPECT AT DX3 2026

LOOKING AHEAD TO DX3 CANADA 2026

DX3 Canada will return in 2026 on the 24th-25th as the premier event at the intersection of Retail, Marketing, and Tech. Attendees can expect the same dynamic format that makes DX3 a must-attend:



Conference Candid

- Engaging panel discussions featuring industry leaders.
- Interactive workshops providing practical skills and knowledge.
- Dedicated networking opportunities to connect with key professionals.
- Executive lounges designed for high-level conversations.
- A vibrant product and service showcase highlighting the latest innovations.

JOIN US NEXT YEAR



24th - 25th March, 2026

MORE ABOUT US

Are you interested in our upcoming event? Please send us an email or give us a call

PHONE

+1 416 597 5751

EMAIL

info@dx3canada.com

WEBSITE

www.dx3canada.com