

**HALIFAX**  
**POP** *MUSIC FESTIVAL*  
*& CONFERENCE*  
**EXPLOSION**

Halifax Pop Explosion has over  
25 years of experience

# By The Numbers



*15 VENUES*



*1,000,000+ MEDIA REACH*



*300+ VOLUNTEERS*



*20,000+ FANS*



*200+ PERFORMANCES*



*4 DAYS*

# Audience Profile



*20,000+ ATTENDEES*



*30% OF ATTENDEES ARE AGES  
19 - 24*



*50% OF ATTENDEES ARE  
AGES 25 - 34*



*50% MALE + 50%  
FEMALE*

*40% OF ATTENDEES FROM OUTSIDE OF HALIFAX  
WHICH INCLUDES MUSIC INDUSTRY FROM ACROSS  
NORTH AMERICA.*

What They Are Saying





The Future Of...

**HALIFAX**

**POP** *MUSIC FESTIVAL  
& CONFERENCE*

**EXPLOSION**

A Commitment To Producing a  
World-Renowned Music and  
Cultural Event

# Halifax Is A Creative Leader and Tourist Destination

Growing, Growing and Growing...

**HALIFAX**  
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**EXPLOSION**



Thank You!

