DAXIO Announces Three-Year Growth Plan for 12-Event U.S. Trade Show Portfolio

Trade show and commercial-technology company combines 12 specialist US events, proprietary DealConnect technology, $35.7 million in annual commercial capacity

WEST PALM BEACH, FL, UNITED STATES, September 21, 2026 / EINPresswire.com/ -- Founder-owned trade show and commercial-technology company outlines 2027–2029 revenue plan, DealConnect technology strategy and planned 2030 exit

DAXIO, the founder-owned U.S. trade show and commercial-technology company, today announced its three-year growth plan for a portfolio of 12 specialist U.S. exhibitions, supported by its proprietary DealConnect technology and AI-enabled operating infrastructure.

> The next billion-dollar exhibition business will not resemble the last generation of exhibition groups said Barclay-Ross. It will combine expertise,tech, intelligent automation & disciplined execution"
>
> *Dawn Barclay-Ross*

The plan covers three full operating years from 2027 through 2029, following the commencement of portfolio sales in August 2026, and forms the operating pathway towards DAXIO's planned 2030 exit.

DAXIO's current portfolio comprises 12 specialist events across infrastructure, energy, environmental technology, agriculture, healthcare, medical technology, insurance, advanced manufacturing, aerospace, defense and talent technology.

The portfolio includes InfraBuild, PowerXpo, EnerWasteXpo, AgriTechXpo, BioGenomic Health Expo, Advanced Medical Device Show, NextGen MedTech Xpo, InsureCap, SmartMfg, AerospaceXpo, DefenseXpo and TalentTech.

Together, the portfolio provides up to 5,856 stand-equivalent positions and approximately $35.7 million in annual commercial inventory capacity at current pricing, comprising approximately $32.2 million in exhibition stand inventory together with sponsorship, advertising and Thought Leadership opportunities.

Three-Year Revenue Plan

DAXIO's financial model applies progressive commercial realization across the portfolio as the events scale.

The plan projects approximately $12.5 million in revenue in 2027, increasing to approximately $21.4 million in 2028 and $30.4 million in 2029.

The operating model is designed around a centralized technology and commercial infrastructure serving multiple independent event inventories. This allows DAXIO to expand commercial activity across the portfolio without replicating a traditional large-scale event-company cost base for each exhibition.

The company's current model projects contribution of approximately $11.2 million in 2027, $20.1 million in 2028 and $29.0 million in 2029, with contribution margins progressing from approximately 89.6% to 95.5% across the period.

Sales across the portfolio commenced in August 2026, giving the first phase of the plan a longer commercial runway than a conventional 12-month operating year.*

DealConnect Technology

A central component of the DAXIO model is DealConnect, the company's proprietary technology developed to support business qualification and commercial matching.

DealConnect assesses businesses across more than 500 data points, including capability, compliance and financial criteria. The technology is designed to improve the quality of commercial connections between participating organizations rather than relying solely on conventional event networking.

DealConnect sits alongside DAXIO's Hosted Buyer programmes, through which qualified buyers with purchasing responsibility and confirmed budgets can participate in structured meeting programmes with relevant exhibitors.

DAXIO's operating infrastructure also incorporates AI-supported prospect research, data acquisition, outbound communications, response management, lead classification, campaign management and commercial routing, and buyer trade tariff accountability with human involvement retained for commercial decision-making, closing and physical event operations.

Building a Scalable U.S. Portfolio

DAXIO's strategy is based on operating multiple specialist exhibitions through shared commercial, technology and operational infrastructure.

Rather than positioning the individual exhibitions as standalone businesses, the company is developing a portfolio model intended to create operating leverage as commercial realization increases across the 12-event programme.

The initial U.S. programme spans sectors in which business purchasing decisions, supply-chain relationships, compliance requirements and specialist knowledge play an important role in commercial engagement.

DAXIO is headquartered in Florida and remains wholly founder-owned and independent of private-equity ownership, institutional exhibition groups and external corporate control.

Founder and CEO Dawn Barclay-Ross has approximately 25 years of international trade show and business-development experience.

"We have built DAXIO around the principle that specialist exhibitions can combine strong face-to-face commercial engagement with technology, structured qualification and a significantly more efficient operating infrastructure," said Barclay-Ross.

"The portfolio is now operating, sales are underway and we have a clearly defined three-year plan. Our focus is on executing that plan across the 12-event portfolio, expanding DealConnect and building the scale required for the next stage of the company."

Pathway to 2030

DAXIO's three-year operating plan forms part of a broader strategy culminating in its planned 2030 exit.

The company has established a pathway towards a $1 billion valuation goal, with the strategy centered on continued portfolio replication, increased commercial realization, recurring DealConnect revenues, preservation of the company's high-margin operating model and the development of the governance, reporting and controls required as the business scales.

The company's 2027–2029 projections represent the first three full operating years within that pathway.

"Our objective was not simply to build another exhibition organizer trade show series," Barclay-Ross said. "We have built a commercially scalable platform that combines specialist events,

proprietary technology, qualified buyer engagement and an AI-supported operating structure. The next three years are about demonstrating that model at scale."

About DAXIO

DAXIO is a Florida-headquartered trade show and commercial-technology company operating a portfolio of 12 specialist U.S. exhibitions.

Its operating model combines specialist B2B events with proprietary DealConnect technology, Hosted Buyer programmes and AI-supported commercial infrastructure designed to connect exhibitors, buyers and commercial partners across targeted industry sectors.

DAXIO is founder-owned and led by Founder and CEO Dawn Barclay-Ross.

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