

Demo & Tech FAQ

Note: If you have not already reviewed the [Demo Workspace](#) please do so as soon as possible. It contains important information and visuals of the stage setup.

Q: Can we use PowerPoint/Keynote slides, show a video, or use Figma during our demo?

A: **NO. No slides (including slides hosted at URLs/webpages), video or Figma are allowed.** The demo must be a showcase of your technology in a live environment. We want the audience to experience your product as if they were a true user; this gives them a better idea of how it would be useful to their organization.

Our audience knows our rules, and if they don't see a live demo, **they will assume it's because the technology doesn't actually work**, whether that's true or not. Using slides, etc. is also a direct violation of the demo contracts that all companies sign and will disqualify you from Best of Show voting. Any footage of slides, Figma, or pre-canned video will be cut from your demo video.

If you believe you cannot demo your technology without the use of one of these prohibited items, please contact Madeline as soon as possible.

Q: Who usually demos from the participating companies?

A: Usually a C-level employee, senior executive or founder. We recommend two presenters: One person to speak while the other person "drives" the demo/technology. That way, both presenters only have one thing to focus on. That said, we've certainly seen great one-person demos in the past.

Q: Can you explain the coaching process?

A: See Demo Workspace.

Q: Can we do an in-person rehearsal at the venue? If so, when?

A: Yes, see Demo Workspace.

Q: I wasn't able to come to rehearsal day. Can I still check my devices' connectivity on stage?

A: Possibly. Please come to the backstage area at 7:45 am on the day you are scheduled to demo. We'll try our best to get you on stage with the A/V tech to connect your devices and confirm everything works (and looks good) before the audience arrives. This is not a time for rehearsals, only to check your devices. If you would like to do so, please email Madeline (madeline@finovate.com).

Q: What will be on stage for the demo?

A: There will be a podium to set your devices on. The podium will contain all the necessary connections (HDMI, power strip, internet, etc.). A small timer will also be sitting on the podium, as well as a large timer at the base of the stage. There will also be a confidence monitor at the base of the stage mirroring what is shown on the main screen.

Q: Do we use our own devices for the demo? What kind of device(s) can we use?

A: Yes, you use your own devices because you are comfortable with them. It can be a laptop, mobile device (e.g. mobile, tablet etc.), and/or other technology (e.g. card reader, POS system, ATM). We've seen a wide variety of different devices on stage and are happy to work with you if you have something out of the ordinary. That said, if you are **using a device that cannot plug into an HDMI connection (like a card reader, POS system, ATM, etc.), please email Madeline (madeline@finovate.com) well in advance of the event so that we can properly prepare.**

When using a **laptop**, please keep in mind:

- Display connection: If your laptop does not have an HDMI port, please bring the appropriate adapter (this is applicable to most Macs).
- Internet connection: A high-speed wireless network with dedicated bandwidth will be available. You will get the password to that network backstage before your demo.
- Resolution: We recommend a 16:9 aspect ratio (typically this is 1920 x 1080). That said, we can also accommodate a 16:10, 4:3 and others as needed.
- Sleep function: Turn it off. When your device falls asleep, it can disrupt its connection to the A/V equipment showing the audience a blank screen.

When using a **mobile device**, please keep in mind:

- Display connection: HDMI, so please bring the appropriate adapter. You may also use technology like Quicktime, etc. to display your phone onto your laptop desktop (for information on Quicktime, see here: support.apple.com/en-us/HT201066.)

Android users, please be aware that anti-piracy protections on the phone can make it difficult to get video out through HDMI. Sometimes we can find workarounds, but it's best to bring a backup device.

- Internet connection: A high-speed wireless network with dedicated bandwidth will be available. You will get the password to that network backstage before your demo.
- Sleep function: Turn it off. When your device falls asleep, it can disrupt its connection to the A/V equipment showing the audience a blank screen.

Q: If we're using multiple devices, can we show them on a split screen?

A: No, our system is not set up to blend feeds together (although it is possible to set up something like a split screen on your laptop, which then only requires us to show the feed from the laptop). We also do not recommend split screens because the resulting images are smaller (50% of the size of the normal full screen) and harder for the audience to see. Instead of showing devices on a split screen, the A/V team transitions between them. There are two ways to transition to a different feed – see the Q&A below.

Q: If we're using multiple devices, how will transitions work so that the audience can see each device on the screen?

A: Transitions between multiple devices can be done one of two ways. The first and vastly preferable way is to give the A/V team at the venue a detailed script with the transitions clearly marked. Good examples of scripts are here: <https://finovate.com/download/FinovateDemoScriptExamples.pdf>

The second and more casual way is for you to use an audible command from stage for the A/V team – i.e., you would say "Please switch to the laptop now" or "Let's go to the mobile device" when you're ready to switch. Please understand these transitions are not instantaneous, so be prepared for a 3-5 second delay while our A/V team makes the switch for you.

If you do not give the A/V team a script during your rehearsal, please plan on using audible commands for your transitions. We cannot use scripts that are submitted after your rehearsal.

Q: What is device drop off? What do we drop off and when?

A: We like to have almost all devices backstage with us before demos begin for the day. The reason is so that the A/V team can familiarize themselves with the devices, make sure resolutions are correct, troubleshoot problems with particular devices (for example, Androids can be troublesome), etc.

Other than mobile devices, you will drop off all other devices in the morning or over lunch depending on your demo slot. Please refer to your personal presenter schedule for your device drop off time when it's distributed the week before the event. When dropping off your device, make sure your device is fully charged and demo windows are open (so that our A/V team can easily bring your laptop up on stage and set it up when it's time). If your device is password protected, we suggest changing your password to something simple that you can write down for us or removing it for the day.

All devices remain in the staging area until your demo, so please take that into account at your booth (i.e., you might need to bring a second laptop for your booth if you're also using one on stage).

Q: How does the process work for before, during and after our demo?

A: Demos take place on a stage with two podiums, alternating between podiums. As one demo is happening at the lighted podium, the next demo is being set up on the other, darkened podium. In the agenda, demos are divided into sessions. Presenters will check in with our staff at the Speaker Check-In & Lounge **15 minutes before the start of the demo session in which they are presenting** (not 15 minutes before their individual demo time) – this time will be noted on the personalized presenter schedule received the week before the event. They will stay in the Speaker Check-In & Lounge until their demo. Refreshments will be available.

About 2-3 demos before yours, you'll be escorted from the Speaker Check-In & Lounge to backstage where the audio technician will put a microphone on you and you will make sure your devices are ready.

When the demo before yours starts, the A/V tech will carry your devices to the podium and connect them to the A/V equipment and internet. During this time, you'll have a chance to make sure everything is set up and get a feel for the stage. The A/V tech will be standing beside you until you're certain you're ready to go, at which point they will head offstage.

Once the demo before yours ends, the MC will thank those presenters and check to see that the A/V tech is no longer standing next to you (this will be their cue that you are ready to begin your demo). The MC will introduce you, the lights will come on at your podium, and you may begin your demo. We will start the timer when you begin speaking.

After your demo is complete/your 7 minutes are up, leave all your devices on the podium, exit the stage and see the audio tech to have your mic removed (do not remove it yourself; it damages them). As the MC thanks you and introduces the next demo, the A/V tech will unplug and bring your devices back to you. Once you have your devices, head back to the Speaker Check-In & Lounge to check out with our staff and pick up any bags, jackets, etc. Then you can either go back to the auditorium and resume watching demos or head to your table to prepare for networking.

Q: As the MC introduces us, what will be shown on the screen?

A: We'll display a still screen with your logo and other event information. We will go to the device feed as soon as it seems appropriate unless you give us a script noting a different transition.

Q: Where should we stand on stage/how much of the stage can we use?

A: The stage will have two podiums and demos alternate between them. There is enough room around each podium for someone to stand behind it and another person to stand next to it. When standing next to the podium, stay within two to three feet of it (do not walk out into the middle of the stage). The reason is because the podium is where the stage lights are focused. If you move beyond that, the audience cannot see you. Additionally, you may walk in front of the screen or draw attention to the setup going on at the other podium.

Q: Can I bring my script or notecards on stage during my demo?

A: We strongly recommend presenters memorize their demo. If you need your script or notecards on stage, only use them as a prompt and do not read off of them directly. Speaking naturally and conversationally is a much better experience for the audience.

Q: What if we run out of time?

A: If you are not finished when your 7 minutes are up, a bell will sound and your microphone will turn off. Your logo will appear on the demo screen and the MC will come on stage to thank you for your demo and direct people to your table in the exhibition area to find out more.

You'll be able to see a small timer on the podium and a large timer at the foot of the stage counting down from 7 minutes that will warn you when your time is running low. Please plan to keep your demo well within the 7-minute time window so that the bell does not sound.

Q: Any other tips for my demo?

A: Yes, we're full of them!

During your demo:

- Show ENERGY! The audience will find it contagious.
- Start speaking only when you're hooked up, online, and **the stage lights have turned on**. Once you start speaking, the timer will start.
- The timer is counting DOWN from 7 minutes to zero – make sure you end on time.
- Track your demo by using the monitor in front of the stage – don't turn your back to the audience by looking at the screen behind you.

Right before your demo:

- Turn off sleep/hibernate mode and auto lock features. Inactive devices appear as disconnected devices and cause confusion for our A/V team.
- If you're not using audio, mute your device.
- If you're connecting a mobile device to the wireless network, put your device in airplane mode so that it does not search for a cellular connection (it disrupts internet connectivity).
- Turn off all system/application updates (they can ruin your demo if they start updating right before or during it).
- Turn off all notifications (e.g. text, email, calendar appts, social media and other pop ups).
- Leave your name badge, bags, etc. in a supervised area backstage or in the speaker lounge to retrieve when you're done demoing.

Q: What should presenters wear on stage?

A: Dress is business to business casual. If you plan on wearing a dress, wear a belt or something we can attach the microphone pack to.

Q: Are you recording the demos? How do we get a copy? When is it available?

A: Yes, we record the demos and edit them within a couple weeks after the event. Once ready, we'll share a link for you to download your video and post it to social media, website, etc. We'll also include it in our video archives on finovate.com.

Q: Will sensitive information be blurred out in our demo video (e.g. phone number, passwords, credit card number, etc.)?

A: It's possible but can make it difficult for viewers of your demo video to see and understand what's happening on the screen. It can also substantially delay us posting your video online. It's best to use a fake account during your demo so that we don't have to blur out anything. Alternatively, we've had presenters use a real account/credit card/etc. for their demo that they immediately cancel after the show to make sure there's no opportunity for fraud.

If you do need anything blurred out, please let Madeline (madeline@finovate.com) know in advance of the event. We will not blur anything out unless you tell us.