FinovateFall
NEW YORK | SEPT 9-11, 2026

EVENT PREP, NETWORKING & EXHIBITING FAQ

Note: If you have not reviewed the Demo Workspace, please do so as soon as possible. It contains important information and deadlines.

EVENT PREP

Q: What's included in the demo package?
A: A detailed list is on the "apply to demo" webpage and on the first page of your demo contract.

Q: What do we need to do to prepare for the event?
A: All information is in the Demo Workspace. It contains a description of each task, plus a timeline with key dates and deadlines. The link can be found at the top of this page.

Q: When do you release the demo order/schedule and update the website agenda?
A: Demo slots are assigned randomly out of fairness to all demoers. Madeline (madeline@finovate.com) will share your demo time in mid-August.

Q: What if we need to withdraw from demoing for some reason? What should we do?
A: If you think you might need to withdraw from demoing, please let Madeline know immediately. *Note: Per Section 3 of your contract, you will still be responsible for some or all of your demo fee if you do withdraw. Please refer to your contract for guidance.*

Q: How can I maximize the impact of my participation in Finovate?
A: Please review the Marketing Brochure and Demo Workspace.

NETWORKING

Q: Will information about our company be advertised before the event?
A: Yes. We advertise your company in marketing and partner emails, on the event website, in social and blog posts, and in the event platform/networking app, ConnectMe. Within ConnectMe, you will have a virtual booth that you can customize -- additional information is in the Demo Workspace.

Q: What is the audience composition?
A: See a breakdown of the audience on the event website here.

Q: We want to reach out to the audience before the event. What's the best way to do so?
A: The event platform/networking app, ConnectMe, will be available two weeks before the event through which you may message attendees and set up meetings. You also receive the press and attendee titles & organizations lists before the event that can guide your outreach in a focused way.

Q: When can we start booking meetings?
A: ConnectMe launches two weeks before the event through which you may message attendees and set up meetings for the event days. All meetings are 15 minutes, and there are designated meeting times built into

the agenda. We'll let you know via email when ConnectMe launches. More information on ConnectMe can be found on the Demo Workspace.

Q: How do I update my profile on the event platform, ConnectMe? How do I set my meeting availability? How do I book a meeting?
A: Please refer to the ConnectMe information found on the Demo Workspace.

Q: I'd like to schedule a meeting with someone who is not attending the event. One of our partners/investors/etc. wants to stop by to watch our demo. Are these allowed?
A: No. We cannot let people into our contracted space who have not purchased an event pass, even if it's just for a quick meeting or to watch your demo (security will be badge checking).

Q: How do the networking breaks work in conjunction with the demos?
A: Networking breaks are interspersed between sessions of demos. This is so the audience can follow up with demoers at their exhibit hall stands to learn more while the technology is fresh in their minds. Through your demo, not only do you showcase your technology, but you also let attendees know who your target audience is and who should meet you at your demo stand.

EXHIBITING

Q: When will we have our stand in the exhibit hall and what will be at it?
A: You will have a stand from 8:00 am – 6:30 pm exclusively on the day of your demo (**either September 9 or 10**). While the exhibit hall is open during the content sessions, most attendees will be watching content – this means you don't need to have someone at your stand during those times – they can enjoy the content instead. However, please staff your stand during intermissions, lunch, and through the entire networking reception/end of the event that day.

Your stand will have a sign with your logo, large flat screen monitor, power connection, high-speed internet, and lead scanning access. Please bring a laptop or other device to connect to the monitor (HDMI) and the appropriate adapter – if you're demoing on a laptop or tablet, please make sure to bring a second device to use at your stand.

You are allowed to bring one pull-up banner (33.5" x 81" in size) and promotional materials — please see additional guidelines and restrictions below.

Guidelines for Pull-Up Banners and Promotional Materials at Demo Stands

- **Pull-Up Banner Specifications**: Each demo company is permitted to bring **one** pull-up banner with a maximum size of **33.5" x 81"**. Banners exceeding this size will not be allowed.
- **Promotional Materials**: Companies may bring promotional materials to their demo stands. However, we strongly encourage the use of **sustainable and eco-friendly options** to minimize environmental impact. Please note that promotional materials can only be distributed from demo stands and cannot be left on tables, chairs, etc. throughout the venue.
- **Space Considerations**: All banners and promotional materials must remain within the boundaries of your designated demo stand space. Items that infringe on neighboring demo stands or obstruct other companies' displays will be subject to removal by event organizers.
- **Compliance**: Event organizers reserve the right to remove any banners or materials that exceed the approved size or encroach on other demoers' spaces.

No additional furniture or signage is allowed (ex. booths, pop-up walls, etc.).

Q: Is there internet at the demo stand?
A: Yes, a high-speed wireless network with dedicated bandwidth is available for demo stands. If the network name and password are not provided at the stand, please ask Madeline.

Q: How does lead scanning work at the stand?
A: Lead scanning runs through the networking app, ConnectMe. To scan a lead, you open the ConnectMe app, click the "Lead Retrieval" button, which will open the phone's camera, and scan the QR code on the attendee's name badge. This lead data will populate in your company's Lead Insights account.

Information on ConnectMe, lead scanning, and Lead Insights is shared the week before the event.

Note: While demo companies are responsible for collecting lead data at their physical demo stands, Finovate captures data from attendees who watched your demo live, visited your virtual booth, and interacted with your company on ConnectMe, all of which also populates in Lead Insights.

Q: Can we distribute brochures, handouts, promotional items, etc.?
A: You may offer promotional materials at your stand; however, you cannot distribute them anywhere else in the venue (on networking tables, auditorium chairs, etc.). You may notice materials distributed in such a way – these are from event sponsors and partners and agreed to ahead of time – they are not from other demoers.

Please think sustainably when considering promotional items.

Q: What is my stand number? How will attendees find our stand?
A: We do not assign demo stand numbers because all demo stands are grouped together and highly visible.

Q: Can we leave items at our booth unattended?
A: No. While we do have security personnel monitoring the event spaces, they cannot be everywhere at once. We do not recommend leaving any important items at your booth unattended including phones, laptops, purses, or other valuables.

Q: Will Finovate ship my promotional items back to my office?
A: No. Demoers are responsible for shipping their materials.

AFTER THE EVENT

Q: Who votes for the Best of Show awards? When do you give them out?
A: Only the audience votes for Best of Show (Finovate employees, demo companies, and guests of demoing companies do not vote). Attendees vote for their top three favorite demos at the end of the day through the ConnectMe event app. We give Best of Show awards based on the percentage of total votes each company receives.

The award ceremony will be on September 10 at 5:45 pm during the networking reception. Please plan on attending.

Q: Can I participate in a future show?

A: Absolutely – we'd love to consider you for a future event as you continue to innovate and update! If you have any questions on involvement opportunities, drop us a line at demo@finovate.com.

For more information about paying demo invoices, nominating VIP guests, registering colleagues, coaching calls, rehearsals, etc., please see the Demo Workspace.