Finovate
by informa

SPRING

May 3-5, 2027
Gaylord Pacific Resort & Convention Center
San Diego, CA

Demo Opportunities

Demo your latest financial services technology live, in front of 1,200+ C-level banking and enterprise execs, venture capitalists, entrepreneurs, media and analysts.



FinovateSpring: Give your innovation the spotlight it deserves on fintech's biggest stage

Innovation is hard. Getting it in front of the right people is even harder. Finovate connects your technology with the decision-makers discovering what's next in financial services before it reaches the mainstream.

Only at Finovate

Demoing companies are at the center of Finovate events, with two days spotlighting 50+ new technologies. And these aren't just short-hand pitches; they're real product demos.

As financial services expand, so does the featured technology. Demo lineups are curated for diversity, to offer something for everyone.

Past demos have included technology focused on security, identity, investment, wealth management, lending, compliance, regulation, insurance, open banking, digital and mobile banking, payments, and more. If you're working on something new, apply now.

Inside the Demo Experience



> *"Since we demoed at Finovate last time, we've added a huge number of clients. We've actually doubled our customer base since the last demo, which has been huge for us."*
>
> David Eads, CEO, Vine Financial

Contact us if you have questions:
demo@finovate.com

Apply to Demo

Audience

Finovate is the only major fintech event that unlocks access to a truly executive-level audience. We bring together the innovators leading the fintech revolution, senior decision-makers from banks and other financial institutions and top investors from VC firms looking for their next opportunity.

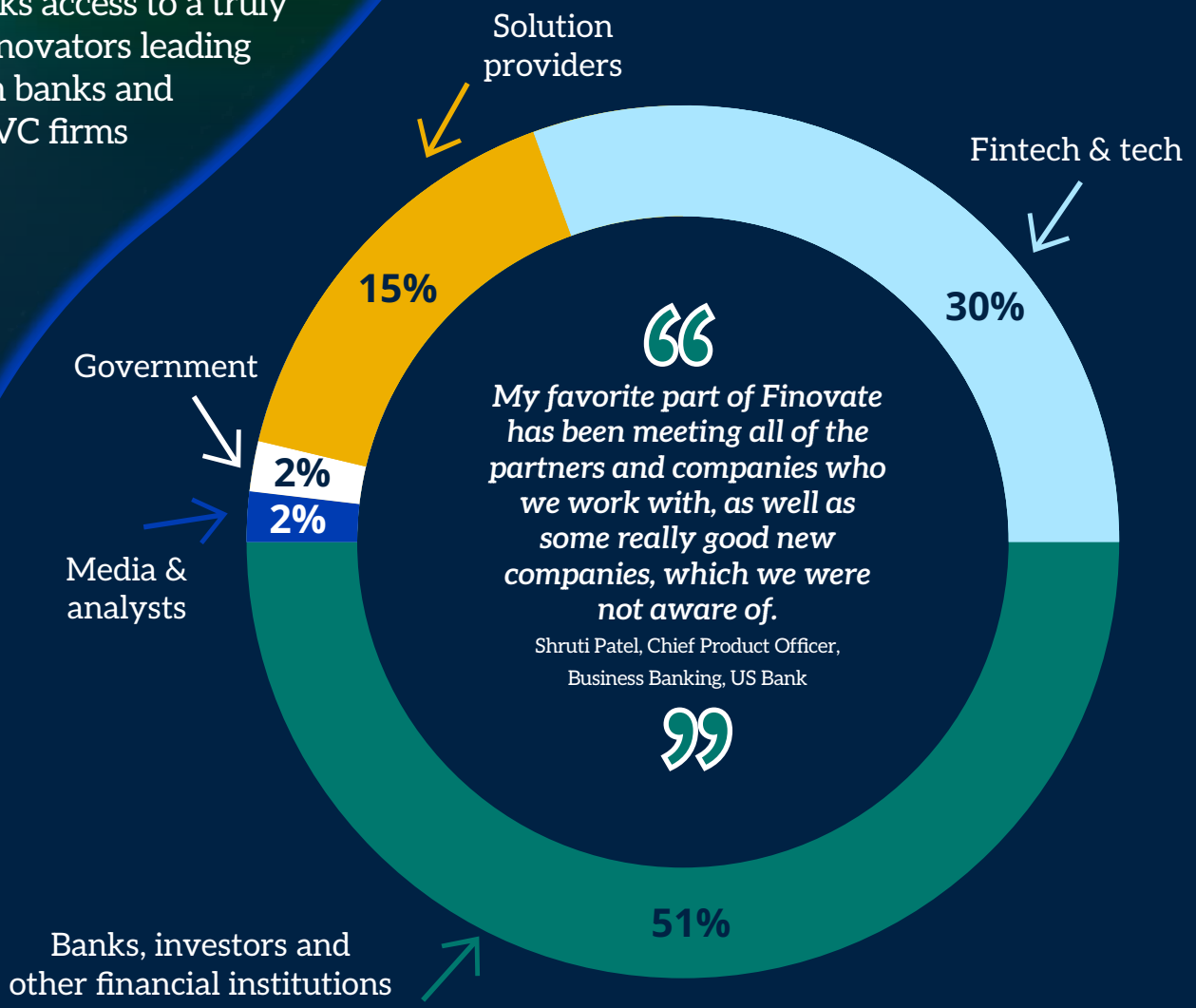
1,200+
senior-level fintech attendees

600+
from banks and other financial institutions

150+
credit unions and community banks

800+
attendees are C-level/heads of/ directors/VPs

50+
live fintech demos



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Demo alumni

FinovateSpring brings together the full financial services ecosystem, from the largest global banks and fast-growing regional institutions to community banks, credit unions, fintech innovators, payments leaders, and venture investors.

> *"Finovate is an invaluable community for early-stage fintech companies to educate prospective customers, financial institutions, regulators and investors about new categories. By centralizing these key partners, we saved time and resources reaching out to each separately and individually. "*
>
> Lindsay Davis, Head of Markets, Atomic

Alumni success stories



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Why Finovate?

Finovate demos are built around a few core principles that make the platform different:

Focus

Demos take center stage.
Companies demo live on the main stage during the general session—not in a breakout track or exhibition area. Our format puts every demo in front of hundreds of senior financial services decision-makers and business leaders looking for innovative solutions.

Format

Real products. Real situations. Real results.
Only live demos. No pitches, slides, or videos. The seven-minute format requires you to show your technology in action—to demonstrate what it actually does, how it works, and why it matters. It's a format designed to let the technology speak for itself. Because seeing what's next means seeing what's real.

Selectivity

The technology comes first.
Finovate's demo lineup is highly curated. We select companies based on the strength, relevance, innovation, and potential impact of their technology—not the size of the company or its marketing budget. The stage is earned by the technology.

Exposure

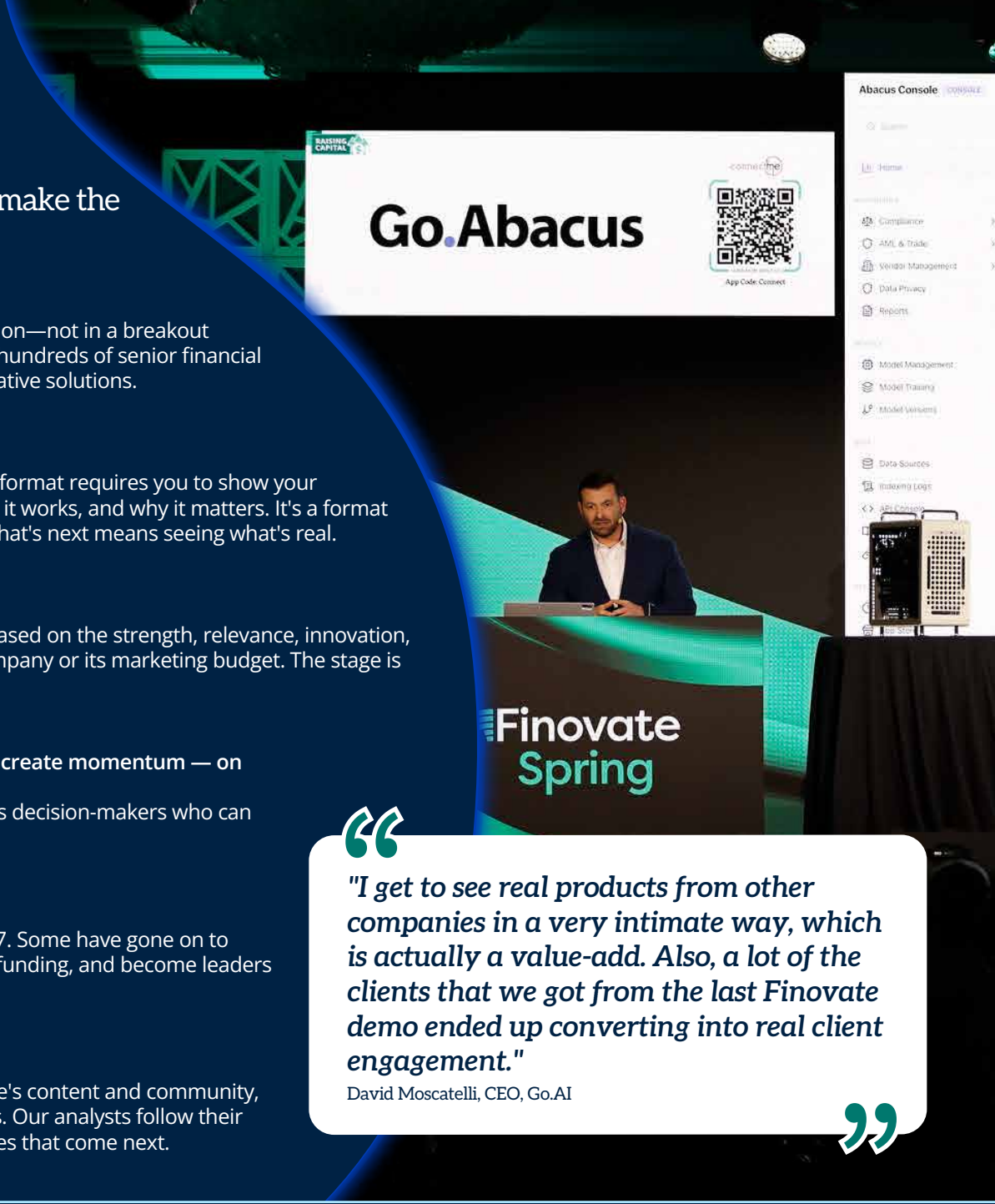
A platform to build relationships, generate opportunities, and create momentum — on stage and in the exhibit hall.
Connect with senior financial services leaders and other business decision-makers who can become customers, partners, investors, or strategic allies.

Explore

3,000+ Demo Track Record
More than 3,000 companies have demoed at Finovate since 2007. Some have gone on to become unicorns, complete major acquisitions, raise significant funding, and become leaders in fintech and technology.

Beyond

Support that extends beyond the stage.
From pre-event marketing to ongoing exposure through Finovate's content and community, we continue to champion our demoers long after the event ends. Our analysts follow their progress, highlighting the milestones, partnerships, and successes that come next.



> *"I get to see real products from other companies in a very intimate way, which is actually a value-add. Also, a lot of the clients that we got from the last Finovate demo ended up converting into real client engagement."*
>
> David Moscatelli, CEO, Go.AI

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What is a demo?

A Finovate demo is a live, seven-minute showcase of your company's technology on the main stage.

More specifically, it's the real-time use and operation of your software, platform, product, or service — showing potential customers, partners, and investors exactly what your technology can do.

Your demo must be conducted in a live computing environment controlled by your company, where user inputs produce observable, immediate responses from the technology.

What's prohibited?

Finovate demos are live and interactive. To protect the integrity of the format, demos cannot rely on:

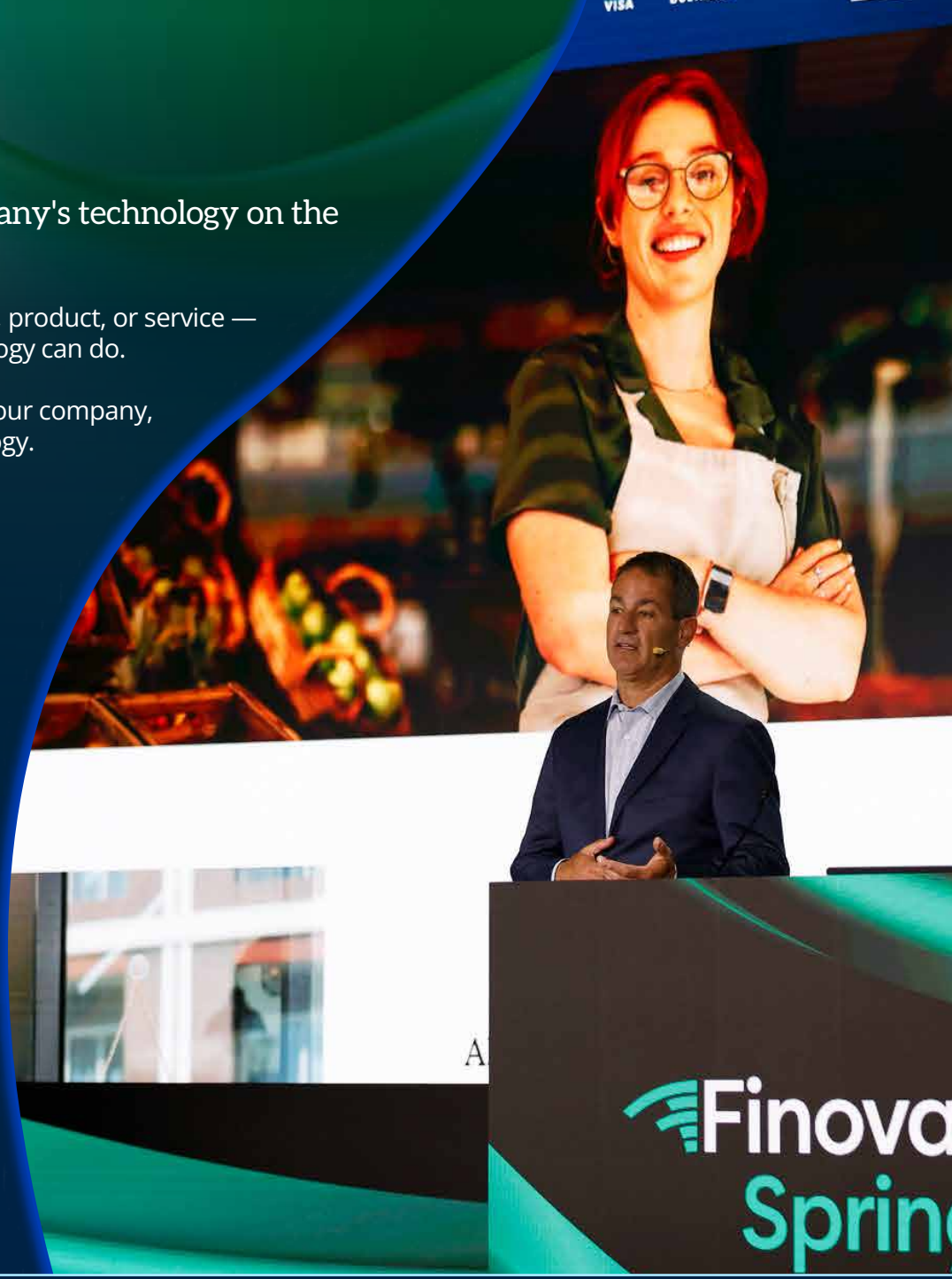
- Pre-recorded representations
- Use of slides of any type, videos of any type, animations, or prototypes
- Speaking-only presentations without a demo

Why is this important?

For nearly 20 years, Finovate has built a community around live demos because the best way to discover what's next is to see it working.

Attendees come to Finovate to evaluate new technology, understand how it can solve real business challenges, and find the solutions worth taking back to their organizations.

That makes the Finovate stage more than a platform to present your technology. It's where the market discovers it.



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Demo package

Showcasing your solution to senior-leader decision-makers

- **7-minute demo on the main stage** during the general session on May 3 or 4, 2027.
- **Physical demo stand** in the exhibit hall on your demo day, complete with monitor, internet, power, and lead scanning.
- **Two passes** for your speakers to attend the event.
- **50% discounted passes** for your customers and colleagues.
- **Chance to win the coveted Best of Show award**, a prestigious recognition decided by the audience.
- **MP4 video** of your demo for your own company usage.
- **Demo video hosted on Finovate.com**, reaching 530,000+ visitors annually, and **YouTube**, with 365,000+ views/year.



Networking opportunities: drive sales and generate leads

- **Event platform and networking app access** to view all attendees, chat and schedule 15-minute meetings hosted in the exhibit hall.
- **Lead data and reports** for all attendees who watched your live demo, plus demo stand visitors on site and digital engagement through the event platform.
- **Attendee titles & organizations list** before the event for lead targeting.
- **Media & analyst list** with contact details shared ahead of time to help you connect with key influencers.

360° Support: maximize your demo's impact and ROI

- **30-minute one-to-one coaching** for demo skills and format with Finovate host, Greg Palmer.
- **10-minute demo rehearsal** on the event stage with full A/V support (May 2).
- **Exposure on Finovate's blog and weekly newsletter** with 40,000+ visitors/month and 6,500+ newsletter subscribers.
- **Company & speaker profiles** on the event website with 40,000+ views/month.
- **Social media exposure** to Finovate's 22,000+ LinkedIn followers, 6,000+ LinkedIn newsletter subscribers, 3,000+ Instagram followers, and 3,000+ YouTube subscribers.
- **Visibility in emails** sent to relevant segments of a database of 120,000+ senior-level fintech decision-makers.
- **Lifetime coverage** of your company's future notable events (e.g., product launches, industry awards) to Finovate's digital community.

> *Finovate is the only fintech event centered around high quality product demos. Everyone attending has high intent to learn about the latest solutions. If you're looking to meet FIs who have urgency to find solutions for core problems the industry is facing, this is the conference to attend!*
>
> Ema Rouf, Co-Founder, Pave.dev

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Demo application deadlines & pricing



Very Early-Bird Application Apply before or on Jan 15, 2027	Early-Bird Application Apply before or on Feb 12, 2027	Regular Application Apply after Feb 12, 2027
A. $5,500	A. $6,000	A. $6,500
B. $6,000	B. $6,500	B. $7,000
C. $8,000	C. $9,000	C. $10,000
D. $10,000	D. $11,000	D. $12,000
E. $13,000	E. $14,000	E. $15,000

> *Finovate attracts a lot of excellent financial institutions from across the country and tends to be a no-BS kind of place with a lot of companies demoing interesting technology--not all talk, it's show and tell. Our demo has been a tremendous experience.*
>
> Majd Maksad, CEO, Status Money

Demo categories

Your demo category is determined by whichever monetary value places your company in the higher category: total equity funding raised or annual revenue.

A. Less than $7M raised and less than $2M in annual revenue
B. $7M–$15.99M raised or $2M–$4.99M in annual revenue
C. $16M–$24.99M raised or $5M–$9.99M in annual revenue
D. $25M–$39.99M raised or $10M–$24.99M in annual revenue
E. $40M+ raised, $25M+ in annual revenue, or publicly listed on any stock exchange

For example: A company with $4M in funding and $12M in annual revenue would be classified as Category D.

Notes on category eligibility

- Annual revenue means the company's most recent twelve months of recognized revenue earned and recorded. If twelve months of revenue are not available, use the most recently completed fiscal or calendar year or revenue earned to date for companies with less than twelve months of history. ARR, projections, targets, and future contracted revenue are excluded.
- All funding and revenue information provided should reflect the company's financial position as of the date the demo application is submitted.
- Finovate reserves the right to verify any funding or revenue information provided and to determine the appropriate demo category. Finovate's determination is final.
- If you are in categories C, D, or E and prefer a screening phone call instead of submitting the application, please reach out to demo@finovate.com.

We understand funding and revenue information can be sensitive. However, this information is required for all applicants so that we can consistently determine company category and demo pricing. We cannot proceed with evaluating a demo application without it. If needed, Finovate is happy to sign an NDA or other appropriate confidentiality agreement.

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Apply to Demo

Apply to Demo at FinovateSpring

Contact us to discuss how you can get involved in remaining opportunities at Finovate events

demo@finovate.com

