

## Logistics FAQ

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

**Q: What's included in the demo package?**

A: A detailed list is on the "apply to demo" [webpage](#).

**Q: What do we need to do to prepare for the event?**

A: All of the 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 will share your demo slot time in mid-August

**Q: We are writing a press release/marketing piece. What should we call the event?**

A: "FinovateFall 2025" or "FinovateFall". You can also tag @Finovate or #Finovate.

**Q: Can we use the event logo for promotional purposes?**

A: Yes! A link to downloadable logos is on the Demo Workspace.

**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 for any reason at all, please let Madeline ([madeline@finovate.com](mailto:madeline@finovate.com)) 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: Should we fill out every section of the company profile form? Why can't you just use the information from our application?**

A: The application process and the information you put in the application (other than the company summary at the bottom) are completely confidential and cannot be made public. We ask you to fill out the company profile form with information you have specifically chosen to publicly release.

We strongly encourage you to provide a little information for each section (if possible) so that the audience will have the best idea of who you are and what you do. That said, it is ultimately up to you.

**Q: Can we make changes after submitting the company profile form?**

A: While you won't have a chance to review the company profile page prior to the event, if you discover you need to make an update to the information you submitted, please let Madeline ([madeline@finovate.com](mailto:madeline@finovate.com)) know as soon as possible.

**Q: Where will you use our logo?**

A: Digital and printed marketing materials: website, blog, emails, the online event platform, event booklet, signage, etc. If you need to submit a new logo or have any special requests, email Madeline.

**Q: Will information about our company be in the event platform/networking application?**

A: Yes, you will have a virtual booth in the event platform, ConnectMe. Additional information about ConnectMe can be found on the Demo Workspace.

**Q: What is the audience composition like?**

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 online event platform, ConnectMe, will be available two weeks before the event through which you're able to connect and 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 (do not bombard press or else they may stop attending the event).

**Q: I'd like to schedule a quick meeting with someone who is not attending the event/one of our partners wants to stop by to watch our demo. Is this allowed?**

A: No. We cannot let people into our contracted space who have not purchased a ticket, even if it's just for a quick meeting (security will be badge checking). Given the large number of demoers, this type of thing quickly becomes impossible for our security to police.

**Q: How many people do you recommend we bring to the event?**

A: You are welcome to bring as many people to the event as you want. Demos are single-track, so while the networking area is open during those sessions, most attendees will be inside the auditorium, meaning you don't need to staff your table during those times. Please staff your table during intermissions, lunch, and networking, though.

**Q: Can we leave items at our booth unattended?**

A: While we do have security personnel roaming the venue, unfortunately they cannot be everywhere at once. We do not recommend leaving any important items at your booth unattended including phones, laptops, purses, or other valuable content.

**Q: We know press who would be a good fit for the event. How do they get a press pass?**

A: Please have any interested media members (industry analysts, bloggers, and press) reach out to [fall@finovate.com](mailto:fall@finovate.com).

**Q: Is there a place to meet with the press at the venue?**

A: Yes, there will be a press room/area where you can meet with media in a quieter space. Once you receive the pre-event press list, you're welcome to proactively reach out to set up meetings. Press members will also be circulating in the exhibition area, giving you a chance to connect or schedule meetings for later.

**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 9 around 5:45 pm during the happy hour/networking session, so please plan on attending.

**Q: How can I maximize the impact of my participation in Finovate?**

A: Great question. Please review the [Marketing Brochure](#) and [Demo Workspace](#).

**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 [info@finovate.com](mailto:info@finovate.com).

**For more information about paying demo invoices, nominating VIP guests, registering colleagues, coaching calls, rehearsals, etc., please see the [Demo Workspace](#).**