



Here are the rules:

1. All presenters have 8 minutes on stage for a live demo of your product—this means **no Powerpoint, no video, no pre-recorded demos**. We'll need a written description of your demo, including the devices you'll use to present, no less than two weeks prior to the event. If your demo is complicated, we'll schedule a technical call in advance.
2. If you only need a Web browser to do your demo, we'll provide a laptop at the podium for that. We will preset it with your tabs. If you need more than an Web browser, bring all your technology with you including a laptop, cables, iPhone, Alexa etc. If you're using a newer model Mac or an Android phone, please let us know in advance so we can be sure to determine which cables you'll need.
3. On the stage we'll have a hard-wired Internet line and a VGA or HDMI cable to connect you to our projectors. We'll also have a dedicated "presenter only" WiFi network if your device doesn't have an Ethernet port.
4. Of your two presenters, one will run the demo and the other will present. You'll have a choice of using the podium microphone or a lavalier. When the clock counts down to :00, music will be cued and you'll have to leave the stage.
5. We'll have a podium on either side of the stage, with one presenter setting up on one side while a presentation is taking place on the other, that way there's little down-time between presentations.
6. You must be present for **a rehearsal on Sunday, Sept. 16**. We want to test your equipment to make sure everything will run smoothly during your demo.

Here are some other tips, garnered from past demoing firms:

1. Time is Money: You only have 8 minutes to show case your product, use them strategically. Don't worry about commenting on other presentations; don't do too much setting of the stage. Give a quick 30 second overview of who you are, then start your demo.
2. Think about the audience: Be sure what you plan to show is a good visual experience for the audience members.
3. Make sure your presenters are comfortable on stage: A bad demo could leave a bad impression of your company or your product. You love your product, right? Bring that energy and enthusiasm to the stage.