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 showcase 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.