



Sponsor Know Before You Go

Agenda

- ▶ Conference Overview
- ▶ Expo Hall
- ▶ Lead Scanner
- ▶ Code of Conduct
- ▶ Tips
- ▶ Q&A

This is a general KBYG

- This sponsor KBYG is to cover benefits and information pertinent to all sponsors
- This session will be recorded and shared with sponsors after the call
- Any specific questions regarding individual sponsorships (e.g. addons, meeting rooms) will be answered by email or regular meetings

Conference Overview

Monday, June 2nd

- Conference attendees arrive
- Booth setup at the Expo Hall **12 - 3 PM**
- Sponsor badge pickup **12 - 2 PM** (booth staff)
- General Conference Badge Pickup **4 PM**
- Welcome Reception at the Expo Hall **4 - 7 PM**

Tuesday, June 3rd

- Expo Hall opens at **7 AM**
- Break **9:30 - 10 AM**
- Lunch **12 - 2 PM**
- Break **3:45 - 4:15 PM**
- Networking Reception at the Expo Hall **5:30 - 7:30 PM**

Wednesday, June 4th

- Expo Hall opens at **7 AM**
- Break **9:30 - 10 AM**
- Lunch **12 - 2 PM**
- Break **3:45 - 4:15 PM**
- Expo Hall closes at **5 PM**
- Booth breakdown **5 - 7 PM**
- FinOps X Official Party at the hotel **6 - 10 PM**

Thursday, June 5th

- Networking Coffee & Breakfast **7 - 11 AM**
- Conference attendees depart

Check x.finops.org/agenda-2025/ for the latest information.

FinOps X Badge Pickup

- You must bring a government issued ID to pick up your badge.
- Badge pickup begins on Monday:
 - **Sponsor booth staff from 12 - 2 PM**
(Level 1, North Tower)
 - General starting at 4 PM (Level 1, North Tower)
- You may only pick up your own badge.
 - No, you can't pick up your colleague's badge
 - You must be there in person



Expo Hall



Expo Hall hours (June 2 - 4)

Expo Hall Hours

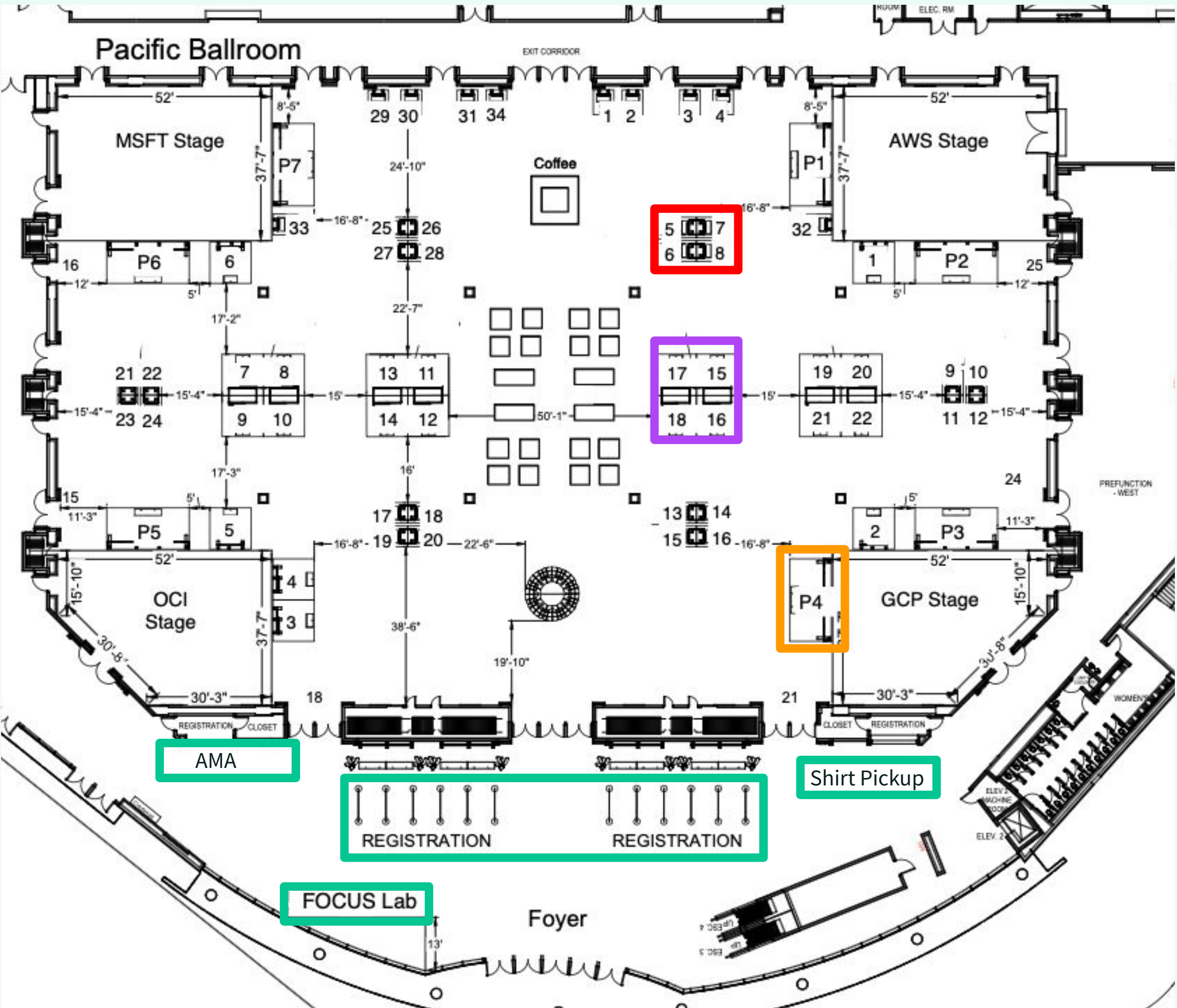
- **Monday, June 2:** 4 PM - 7 PM (welcome reception is held at the Expo Hall)
- **Tuesday, June 3:** 7 AM (breakfast held at the expo hall) - 7:30 PM (sponsor networking reception ends)
- **Wednesday, June 4:** 7 AM (breakfast held at the expo hall) - 5 PM

Booth staffing during breakfast and content sessions is up to the sponsor's discretion. We expect attendees to visit the Expo Hall throughout the day during the expo hall hours above.

Keynote is from 8 - 9:30 AM Tuesday and Wednesday. We encourage all sponsors to watch the keynote.

Furnishings (e.g. table, chair, etc.) in the Expo Hall are for all attendees. Please do not claim, move, or exclusively use the furniture meant for everyone - only furniture you bring or order via Freeman should be at your booth or used for marketing materials.

Please ensure your booth is appropriately staffed during busy periods — breaks, lunch, welcome reception, and sponsor reception. View the [**FinOps X agenda**](#) for details.



- ▶ **P# - Plat**, **G# - Gold**, **S# - Silver**
- ▶ **FinOps Foundation stations**
- ▶ All sponsors are in the Expo Hall
- ▶ Registration desk, As Us Anything , Shirt pickup & FOCUS Lab are near the Expo Hall
- ▶ Coffee station and lounge seating located in the Expo Hall
- ▶ Expo Hall opens at 7 AM (for breakfast)
- ▶ Welcome reception & sponsor networking reception located in the Expo Hall

Setup & Breakdown

Setup

Monday, June 2nd: **12 PM - 3 PM**

Breakdown

Wednesday, June 4th: **5 PM - 7 PM**



Please note

- ▶ Sponsors are responsible for breaking down their trash/boxes
- ▶ There will be a centralized dumpster and cart for flat cardboard
- ▶ Dispose trash before the Welcome Reception starts (3 PM)
- ▶ Everything must be in your booth space including stickers, cards, etc
- ▶ Do not place items on the floor as it can be a tripping hazard - they must all go on your cabinet/table
- ▶ No live drawing for prizes - respect your neighbors
- ▶ **Bring your own HDMI cable & adapters**

Shipping with Freeman

Advance Warehouse shipping address

FinOps X 2025

Exhibiting Company Name / Booth Number

FinOps X 2025

C/O Freeman

3456 E Miraloma Ave

Anaheim, CA 92806

USA

Freeman Support: (888) 508 - 5054

Warehouse shipping information

- [Freeman portal](#) for warehouse shipping deadlines, shipping labels, ordering furniture, etc.
- **May 5:** Advanced shipping starts
- **May 28:** Deadline for advanced shipping

Lead Scanning

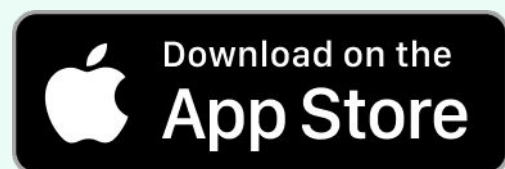


Lead Scanner

- **Platinum:** Up to 12 accounts
- **Gold:** Up to 8 accounts
- **Silver:** Up to 4 accounts

Fields included: Email, First Name, Last Name, Company Name, Job Title, Country, Cold/Warm/Hot, and Notes

Download the lead scanning app



Please note

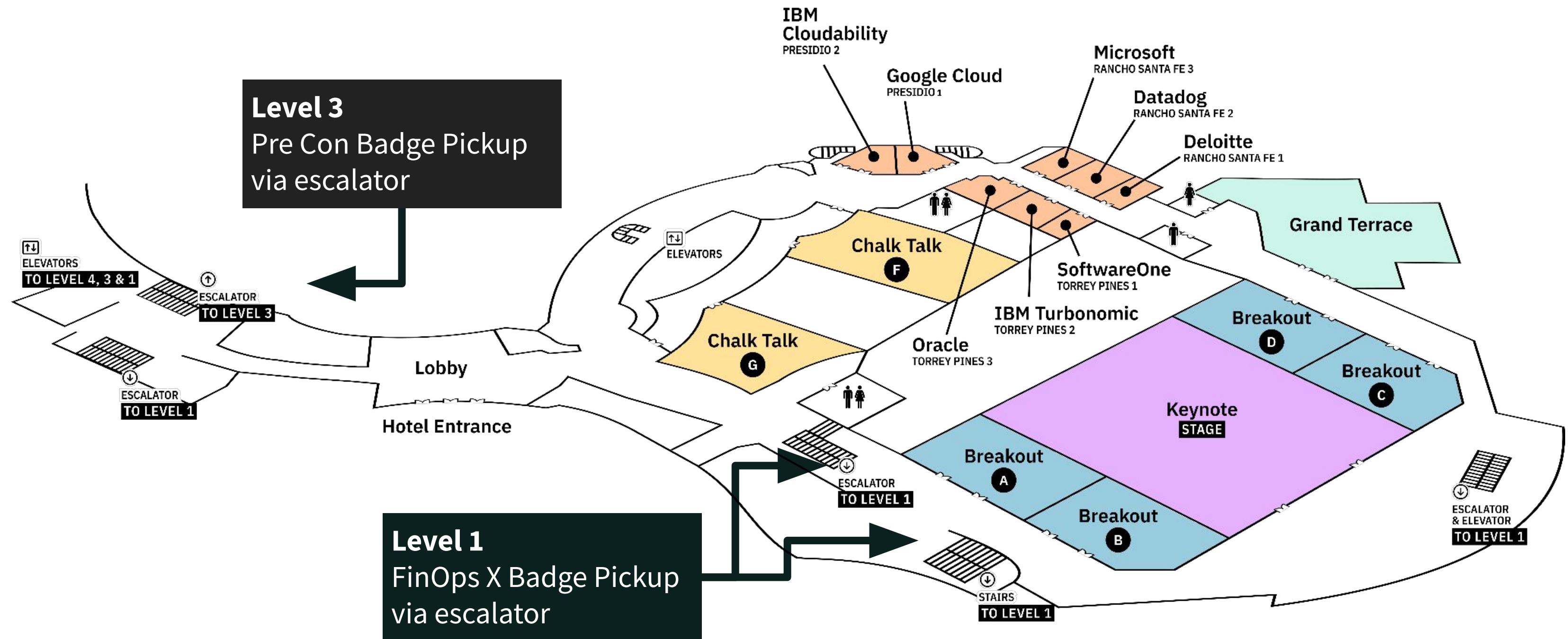
- ▶ Foundation does not provide a physical device
- ▶ Lead scanner account is tied to the email address registered for FinOps X
- ▶ Send the list of email addresses to [**suha@finops.org**](mailto:suha@finops.org)
- ▶ Account owners can export leads throughout the conference
- ▶ Sponsor point of contact will receive the full lead list after the conference
- ▶ Lead scanning is **only allowed at your booth** in the Expo Hall. You can connect with attendees via LinkedIn QR code outside of the Expo Hall
- ▶ **Sponsors scanning leads outside of their booth will have all leads removed from their account**

Map

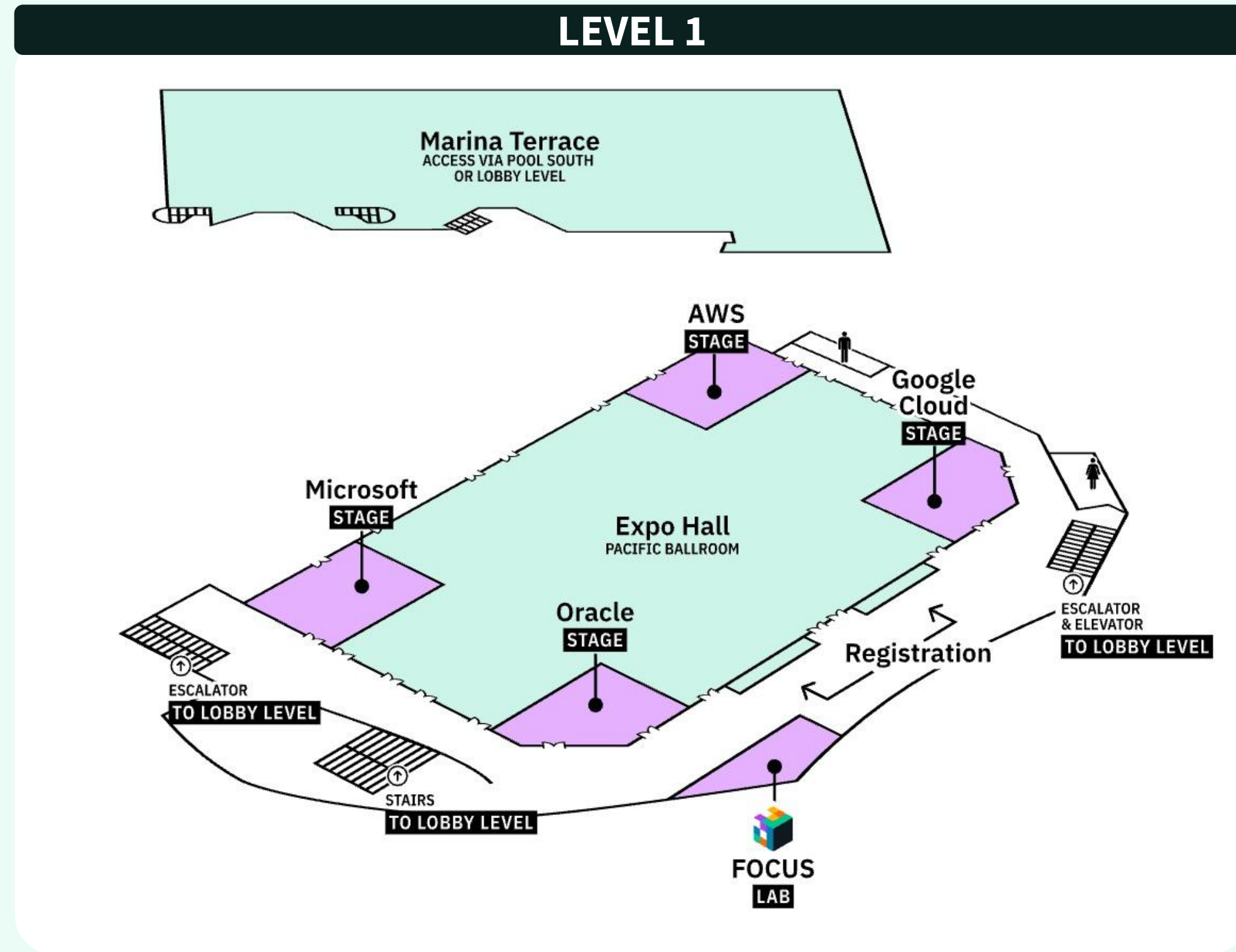


Keynote/Lobby Level (North Tower)

LOBBY LEVEL



Expo Hall/Level 1 (North Tower)



Code of Conduct



Code of Conduct

- **Be ready to connect:** this is all about community
- **Be kind & inclusive & respectful:** treat others, their ideas and companies with respect. Don't bad mouth others or their companies, in person or on social media.
- **No media or press interviews** without being part of the official press program.
- Sponsor badge scanning/materials only at booths during expo hours
- **No “suitcasing”** (selling outside the booths as an attendee) & **No “outboarding”** (unofficial attach events that pull from the conference, including organized large dinners, prospect events, booth content sessions etc.)
- You'll need the official event badge to access the event space
- **No live drawing for prizes:** communicate winners via email

Tips & Tricks for Your Best FinOps X



Book the discount hotel block - closing May 12

Stay close to event with the discounted hotel room block at the Marriott Marquis.

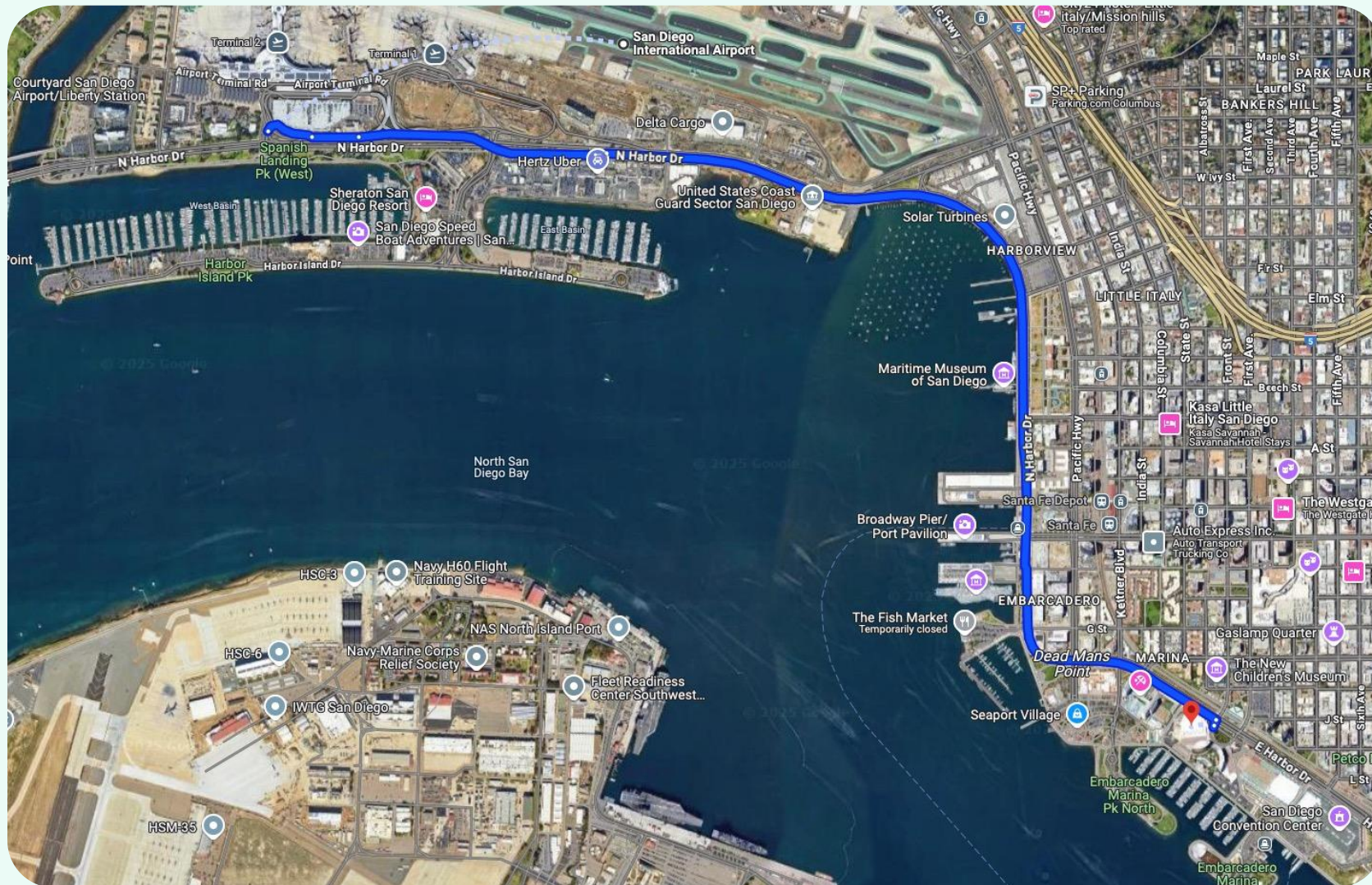
<https://book.passkey.com/go/FinOpsX2025>

Make sure to select dates between June 1st-5th



Arriving in San Diego & Marriott Marquis

Marriott Marquis is less than 3.5 miles away (~5km) from San Diego Airport



- ▶ There is no shuttle to the Marriott
- ▶ Taxis/Ubers/Lyfts are plentiful at airport and at Marriott
- ▶ International travelers - consider flying into Los Angeles (LAX) and taking a ride share to San Diego.
- ▶ For any hotel related question - call the Marriott Marquis 1-619-234-1500

Download the FinOps X Agenda App

- ▶ View the agenda and venue map
- ▶ Add items to build your agenda

Adding to your agenda does not reserve a seat or place

