

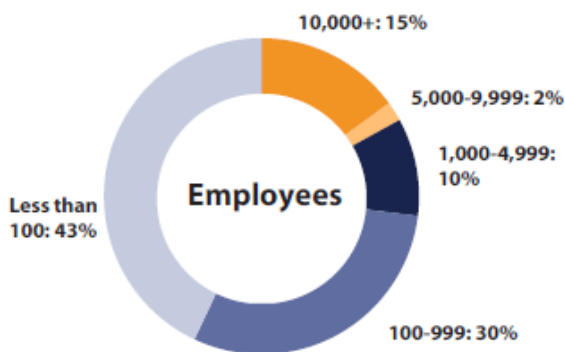
The theater sessions during FATE will take place in five different theaters set up around the exhibit halls. Each session will be 30 minutes. After you submit your theater session description, you will be assigned a theater number, day, and time.

During FATE, there will be four locations around the hall with ongoing demonstrations. These “Stack Hacks” will be 15 minutes, during which you will discuss a problem that companies are facing and your company’s solution to that problem. After you submit your Stack Hack statement, you will be assigned a demo location and time.

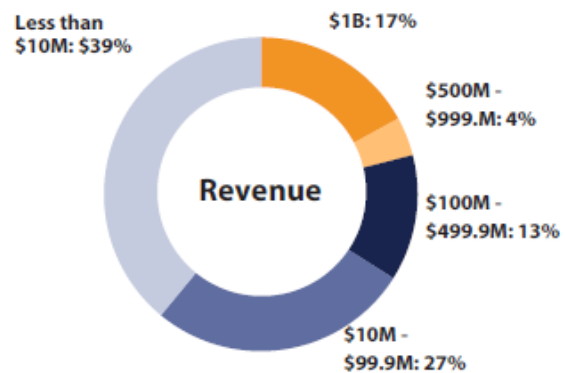
Reminder: All materials for the theater sessions and Stack Hack sessions are due **May 30**. These materials may be edited through mid-October; however, early submission is essential to ensure your session is properly featured in promotional materials.

Past Attendee Profile

Number of Employees



Company Revenue



Industries

- Business Services/Legal: 25%
- Finance/Insurance: 18%
- Technology/Telecommunications: 17%
- Education/Government/Non-Profit: 16%
- Retail/Wholesale/Distribution: 7%
- Manufacturing: 5%
- Media/Publishing/Printing: 3%
- Healthcare/Pharmaceutical/Biotechnology: 3%
- Construction/Engineering/Mining: 2%
- Entertainment/Gaming/Sports/Travel: 2%
- Advertising/Marketing/Sales: 1%
- Real Estate/Property Management: 1%
- Transportation: 1%
- Energy/Utilities/Oil/Gas: 1%

Attendee Title

- CFO/Controller/Treasurer/CAO: 25%
- Finance Other: 22%
- CEO/President/Principal/Owner/Partner/MD: 21%
- VP/Director Finance: 19%
- VP/SVP/EVP, Other: 8%
- COO/Divisional/Regional President/GM: 4%
- CIO/CTO/CISO: 2%

Privately Held: 75%
Non or Not Profit: 18%
Publicly Traded: 7%

Theater Best Practices

- We encourage case studies or discussions on relevant challenges your company might help solve.
- It is okay to talk about your product, but not with an overt sales pitch.
- Attendees are at FATE to learn more about technologies, so a compelling theater session will be educational not just product focused.
- A compelling theater session will pique the audience's interest to further engage with your product, either by attending your demo or stopping by your booth.
- The most impactful sessions demonstrate how common operational challenges can be effectively solved through technology, offering practical takeaways and encouraging meaningful dialogue.

Potential Theater Topics

- How to Build and Use a Technology Roadmap
- Using AI to Identify Compliance Solutions
- Data-Smart Fraud Prevention Techniques
- Five Ways to Accelerate Digital Transformation
- Tech-Driven Innovation Ignites Profitability
- Analytics for Finance Departments in Transition

Theatre Session Examples

To see some of the examples from last year, you can find the previous agenda [here](#).

Stack Hack Best Practices

- This is your opportunity to showcase the value of your solution with a clear problem/solution narrative—define the industry challenge your solution addresses by focusing on specific pain points, and demonstrate how your product's features can be applied to solve those challenges effectively.
- Keep it concise and compelling. You have 15 minutes to capture the audience, so focus on key takeaways your audience can remember.
- Have a team member stationed near your booth shortly before your demo time to direct interested attendees to your Stack Hack location.
- Wrap up your demo by inviting attendees to continue the conversation back at your booth.

Stack Hack Examples

- **The Problem:** Frustrating, time-intensive expense management – password lockouts and resets delay timely expense report submissions. **The Hack:** Mobile app for real-time user satisfaction, single sign-on, easy integration with different platforms.
- **The Problem:** No uniform way of pricing products and services. Everything is manual and field based. Making it up as they go along. **The Hack:** Collect information and define scenarios for pricing, automate in formulas where key field inputs lead to specific pricing guidelines.
- **The Problem:** Rapid growth lead to Band-Aids on our systems and processes and scalability of our tech stack is called into question. **The Hack:** Identify processes that can move to the cloud and a SaaS solution. Due diligence, what can you expect to pay for the SaaS service.
- **The Problem:** My invoice volume is skyrocketing and so is my DSO. **The Hack:** Electronic invoicing with easy remittance options from ACH to credit card. Reduce manual interventions so invoices go out quicker and payment is received faster.