

INTRODUCTION

Welcome to the second annual Finance and Accounting Technology Expo (FATE), hosted by the CFO Leadership Council on November 13 and 14, 2025, at the Javits Center in New York. The purpose of this document is to help make the most of your sponsorship and provide important logistical details.

EVENT OVERVIEW

The 2025 FATE event is the largest gathering of finance and accounting technology professionals in the country. The 2-day expo will feature prominent keynotes, theater presentations, hands-on demonstrations and many opportunities to network and connect with potential customers.

VENUE DETAILS

The event will be held at the Javits Center in New York, NY. FATE will be located in Exhibit Halls 1D and 1E located on the south side of the building on the first floor.



Address:

Jacob Javits Convention Center
429 11th Ave
New York, NY 10001

SCHEDULE

Wednesday, November 12

- 10:00 am - 4:00 pm | Move-in and Exhibitor Set-up

Thursday, November 13

- 8:00 am - 6:00 pm | Registration
- 8:30 am - 6:30 pm | Show Floor is Open
- 9:00 - 10:00 am | Opening Keynote with Marcus Lemonis
- 10:15 - 12:10 pm | Theater Sessions and Demos are Live
- 11:00 am - 12:05 pm | Pitch Stage is Live
- **12:15 - 1:00 pm | Lunch Break**
- 1:00 - 4:50 pm | Theater Sessions and Demos Resume
- 1:00 - 2:10 pm | Pitch Stage Resumes
- 5:00 - 5:30 pm | Afternoon Keynote with the Finance Bro & Pitch Stage Awards
- 5:30 - 6:30 pm | Attendee Networking Reception - *Superhero theme!* 

Friday, November 14

- 8:00 am - 1:00 pm | Registration
- 8:30 am - 2:30 pm | Show Floor is Open
- 9:00 - 10:00 am | Morning Keynote with Matt Doherty
- 10:15 - 11:25 am | Theater Sessions and Demos are Live
- **11:35 am - 12:05pm | Lunch Break**
- 12:15 - 1:25 pm | Theater Sessions and Demos Resume
- 1:35 - 2:30 pm | Closing Keynote with Evy Poumpouras
- 2:30 - 9:00 pm | Exhibitor Teardown and Move-out

Note: We kindly ask sponsors to keep their booths set up until the designated takedown time to minimize distractions and ensure participants have the opportunity to engage with all sponsors throughout the day.

KEY CONTACT INFORMATION

- **Sponsorship:** For anything related to your sponsorship — before, during, or after the event — please reach out to Brittany Bell at brittany@cfolc.com. She'll be your main point of contact throughout the FATE experience.
- **Event Logistics:** For event logistics questions or venue-related details, please contact Katie Lamkin at klamkin@chiefexecutivegroup.com.
- **CSI:** If you have questions about the portal or your booth build out, please reach out to CSI directly at exhibitorservices@csiworldwide.net or 888-CSI-EXPO and note that you are a FATE exhibitor.
- **SmartSource:** For questions regarding AV equipment, please reach out to Deb Rogers at drogers@thesmartsource.com.
- **Catering Contact:** Rosana Forestier – RForestier@levyrestaurants.com



HOTEL RESERVATIONS

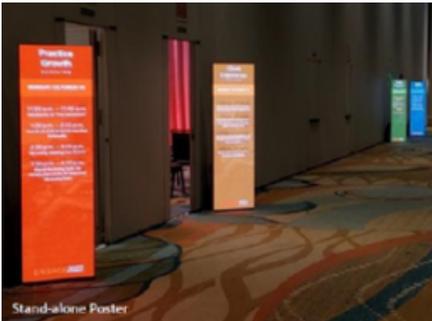
The following link offers hotel options near the Javits Center at discounted rates. You are welcome to book through the link or make accommodations on your own. If using the FATE site, note that some reservations are non-refundable, so please double-check the rate type when booking.

<https://fate.hotelplanner.com/>



BRANDING OPPORTUNITIES

Looking to amplify your presence at FATE? We're offering several high-impact branding placements throughout the venue to help you stand out and connect with attendees in meaningful ways:



LED Posters

1 LED Poster: \$2,500
2 LED Posters: \$4,500



Archway Branding

One 30-minute ad spot: \$1,500
Two 30-minute ad spot: \$2,500
Three 30-minute ad spot: \$3,000



Interactive Kiosks (Wayfinders)

1 Kiosk: \$3,000
2 Kiosks: \$5,000

To find even more branding opportunities, go check out our [Sponsor Resource](#) page to download our Additional Branding Opportunities PDF!



EXHIBIT BOOTH

You will work directly with CSI, the event general contractor, to build out your booth. You will receive an email from CSI with a link to their portal, which is where you can place orders for the supplies you need for your booth. It will also have instructions on how to obtain other services you might want in your booth like monitors or other A/V, a hard-wired internet line, etc.

All booths, regardless of sponsorship level and size, come with the following:

- 8' High Back Wall Drape
- 3' High Side Rail Drape
- 1 - 6'x30" Table with Linen
- 2 - Upholstered Side Chairs
- 1 - Wastebasket
- Booth Identification Sign
- 1 power drop and power strip
- Wi-Fi access

Labor Rules:

Sponsors may set up their own booth only if no tools (including ladders) are required. Example: A 10x10 booth with just a pop-up banner and tablecloth can be self-installed. Any backdrop, monitor, lighting, or assembly work requires Javits labor.

Credit Card on File:

If you do not order anything through the JAKE system but do order items for your booth (e.g., lights through CSI or a monitor through SmartSource), you must place a credit card on file with Javits, as these items require Javits labor for installation.

- To place a card on file, call 212-216-2319 before set-up day to avoid delays.
- If you ordered via JAKE, you are all set.



RECEPTION - SUPERHERO NIGHT

The 2025 Networking Reception will be Superhero Night!

We encourage sponsors to host themed food/beverages and activities to draw attendees to your booth. Those serving refreshments will be featured on a Superhero Expo Map printed in the program. *See Sponsor Checklist below for action items!*

Themed food ideas:

- Super Dogs – hot dogs
- Kryptonite Krispies – green-tinted Rice Krispies treats
- Avenger Bites – mini sliders or meatballs
- Bat-Snacks – mini chocolate bars or wrapped candy
- Invisibility Elixir – clear flavored seltzer
- Wonder Woman Sangria
- Dark Knight Martini

Activity ideas:

- Red tablecloths, cardboard cityscapes, or mini capes for displays
- Comic-style action bubble signs (“POW! REFRESHMENT!”)
- “Target the Villain” dart toss or bean bag game
- Superhero name generator with stickers/badges (e.g., Captain Cash Flow)
- Test-your-strength challenge with leaderboard (“Strongest CFO”)
- Giveaways: hero-themed pins, masks, socks, or mini capes

✓ SPONSOR CHECKLIST

To get the most out of your sponsorship, please complete the following steps:

□ **Complete the Logo Form**

Submit your company logo using [this form](#). Once completed, you'll receive your sponsor graphic and personalized promo code.

□ **Submit Your Theater Session & Stack Hack (if applicable)**

Provide your 100-word abstract, learning objectives, speaker info, and 10-word problem statement for the Stack Hack.

□ **Approve Session & Stack Hack Edits**

Review and approve any editorial suggestions so your content can be added to the official agenda and promotions.

□ **Access the CSI Portal**

Use the login credentials sent to you by CSI to place orders for booth materials, A/V, power, internet, and more. Website: <https://csiworldwide.net/>

□ **Promote FATE Using Your Unique Code**

Use your unique code and graphics to promote your participation at FATE. Don't forget to utilize the social scripts on the [Sponsor Resource page](#). Help drive traffic to your booth!

□ **Register Your Onsite Staff**

Make sure all team members attending the event are registered through the website in advance using your unique staff code. Register here: <https://cfoleadership.com/fate/register/>

□ **Schedule Your eNewsletter Ads (if included in your package)**

Select your preferred dates for your sponsored eNL placements to maximize exposure.

□ **Submit Theater Materials (if applicable)**

If you plan on using slide decks for your Theater Session, please submit those in PPT format to Brittany by October 31.

□ **Create your virtual booth and download the event app**

Set up your virtual booth in the event app and download the app to capture leads and engage with attendees. Access and instructions will be shared closer to the event.

□ **Add Credit Card on File**

To place a card on file, call 212-216-2319 before set-up day to avoid delays. If you ordered via JAKE, you are all set.

□ **If you will serve food or drinks during the reception, notify Brittany by October 15th so you can be added to the program map.**

- Catering Contact: Rosana Forestier – RForestier@levyrestaurants.com
- Menu: [View Catering Menu \(PDF\)](#)
- Exhibitor information sheet: [Download Here](#)