

2025 CFO Leadership Conference Fall: Exhibitor Information Call

September 4, 2025

12:00 – 12:30pm ET

11:00 – 11:30am CT

9:00 – 9:30am PT

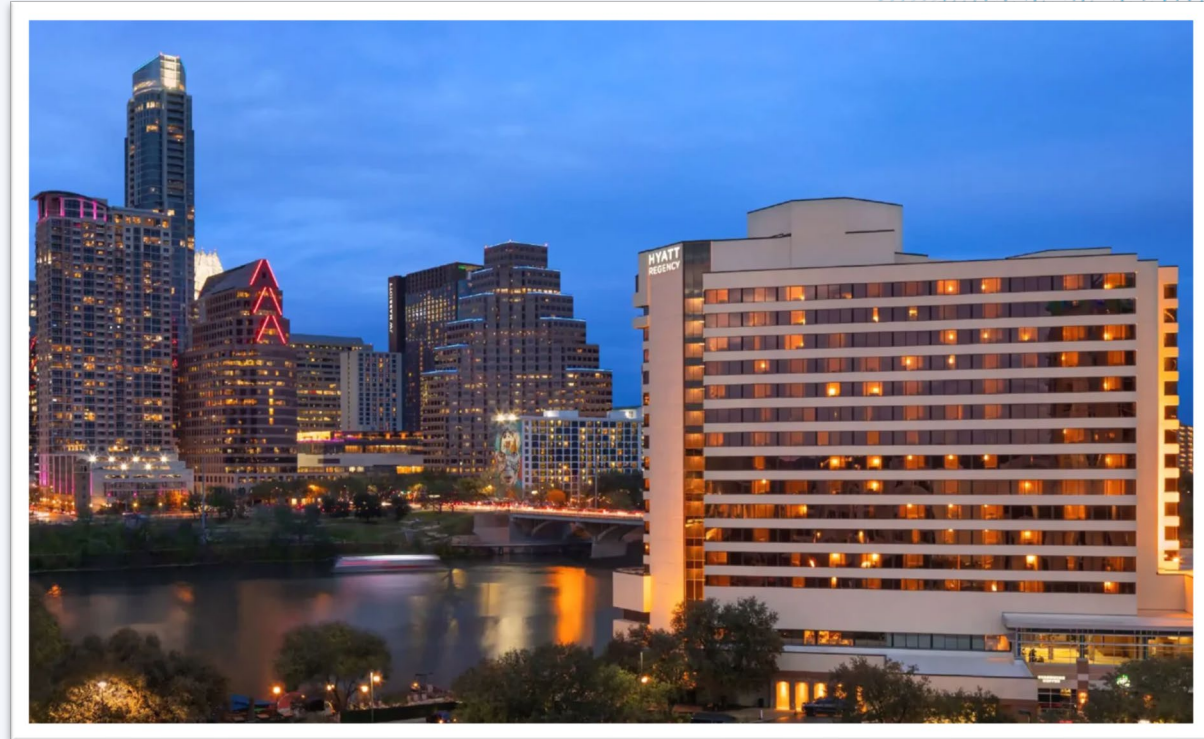
Venue

**Hyatt Regency Austin
208 Barton Springs Rd.
Austin, TX 78704**

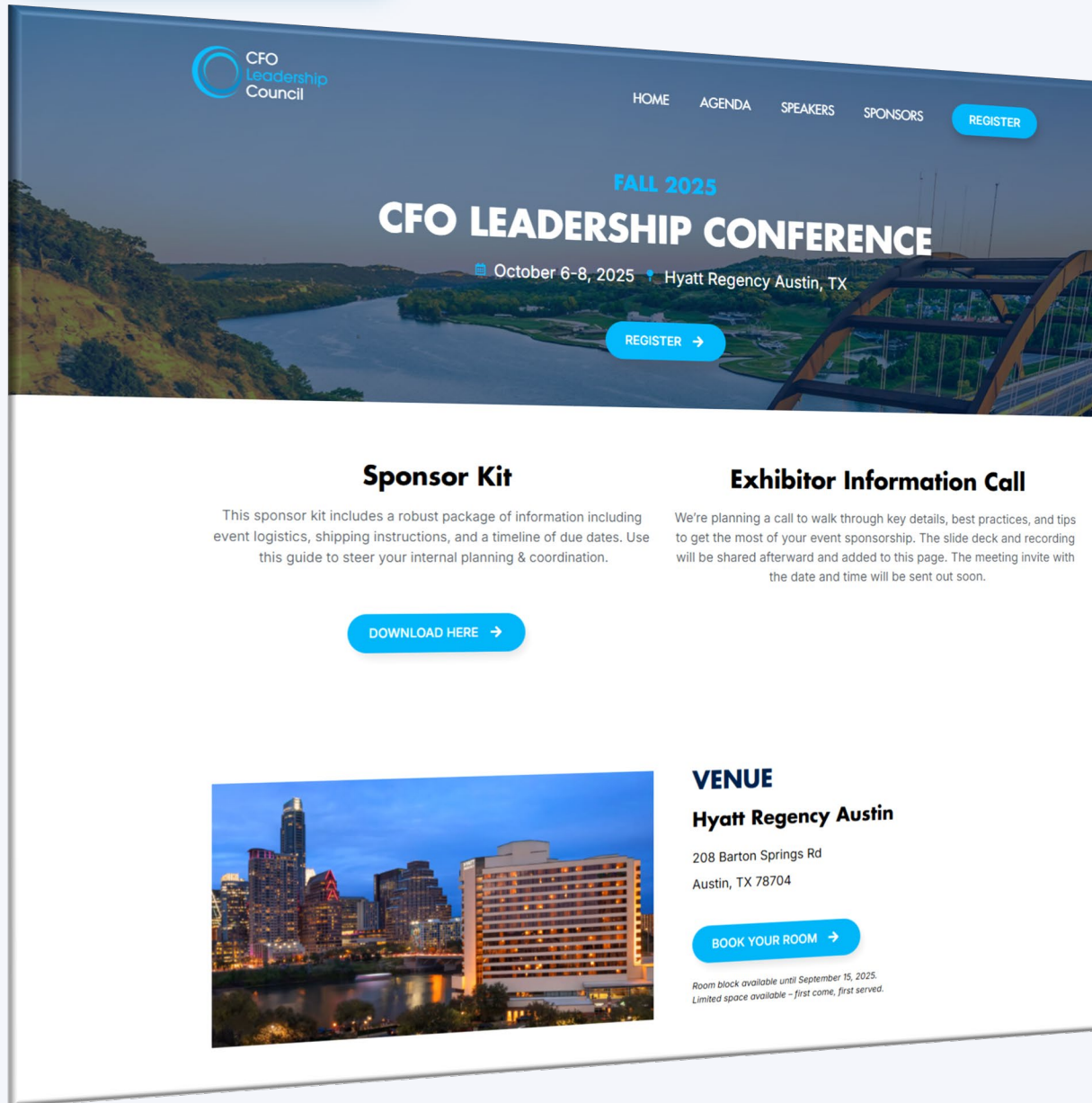
October 6-8, 2025

[Online Reservation Link](#)

**Room block available until
September 15 or until the block fills.**



Resources



The screenshot shows the CFO Leadership Council website for the Fall 2025 conference. The header includes the logo and navigation links: HOME, AGENDA, SPEAKERS, SPONSORS, and a REGISTER button. The main banner features a scenic view of a river and a bridge, with the text "FALL 2025 CFO LEADERSHIP CONFERENCE" and "October 6-8, 2025 | Hyatt Regency Austin, TX". A REGISTER button is also present in the banner. Below the banner, there are two main sections: "Sponsor Kit" and "Exhibitor Information Call". The "Sponsor Kit" section includes a description of the kit and a "DOWNLOAD HERE" button. The "Exhibitor Information Call" section includes a description of the call and a "BOOK YOUR ROOM" button. At the bottom, there is a "VENUE" section for the Hyatt Regency Austin, including the address and a "BOOK YOUR ROOM" button. A small note at the bottom right of the venue section states: "Room block available until September 15, 2025. Limited space available - first come, first served."

Sponsor Kit

This sponsor kit includes a robust package of information including event logistics, shipping instructions, and a timeline of due dates. Use this guide to steer your internal planning & coordination.

[DOWNLOAD HERE →](#)

Exhibitor Information Call

We're planning a call to walk through key details, best practices, and tips to get the most of your event sponsorship. The slide deck and recording will be shared afterward and added to this page. The meeting invite with the date and time will be sent out soon.

VENUE

Hyatt Regency Austin

208 Barton Springs Rd
Austin, TX 78704

[BOOK YOUR ROOM →](#)

Room block available until September 15, 2025.
Limited space available - first come, first served.

SPONSOR KIT

INTRODUCTION

Welcome to the 2025 CFO Leadership Conference - Fall to be held October 6-8 in Austin, TX. We are delighted you are participating in this event. The purpose of this document is to help you make the most of your sponsorship and provide important logistical details. The Sponsor Checklist below includes deadlines and further details to help you prepare for the conference.

WHAT TO EXPECT

The 2025 CFO Leadership Conference Fall is a 2 1/2-day program that will feature prominent keynotes, fireside chats, breakout sessions and multiple panel discussions. We will also be offering two pre-event workshops, followed by a welcome reception on October 6. Please see a high-level conference schedule below. A detailed event schedule can be found online with agenda details being added regularly:

<https://cfoleadershipcouncil.com/fall-conference/agenda/>

Monday, October 6

- 1:30 – 5:30pm | Pre-Event Workshop & Austin Adventure
- 6:00 – 7:30pm | Welcome Reception & Exhibit Hall Open

Tuesday, October 7

- 8:00 – 9:00am | Registration, Networking Breakfast, and Exhibit Hall Open
- 9:00 – 5:00pm | Keynotes, Breakout Sessions, Networking Lunch & Breaks
- 5:00 – 6:30pm | Networking Reception in Exhibit Hall
- 8:00am – 6:30pm | Exhibit Hall Open. Highest traffic will be during breakfast, breaks, lunch, and reception

Wednesday, October 8

- 8:00 – 9:00am | Networking Breakfast
- 9:00 – 2:30pm | Keynotes, Breakout Sessions & Networking Lunch
- 2:30pm | Closing Remarks and Exhibit Hall Prizes Awarded
- 8:00am - 2:30pm | Exhibit Hall Open. Highest traffic will be during breakfast and breaks

KEY CONTACT INFORMATION

Emily Boissonnault will be your lead contact – pre-event, onsite and post-event. Emily is your best resource to assist with questions and will coordinate with the rest of the CFO Leadership Council events team to get you any answers on registration, audio visual and special needs. Emily can be reached at emilyb@cfclc.com or (508) 231-6830.

ADDITIONAL SPONSOR CONTACTS

- Speaker Questions and Materials: Jamie Tassa, jtassa@chiefexecutivegroup.com | (615) 592-1506
- Sponsor Deliverable Questions: Karyn Egeland, karyn@cfclc.com | (201) 788-5129

Promotional Items

CFO Leadership Conference Promotional Materials

Conference Flyer

DOWNLOAD →

General Invite Script

DOWNLOAD →

Social Graphics

VIEW ALL GENERAL &
CUSTOMIZED GRAPHICS →

Tag the CFO Leadership
Council, Kristin Todd, Hope
Russo and Emily Boissonnault



Event App

Company Portal Access

- **Access on September 9** (email invite from *cfofall25@event-emails.com*)

Company Representatives

- Representatives must be registered for the event before they can be given access to your booth.*
- CFOLC will connect your representatives to your booth.
- Everyone will get access to edit booth, create qualifying lead questions, and view and export the lead list.

You have been invited to the event as a company admin of **EventMobi** in **Edgestone Leadership Summit**.

As a company admin, you can manage your company details, company representatives, etc. for the event in Company Portal.

You will need to accept the invite in the link below to start managing Company Portal.

[Get Started](#)

If you require any assistance please [contact Support](#).



EventMobi
151 Yonge Street, 11th Floor
Toronto, ON, M5C 2W7,
Canada



1-888-296-8415

*If someone on your team needs access to the company portal, but will not be attending the event, please let Emily know and we will get you access.

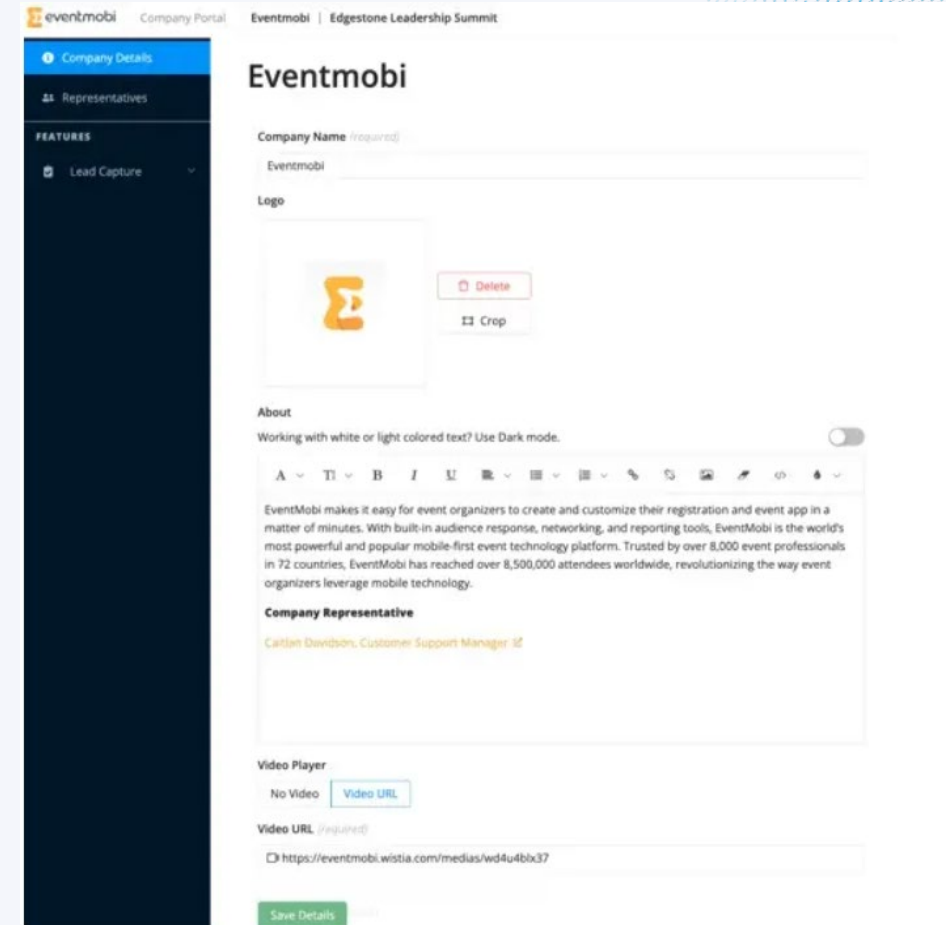
Event App

Booth will be edited on desktop, not within the app. Follow link in email.

Virtual Booth Items

- Company name, logo and description
- Creating a call-to-action button
- Embedding a video into the profile
- Uploading documents or linking to external sites
- Adding contact details

Access to the Event App will be September 29. You will be able to see your booth as an attendee would at this time.



The screenshot displays the 'Eventmobi' Company Portal interface for editing a booth. The left sidebar contains navigation links: 'Company Details' (active), 'Representatives', and 'FEATURES' with a sub-link 'Lead Capture'. The main content area is titled 'Eventmobi' and includes the following sections:

- Company Name** (required): A text field containing 'Eventmobi'.
- Logo**: A square image placeholder showing an orange logo, with 'Delete' and 'Crop' buttons.
- About**: A text editor with a toggle for 'Dark mode' and a rich text toolbar. The text reads: 'EventMobi makes it easy for event organizers to create and customize their registration and event app in a matter of minutes. With built-in audience response, networking, and reporting tools, EventMobi is the world's most powerful and popular mobile-first event technology platform. Trusted by over 8,000 event professionals in 72 countries, EventMobi has reached over 8,500,000 attendees worldwide, revolutionizing the way event organizers leverage mobile technology.'
- Company Representative**: A text field containing 'Carlton Davidson, Customer Support Manager'.
- Video Player**: A section with 'No Video' and 'Video URL' buttons.
- Video URL** (required): A text field containing 'https://eventmobi.wistia.com/medias/wd4u4bix37'.

A green 'Save Details' button is located at the bottom right of the form.

[How to use Company Portal](#)

Lead Capture

To begin using Lead Capture at an event, you will need to download and access the **EventMobi Lead Capture App** from either the Google Play Store or the Apple App Store.

Leads can be scanned or added manually. There will be QR codes on the back of attendee name badges.

[How to use Lead Capture](#)



Features

- Custom qualifying questions
- Export leads list any time (*through desktop company portal*)
- Lead information captured:
 - Lead owner, date and timestamp
 - Name, email, company, title
 - Custom questions and notes

Booth Examples



Additional A/V for Booths



EventNow
Exhibitor
encore
Account
My Cart
Help

Click into the Product for full pricing breakdown. Billing Days, Labor, Service Charge and Taxes will be applied at checkout

Product Catalog

CFO Leadership Conference

Load In Date: 10/06/2025

10/07/2025 09:00 am - 10/08/2025 02:30 pm

Hyatt Regency Austin, 208 Barton Springs Rd, AUSTIN, TX, 78704, United States

Showing 1-15 of 15 Items

Sort By
Position

Select Your Electrical Options

\$127.00 to \$212.00 daily equipment rates

Select Options

Select Your Electrical Accessories

\$13.00 to \$66.00 daily equipment rates

Select Options

Select Exhibitor Internet Options

\$33.00 to \$1,450.00 daily equipment rates

Select Options

Supplemental Booth Activities

Some Ideas:

- Mini golf
- Prize wheel
- Counting game – how many items in a container
- Virtual reality
- Cornhole, skeeball, claw machine, plinko, darts, ringtoss



Reception Themes

Oct 6: Welcome Reception – College Theme Night

Nothing says fall more than college football. In the spirit of the season, we're inviting all attendees to show off their school pride—whether it's your alma mater or your go-to team on College Gameday. Wear your college gear (t-shirts, hats, team colors—whatever reps your school), connect with fellow fans and rivals, and bring the tailgate energy to your exhibit. Host a tailgate challenge at your booth or create a themed giveaway. Earn MVP honors for spirit and creativity!

Oct 7: Reception – Austin Amplified – A Night of Music and Networking

With the conference hosted in the live music capital of the world, what better way to turn up the volume on the experience than with a music-themed night to remember? Whether you're a classic rock lover, country die-hard, or indie fan, this is your night to connect with fellow music buffs. Find your musical match, trade band stories and discover shared favorites. We'll have a live band and a DIY station to create your own conference "band tour" t-shirt. Exhibitors—rock your booth with music swag, run a name-that-tune challenge, or offer giveaways inspired by legendary artists. Earn a spot on our "Top of the Charts" leaderboard for most creative activation.

Some Ideas:

- Have icebreaker questions ready
- Look at the audience profile prior to the conference and make sure you understand the specific needs, challenges, and pain points faced by CFOs (reg list goes out at 3 weeks & 1 week)
- Don't feel like you need to stay at the booth at all times; join sessions & networking
- Speak the language of finance by incorporating financial jargon and metrics that resonate such as ROI, NPV, IRR, and cash flow analysis (Be an expert, seem knowledgeable)
- Foster authentic connections by engaging in discussions beyond your product. Discuss industry trends, AI, and other financial matters of interest, but also personal fun facts – hobbies, vacation spots, etc – remember CFOs are people too!

Best Practices Collateral

Best Practices

**Best Practices for Presenting to CFOs
(for speaking sponsors)**

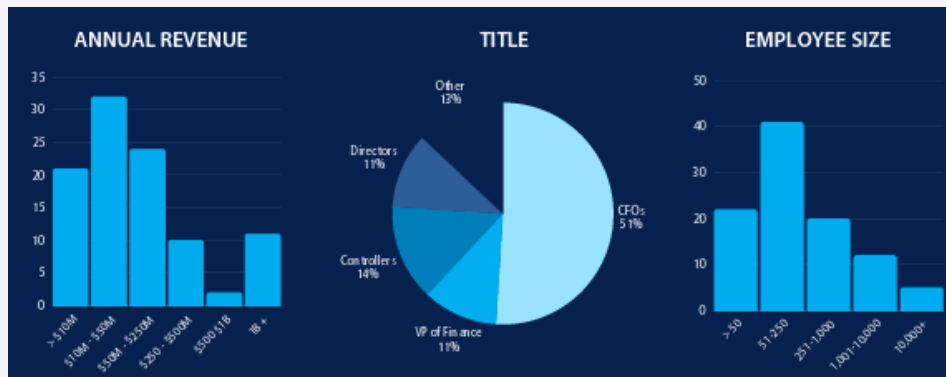
DOWNLOAD →

**Best Practices for Selling to CFOs In Person
(for the reps attending)**

DOWNLOAD →

**Best Practices for Selling to CFOs Post-Event
(for follow up notes)**

DOWNLOAD →



A COUPLE EXTRA TIPS

- ✓ KEEP MESSAGES SHORT & SPECIFIC
- ✓ AVOID EXCESSIVE SELLING
- ✓ PERSONALIZE WITH NAMES
- ✓ PROVIDE VALUE

Deadline Reminders

ASAP:

- Register your staff for the conference
- Book your hotel room at the Hyatt

Upcoming Deadlines:

- Past Due – Session Details and Speaker Info
- September 19 – Complete your virtual booth in EventMobi
- September 19 – Submit any additional A/V needs for your exhibit booth
- September 26 – Deadline for your complimentary VIP passes for senior finance exec clients

Ongoing:

- Keep spreading the word – let us know if you need any marketing materials!
- Let us know any supplemental activities you're doing at your booth or if you're planning an event around the conference (eg dinner following reception)

Coming Up!

Coming Soon:

- Access to this slide deck & recording
- Booth Number Assignment
- EventMobi Access (September 9)
- Deadline reminders
- Registration List (sent at 3 weeks & 1 week out)



Questions?

emilyb@cfolc.com



Thank you!!

emilyb@cfolc.com