



# Sponsorship Information

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# Welcome to sponsoring FinOps X 2025

We're excited to have you join us for the 4th annual conference in San Diego.

This presentation includes key sponsorship information — if you have any questions regarding your sponsorship or the benefits included, please email [x@finops.org](mailto:x@finops.org).

This deck will be updated as more information becomes available.



# Upcoming Deadlines

## All Sponsors

- **April 1 (hard deadline):** Submit your final booth graphic to [jessica@finops.org](mailto:jessica@finops.org)
- **May 5:** Advanced Shipping Starts
- **May 28:** Advance Shipping Deadline

## Gold Breakout Session

- **March 21:** Proposed session details due
- **April 11:** Submit Google Slides to [suha@finops.org](mailto:suha@finops.org)
- **April 14:** Dry run starts

# Conference Ticket

# Sponsor conference tickets

## Sponsor Tickets

You have been sent the sponsor code via email. We recommend using this for your speakers and sales/marketing staffing the booth. These attendees will be automatically approved.

**ACTION:** Have sponsor-allocated attendees [register here](#) with the code sent via email

## Purchase additional conference tickets for SMEs

Additional SMEs from your organization can [register](#) for FinOps X. There is no specific limit to these tickets but we actively monitor the event attendee balance for fair usage.

**ACTION:** Have additional attendees [register here](#)

# Governing Board and Technical Advisory Council

Governing Board members and the Technical Advisory Council members have received a code for a complimentary ticket. If you need this code to be resent please email [x@finops.org](mailto:x@finops.org)

**ACTION:** If you have GB or TAC members attending from your organization, confirm they have registered or have them [register here](#) with the code sent to them via email

# Expo Hall Info

# 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 (when breakfast starts) - 7:30 PM (when sponsor networking reception ends)
- **Wednesday, June 4:** 7 AM (when breakfast starts) - 5 PM

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

Please ensure your booth is appropriately staffed during busy periods — breaks, lunch, **welcome reception** (June 2 from 4 PM - 7 PM) and **sponsor reception** (June 3 from 5:45 PM - 7:30 PM). View the [FinOps X agenda](#) for details.

**Expo hall map and booth numbers will be shared as we get closer to the conference.**



# Setup & breakdown hours

## Set up

- **Monday, June 2:** 12 PM\* - 3 PM
- **Tuesday, June 3:** Before 7 AM

*\*Start time subject to change*

The expo hall will be open on Monday, June 2 at 4 PM. If you can't set up on Monday, you can set up on Tuesday before 7 AM (the expo hall opens at 7 AM to attendees).

Sponsors are responsible for breaking down their boxes/trash and putting them away in a centralized trash bin (we'll share details onsite). Trash will need to be disposed of before the welcome reception.

## Break down

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

**ACTION:** Send onsite point of contact name, email, and phone number to [suha@finops.org](mailto:suha@finops.org)

# Platinum Sponsor Booth

Download the [platinum booth info](#). Please read for graphic submissions.

**Booth space** - 20ft x 10ft. Everything (incl. furnishings) must be in your booth space. Do not place swag/items on the floor as it can be a tripping hazard for attendees. The Foundation staff will ask you to remove items from the floor.

## Back wall

- For organizations with **Member Certification**, place your certification on the upper right hand corner of the back wall (where the dotted line is). We will send you the member certification design files.
- Do not use any unverified claims/statement that violates the code of conduct. The design will be asked to be amended, which will cause extra delay and potential cost.

**ACTION:** Submit your final booth graphic to [jessica@finops.org](mailto:jessica@finops.org) by April 1 - Hard deadline

**Furnishing** - Purchase additional furnishings via [Freeman portal](#). Create your account or login (if returning sponsor) using the show name **FinOps X 2025**. Reach out to Freeman directly for any questions.

Please note HDMI cables are not included. Please bring your own HDMI cable and any adapters.

# Gold Sponsor Booth

**Download the [gold booth info](#).** Please read for graphic submissions.

**Booth space** - 10ft x 10ft. Everything (incl. furnishings) must be in your booth space. Do not place swag/items on the floor as it can be a tripping hazard for attendees. The Foundation staff will ask you to remove items from the floor.

## Back wall

- For organizations with **[Member Certification](#)**, place your certification on the upper right hand corner of the back wall (where the dotted line is). We will send you the member certification design files.
- Do not use any unverified claims/statement that violates the code of conduct. The design will be asked to be amended, which will cause extra delay and potential cost.

**ACTION:** Submit your final booth graphic to [jessica@finops.org](mailto:jessica@finops.org) by **April 1 - Hard deadline**

**Furnishing** - Purchase additional furnishings via **[Freeman portal](#)**. Create your account or login (if returning sponsor) using the show name **FinOps X 2025**. Reach out to Freeman directly for any questions.

Please note HDMI cables are not included. Please bring your own HDMI cable and any adapters.

# Silver Sponsor Booth

Download the [silver booth info](#). Please read for graphic submissions.

**Booth space** - 5ft x 5ft. Everything (incl. furnishings) must be in your booth space. Do not place swag/items on the floor as it can be a tripping hazard for attendees. The Foundation staff will ask you to remove items from the floor.

## Back wall

- For organizations with **Member Certification**, place your certification on the upper right hand corner of the back wall (where the dotted line is). We will send you the member certification design files.
- Do not use any unverified claims/statement that violates the code of conduct. The design will be asked to be amended, which will cause extra delay and potential cost.

**ACTION:** Submit your final booth graphic to [jessica@finops.org](mailto:jessica@finops.org) by April 1 - Hard deadline

**Furnishing not available for Silver Sponsors.**

Please note HDMI cables are not included. Please bring your own HDMI cable and any adapters.

# Shipping

# Warehouse shipping

## 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

## Key Dates

**May 5:** Advanced Shipping Starts

**May 28:** Deadline for advanced shipping

Create your Freeman account using your company name and show name (FinOps X 2025).

## Warehouse shipping information

- [Freeman portal](#) for warehouse shipping and shipping labels.
- Freeman will accept crated, boxed, or skidded material beginning **May 5, 2025** at the above address
- Materials arriving after **May 28, 2025** will be received at the warehouse with an *additional charge*
- Please note that the Freeman Warehouse does not accept uncrated freight (loose, pad-wrapped material and/or unskidded machinery), COD shipments, hazardous materials, freight requiring refrigerated or frozen storage, a single piece of freight weighing more than 5,000 pounds or a single piece of freight beyond the dimensions of 108"H x 93"W.
- Warehouse materials are accepted at the warehouse Monday through Friday between the hours of 8:00 AM - 4:00 PM.
- Certified weight tickets must accompany all shipments.
- If required, provide your carrier with this phone number: (888) 508-5054.
- Freeman is unable to accept direct freight shipments at Marriott Marquis San Diego Marina.

# Move-out checklist

## Dismantle and move-out information

All exhibitor materials must be removed from the exhibit facility by **June 4, 2025 by 7 PM.**

To ensure all exhibitor materials are removed from the exhibit facility by the exhibitor move-out deadline, please have all carriers check in by **June 4, 2025 at 5 PM.** In the event your selected carrier fails to show up on the final move-out day, Freeman reserves the right to re-route your freight onto another carrier.

## Excessive trash and booth abandonment

Note that any excessive trash which consists of display materials, carpet, padding, crates and/or pallets will be disposed of and charged both a handling fee and disposal fee during exhibitor move-out.

Clear out the booth. Any excessive materials left on the booth at the end of the event will be considered trash.

# Lead Scanner



# Lead Scanner

FinOps Foundation will not provide a physical device - it will be an app to download on your own device. Lead scanner accounts are allocated based on sponsor tickets:

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

Lead scanner account is tied to the email address registered for FinOps X. Get your staff registered for FinOps X before sending us the list of email addresses for lead scanner.

**ACTION:** Send the list of email addresses to [suha@finops.org](mailto:suha@finops.org)

**Please note:** Lead scanning is only allowed at your booth in the expo hall. Any sponsors found scanning leads outside of their area will have all leads removed from their devices.

# Miscellaneous

# 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**
- 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

Visit [x.finops.org/code-of-conduct/](https://x.finops.org/code-of-conduct/)

# Media, Press and Analysts

## Official Media and Press program

There will be a small number of official media and press partners at the event as part of an officially managed program.

**Any media or 3rd party content creation at the Marriott, cannot be done onsite without explicit written sign-off from the FinOps Foundation and the Marriott, as per their policy.** This includes public spaces, sponsor parties, or anything either onsite at the Marriott or tied to our event.

## Analysts

We are expecting analysts to attend the event from various organizations. We will share details depending on the sponsorship level around 6-8 weeks before the event.

**Platinum** and **Gold** sponsors will receive a list of names of analysts attending FinOps X. **Silver** sponsors will receive a list of analyst firms attending FinOps X. Booking meeting with analysts is done via your account team with the analyst organizations. **The Foundation can not schedule these meetings.**

More information will be  
available in the upcoming  
weeks.