

Product launch event timeline

July 20, 2026

8:00 AM – 10:00 AM Setup and Rehearsal

Main Auditorium

Technical team sets up the stage and audio visual equipment while the speakers run through their final rehearsal.

10:30 AM – 11:00 AM Guest Arrival

Main Entrance Lobby

Attendees arrive at the venue and are greeted by staff while checking in at the front desk.

11:00 AM – 11:30 AM Opening Speech

Main Stage

The CEO delivers the opening keynote address to introduce the new product line and vision.

11:30 AM – 12:15 PM Live Product Demo

Main Stage

The product team showcases the features and capabilities of the new device with a live interactive demonstration.

12:15 PM – 1:15 PM Networking Lunch

Dining Hall

Guests enjoy a catered lunch while discussing the product presentation with industry peers.

1:30 PM – 2:30 PM Media Interviews

Media Suite B

Members of the press conduct one-on-one interviews with the leadership team in a private media room.

2:30 PM – 3:00 PM Interactive Workshop

Demo Lab

Attendees participate in a hands-on session to test the product prototypes personally.

3:00 PM – 3:30 PM Closing Remarks

Main Stage

The event concludes with a final thank you message and information on where to purchase the product.

3:30 PM – 4:30 PM Closing Reception

Outdoor Terrace

A final networking session with refreshments to wind down the event.