

Product Launch Timeline

Date: Tuesday 15 April 2025

Location: The Grand Exhibition Hall

Timeline

Pre-Event Setup

08:00

Technical Setup & Sound Check

Finalizing stage setup, AV equipment checks, and sound checks.

Location: Main Stage, The Grand Exhibition Hall

Arrival & Networking

09:00

Guest Arrival & Registration

Attendees arrive, register, receive event badges and welcome kits.

Location: Exhibition Hall Entrance Foyer

09:30

Welcome Coffee & Networking

Guests enjoy coffee and pastries while networking before the main session.

Location: Foyer Lounge Area

Keynote Presentation

10:30

Opening Remarks

Welcome address by the CEO, setting the stage for the launch.

Location: Main Stage, The Grand Exhibition Hall

10:45

Keynote: The Future of Innovation

Presentation of the groundbreaking new product, its vision, and market impact.

Location: Main Stage, The Grand Exhibition Hall

Product Demonstration

11:45

Live Product Demonstration

Interactive live demonstration showcasing the product's core features and user experience.

Location: Main Stage, The Grand Exhibition Hall

Q&A Session

12:30 **Expert Q&A Panel**

Answering attendee questions from the product development and marketing teams.

Location: Main Stage, The Grand Exhibition Hall

Networking & Refreshments

13:00 **Networking Lunch & Product Experience Zone**

Guests enjoy lunch and have hands-on experience with the new product at dedicated stations.

Location: Exhibition Hall Dining Area & Product Zones

Post-Event Activities

14:30 **Closing Remarks & Thank You**

Final thank you to attendees and information on next steps.

Location: Main Stage, The Grand Exhibition Hall

15:00 **Gift Bag Distribution & Departure**

Attendees receive branded gift bags as they depart.

Location: Exhibition Hall Exit