

# THE CFO

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## ACCELERATOR LIVE

### **START HERE**

Welcome to the The 2024 CFO Accelerator LIVE logistics HQ! We're so glad you decided to join us in Dallas for our 2nd annual conference. It's gonna be epic.



As we all prep for 3 days of firm transforming content, this link will be your go-to hub for all things Conference logistics—hotel, schedule, tips, you name it!

We'll see you in May!

### **EVENT RELEASE AND LIABILITY AGREEMENT**

● All attendees **MUST** sign the [Event Release and Liability Agreement](#). Click the link to review and sign.

### **DATE**

May 15-17, 2024

### **EVENT LOCATION**

#### **Hyatt Regency Dallas**

Situated adjacent to the heart of downtown, Hyatt Regency Dallas is one of the city's most recognizable landmarks, with its 50-story tower, shimmering dome, glass architecture and revolving restaurant.

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**Address:** 300 Reunion Boulevard, Dallas, Texas, 75207

### **EVENT DATES + TIMES**

*TIMES ARE TENTATIVE*

Wednesday, May 15th - 9am-6:30pm

Thursday, May 16th - 9am-6:30pm

Friday, May 17th - 9am-3:00pm

### **REGISTRATION**

Registration will be located at **Landmark Ballroom Foyer - Trinity B Reg Desk**. We will have signs in the lobby to point you in the right direction!

Early bird registration will be held Tuesday, 5/14 from 6:00-8:00pm

Registration will open from 7:30am-9:00am the day of the event

VIP will enter at 8:30am

General Admission will enter at 8:45am

### **HOTEL INFO + ROOM BLOCK**

#### **Hyatt Regency Dallas**

**Address:** [300 Reunion Boulevard, Dallas, Texas, 75207](#)

#### **CHECK-IN AND CHECK-OUT:**

Check-In Time Is 4:00pm

Check-Out Time Is 11:00am

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### **HOTEL ROOM BLOCK**

**Room Block Link:**

<https://www.hyatt.com/en-US/group-booking/DFWRD/G-CFOA>

**Be sure to book because this room block WILL sell out!!**

Room Block Phone #: 1-800-233-1234 please provide code is G-CFOA

### **AIRPORTS**

**Dallas Fort Worth Airport (DFW)**

2400 Aviation Dr, DFW Airport, TX 75261

18 miles/ approx 25 mins

**Dallas Love Field Airport (DAL)**

8008 Herb Kelleher Way, Dallas, TX 75235

7 miles/ approx 10 mins

### **TRANSPORTATION**

**UBER/LYFT:** App based rides are available to/from airport

[Uber](#)

[Lyft](#)

**DART Light Rail Service:** the hotel is conveniently connected to Union Station on the Red and Blue lines and is also a stop for TRE commuter rail to Fort Worth.

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The DART (Dallas Area Rapid Transit) orange line leaves from the airport and goes to the West End station, and guests can take either the red or blue line to get to Union Station (attached to the hotel via underground concourse). For transportation to DFW Airport from the hotel, guests can take either the red or blue DART lines from Union Station to the West End station and switch to the orange line to take to the airport.

### **RENTAL CAR:**

AVIS/Budget rental cars

The hotel desk is located on the lobby level. Hours vary based on business levels, please contact them ahead of time to make arrangements.

AVIS – (214) 712-7188

Budget – (214) 712-7189

### **PARKING**

Parking Is Available At The Hyatt Regency Dallas.

Special CFO Accelerator Live rates are as follows:

Discounted self-parking at \$16 per vehicle, per night (8 hours or more)

Discounted self-parking at \$12 per vehicle for daytime parking (up to 8 hours)

Valet Parking is available at the hotel entrance. In and out privileges for hotel guests only.

Electric charging stations are available on a first come first serve basis in our valet garage.

In order to access them, guests must valet vehicles.

Self-parking in the outdoor Radish Lot is conveniently located on the north end of the hotel at the intersection of Hotel Street and Reunion Boulevard West. In and out privileges for overnight guests only.

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### WIFI

Complimentary wifi in-room and event area

### DALLAS AGENDA

Here's an overview of the event schedule

- May 14th: Tuesday Evening Early Check-in Available! Come to the **Landmark Ballroom Foyer - Trinity B Reg Desk** on the Lobby Level from 6:00pm-8:00pm to get your name badge to avoid the lines on opening day. As a VIP you get to skip the line!
- May 15th: Tuesday Check-in from 7:30am-9am. Come to the **Landmark Ballroom Foyer - Trinity B Reg Desk**. Everyone must check in and pick up a name badge prior to entering the ballroom.
- May 15th-17th: Main Event! The conference will be held in the **Landmark Ballroom A&B** on the lobby level each day, Wednesday and Thursday from 9am-6:30pm. And on Friday from 9am-2:30pm.

 [Map of Hyatt Hotel Interior](#)

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### **ON-SITE RESTAURANTS AND BARS**

- Parrino's Oven - serving flavorful and authentic Italian dishes, such as pastas, and pizza
- Centennial Cafe - features local Texas flavors and our signature Hyatt breakfast and lunch menu
- Birds, Bourbon & Brews — Enjoy the taste of your favorite poultry dishes with a global twist
- Monduel's - atrium bar and lounge; cocktails and light fare
- Coffee's Post - for your favorite Starbucks brew and a pastry, sandwich, salad or some fresh fruit, open 24/7 for your convenience

### **DRESS**

Dress code for the event is business casual. The event space will be cold so please bring extra layers!

### **REUNION TOWER**

The best photo op in town is from 470 feet in the air! Conveniently attached to Hyatt Regency Dallas, "The Ball" is one of the most recognizable landmarks in Dallas. Get a breathtaking 360-degree view of the city from the Geo-Deck. Hyatt Regency Dallas guests receive 20% off Geo-O Deck admission when they show their room key.

### **CONTACT**

If you have any questions or need additional support please contact Team TCA at [support@thecfoaccelerator.com](mailto:support@thecfoaccelerator.com)!