Google for Startups

SF Tech Week
KBYG



Google for Startups | FAQ

GOOGLE FOR STARTUPS

Q: What is Google for Startups?
A: Google for Startups is on a mission to support thriving startup communities around the world. We connect startups with the right people, products, and best practices to help your startup grow.

Q: How do I sign up to learn more about Google for Startups and its offerings?
A: Visit our website and sign up for our startups newsletter, sent every month with updated programs, events, and product launches relevant for the startup ecosystem.

Q: How can I stay informed about future startup events beyond SF Tech Week?
A: Learn more about future startup events and on-demand digital events. Find a Gemini Startup Forum near you, register interest for future events, and sign up for our startups newsletter.

Q: How can I see what other events and sessions Google for Startups is hosting at SF Tech Week 2026?
A: Visit this link to register for our other SF Tech Week and LA Tech Week programming.

Q: Where can I learn more about the Google Cloud and Google DeepMind products featured onsite?
A: Visit our GFS page for SF Tech Week here and talk to a Googler at our Demos and Expert Lounge.

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PROGRAMMING & REGISTRATION

Q: How do I know if I have been approved to attend these events and sessions?
A: You will receive a registration confirmation from Partiful when you are approved. Please allow extra time for approvals due to a large volume of requests. If you have received a referral code from your Google Cloud contact, include that in your registration so we can “fast track” your acceptance.

Q: Where do I find the referral code listed in registration? How do I get one?
A: If you are an existing or prospective customer, please reach out to your Google Cloud sales rep or point of contact for a referral code. Approvals will be streamlined for those with a code.

Q: How many events/sessions can I attend?
A: You are welcome to register for as many events as you would like. However, all time blocks operate on a first come, first served basis. If you are registered for the morning time block and would like to attend the afternoon block, please also register for that second time block via the Partiful page.

Q: If I register for the morning sessions, am I able to stay for the afternoon sessions?
A: Attendees will be permitted to stay based on space availability and capacity. Those who are registered in Partiful will be given first priority to enter sessions if the event is at capacity.

Q: Are any of the sessions happening simultaneously?
A: There are two stages at the Startup Hub. If two sessions overlap, it will be noted if they are hosted at the Main Stage or Terrace Stage.

Q: Can I attend these events and sessions if my startup is still in the ideation phase?

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A: Absolutely. These sessions are designed for startups of all sizes and stages. Read more about the session descriptions on each Partiful page to make sure the content is of interest to you. If your startup is in stealth mode, connect with one of our Founder Advocates who specializes in stealth founders.

ONSITE DETAILS

Q: Where is The Aviary at Metreon located?
A: The venue is located at 135 Fourth Street, San Francisco, CA 94103. The Metreon is a four-story vertical and shopping center with AMC and IMAX theaters, City Target, and several eateries.

If you think you mistakenly wandered into a shopping mall, you are in the right place. The Google for Startups Hub is located on the fourth floor at The Aviary. *The venue was previously called, "City View," if you have visited before.*

Q: Do I need to bring my badge if I am coming to multiple events?
A: Yes. If you plan to leave and return for additional programming, please keep your badge to expedite check-in and seating. If you attend on Tuesday and plan to return for Wednesday's programming, please bring your badge with you.

Q: Are there any bag policies or security restrictions?
A: Please exercise your best judgement and refrain from bringing large bags, suitcases, duffles, etc. Large bags may be subject to additional search. Coat check will be available. Attendee badges must be worn at all times.

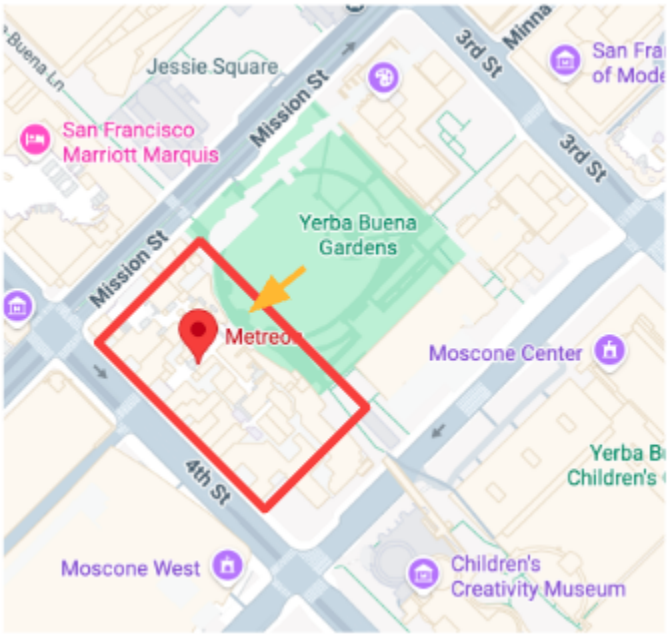
Q: Will the Startup Hub have a coat check?
A: There will be a coat check available at check-in. However, we advise against bringing bulky coats or bags, unless necessary, as it will slow down the check-in process.

Q: Am I permitted to bring a plus one or fellow colleagues to these events?

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A: All attendees must register via Partiful. If you wish to bring a colleague or friend, please invite them to register via Partiful and share your referral code (if applicable).

Q: From where should I enter the event?
A: Please enter the building from the Yerba Buena Gardens entrance. There will be wayfinding staff and signage to direct you to the fourth floor via the elevators. If you enter from another side of the building, you will be directed to the Yerba Buena Gardens entrance.



Q: Is there parking available nearby?
A: We recommend parking at the Fifth & Mission / Yerba Buena Garage, located directly across the street from Metreon. The paid garage is open 24 hours, though it does not offer parking validation.

Q: Is the venue accessible via public transportation?
A: You can easily access the venue using BART, Muni light rail, or local buses. Both the Powell Street Station and Yerba Buena/Moscone Station are about a 5-7 minute walk away.

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Q: Is there any cost associated with attending these events?
A: These events are complimentary, but registration is required via SF Tech Week Partiful pages.

Q: Will food, beverages, and refreshments be served?
A: Light breakfast bites will be available from 9AM - 10:30AM on both days. Grab-and-go lunch boxes will be provided. Coffee and water will be available all day. Both evening happy hours will also include a variety of beverages and light bites.

Q: How can I address dietary restrictions or accessibility concerns?
A: All Partiful pages include a question regarding dietary or accessibility assistance. A variety of food and beverages will be served to accommodate various diets. Elevators are available for attendee use. If you have additional concerns, please reach out to gfstechweek2026@google.com.

Q: Where can I reach out if my question is not answered here?
A: Please reach out to gfstechweek2026@google.com and a team member will get back to you as soon as possible. Due to an influx of requests, please expect a reply in 24-48 business hours.