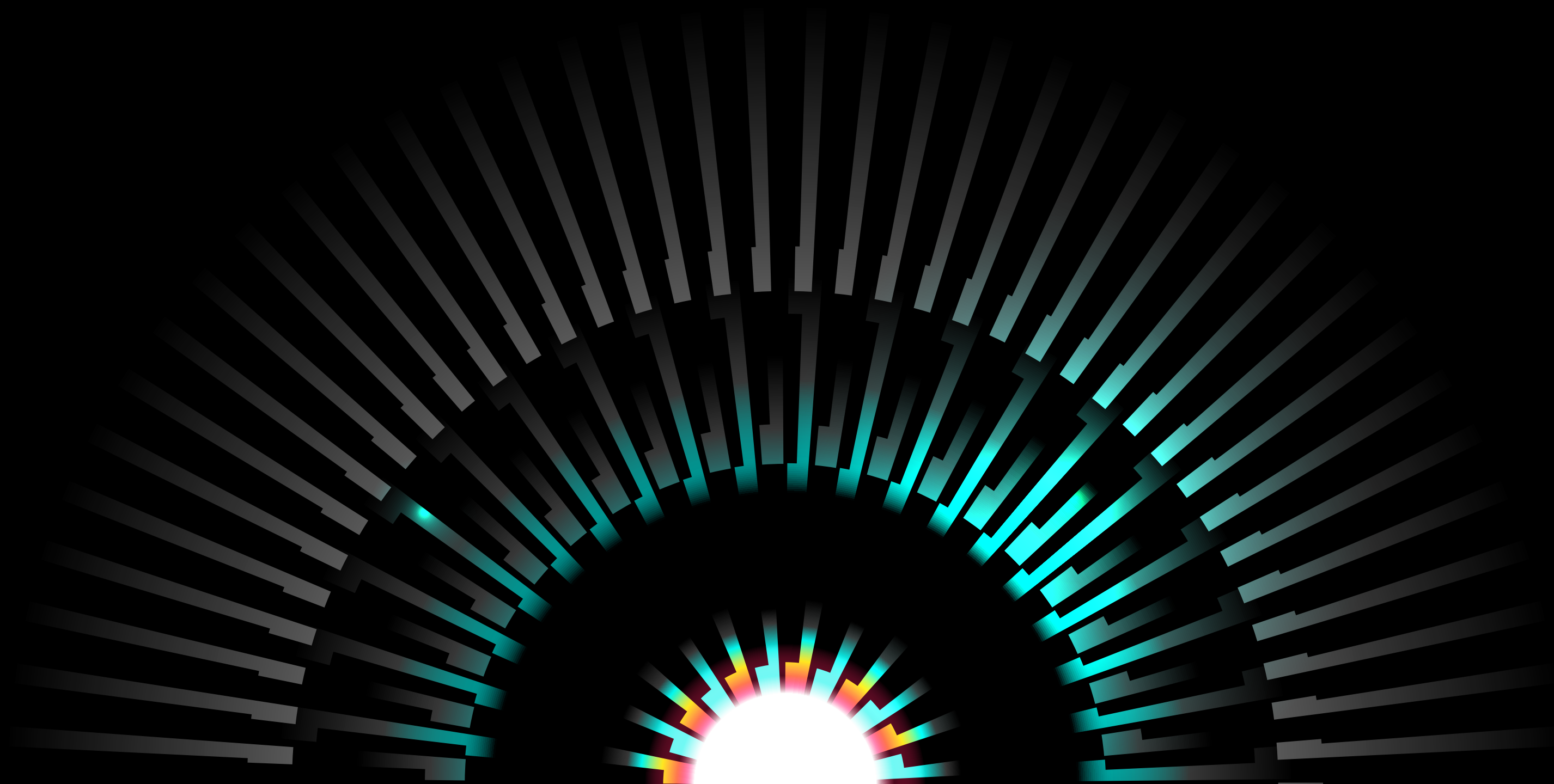


.MONEY THE
20/20[^] *FUTURE*
IN FOCUS

CALL FOR
CONTENT
A Step-by-Step Guide





THE FUTURE OF MONEY, NOW

/ABOUT

Just about everything has changed this year – but we’re still here, and we know that what happens at Money20/20 – the collaboration, the meetings, the conversations, and the change – is essential. It’s the best opportunity to turn things around and prepare for the biggest comeback possible in 2021.

Since 2012, Money20/20 has given audiences the clearest and most distinctive lens on what’s next. It’s what’s made us the world’s most potent blend of people, tech, money and ideas. We stimulate new connections, new insight, and new growth – at speed.

THE DIALOGUE IS DIFFERENT

Money 20/20 firmly believes that different voices and perspectives challenge us to think differently and will help us change the systemic inequalities within financial services and fintech. When submitting for our call for content, we ask you to join us in bringing as many diverse individuals to our stages as possible. This is a chance for you to empower voices that are often overlooked. Suggest, invite, nominate and encourage your colleagues and friends to take the mic!

Together we can be the catalyst for unprecedented industry growth and inclusivity.

GET BACK ON STAGE, SAFELY

At Money20/20 we're on a mission to unite, empower, educate and re-connect our community of leaders in a time when collaboration is critical to getting the economy back on track.

However, we're making sure that the next time you step foot into our expo hall, it's with the most comprehensive set of safety measures designed to help keep you safe. Rest assured that we'll leave no stone unturned, so that each attendee can have the peace of mind to focus on their essential business, not worrying about their wellbeing.

In order to do that, we are working closely with the City of Las Vegas, The Venetian, our vendors, and our sponsors to roll out a complete list of safety measures.

/ Capping access at 6,000 attendees

/ Utilizing maximum square footage in the expo hall to meet social-distancing requirements

/ Hand sanitizing stations installed throughout

/ Detailed cleaning procedures across the show, especially in high-traffic areas

/ Increased self-service stations for registration points

/ Limited capacity in the expo hall and content stages

/ Floor markers where lines may form and distance reminders

/ Wider aisles in expo hall

/ Two-way traffic routes along aisles

/ The Venetian Clean commitment includes more than 800 health and safety protocols

THE NUMBERS ARE DIFFERENT

/ABOUT



~~10,000~~^{6,000} ATTENDEES

4,000+ 1:1 MEETINGS

3,500+ COMPANIES

2,500+ C-SUITE EXECS

450+ SPONSORS

450+ STARTUPS

~~450~~²⁰⁰⁺ SPEAKERS

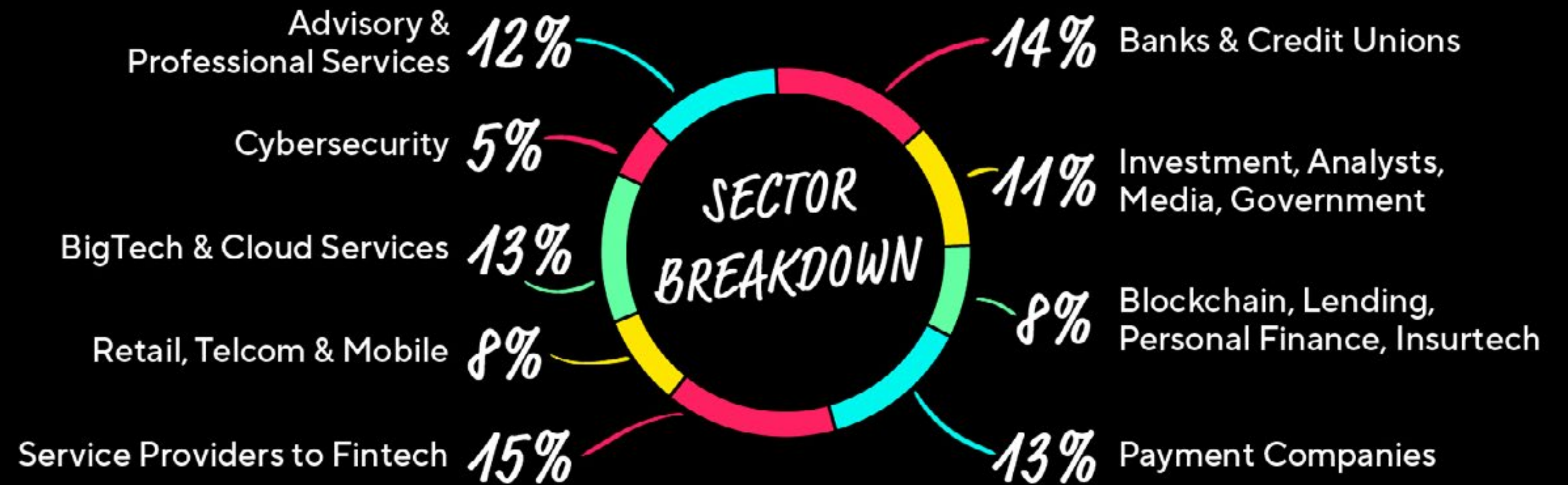
94% ATTENDEES ON APP

~~6~~⁴ STAGES

~~90~~⁴⁵⁺ HOURS OF CONTENT

*Based on 2019 actuals.

MAXIMIZE YOUR REACH



**52% OF 2020 ATTENDEES
ARE DECISION MAKERS**



*Based on 2020 registered attendees as of 5/29

THE MONEY20/20 IMPACT

2019'S BIGGEST ANNOUNCEMENTS:

- / **Uber** – Announced Uber Money, Credit and Debit Cards for Riders and Drivers
- / **Amazon Pay** – Announced Alexa Integration to Pay Bills
- / **American Express** – Announced Partnership with **Nova Credit**
- / **Marqeta** – Announced a New Partnership with **Visa**
- / **Samsung** – Announced Partnership with **Finabl**
- / **Anagog** – Showcased the Potential for Microsegments and Micro Moments
- / **Dwolla** – Launched a Card Issuance
- / **Onfido** – Company Announced New Customers and Tech

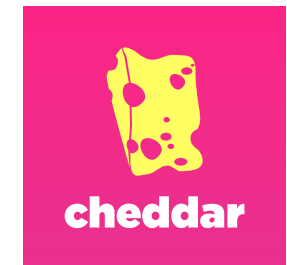
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Inc.

 MARKETPLACE

MarketWatch

 The Motley Fool

TS
TEARSHEET

YAHOO!
FINANCE

THE NUMBERS

1.169B

Total Earned +
Social Impressions

17.4K

Total Coverage Earned
+ Social

16.9K

Total Social Mentions

300+

Total Media Onsite



THE WINNING CONTENT FORMULA

Money 20/20 takes great pride in our stages, reserving them for industry revolutionaries and pioneers at the center of ground-breaking innovation that will inspire, influence and empower our audience.

Here is what it takes to win on our stages...

/ DIVERSE PERSPECTIVES

Innovation stems from the ideas and perspectives of diverse minds. The speakers you propose should reflect the world at large- including gender, age, disability, race, creed and sexual orientation.

/ INSIGHTFUL

Boldly dissect trends and share a unique perspective on where the industry will be in 5 or 10 years.

/ FRESH

Share ideas for content and formats that are new and exciting; don't rehash stale presentations.

/ SUBSTANTIVE

Cover your topic with depth. Provide key takeaways and actionable insights for our audience.





STEP 1: BRAINSTORM YOUR PROPOSAL



WHAT INDUSTRY CHALLENGE ARE YOU SOLVING?

This year we are organizing our agenda around hard-hitting industry questions that cut across the fintech ecosystem. As you think about the story you would like to tell on our stages, think of your proposal in the context of these industry challenges that keep us all up at night:

1/ WHICH LEVERS DO YOU PULL FOR COMPETITIVE SUCCESS?

Mega corporations are buying unicorns, unicorns are buying banks, and Big Tech has kicked the door-in. Get your popcorn ready because we're at the precipice of a permanent market shift. Another wave of industry consolidation is on the horizon. What's the impact for small banks? Will the re-bundling acceleration slow down?

2/ WHAT'S THE INFRASTRUCTURE BLUEPRINT FOR DIGITAL EXCELLENCE?

Do you feel like your pipes are about to burst? How do you maximize flow and minimize leaks in your digital plumbing? As you plan for your businesses' transformation, how are you keeping pace with technology and achieving digital excellence? What are the best investments in innovation for your business?

3/ CUSTOMER NEEDS: WHAT'S THE NEW MAGIC MIX?

Reading what customers want- whether they are consumers, SMBs or large enterprises- requires a sharp focus on drivers and behaviors. How are data and technology enhancing CX and product design in the digital and physical planes? And as we push the boundaries of personalization, how do we stand secure and compliant?

4/ MACROECONOMIC DISRUPTION: WILL YOU SURVIVE?

Global pandemics, market crashes, trade wars AND presidential elections. Talk about unprecedented times! In a changing, unpredictable yet hyperconnected world, global events hit home. As markets migrate to destinations unthinkable, get to grips with the dynamics of the new-normal and find opportunity in uncertainty.

5/ WHAT'S THE DATA ABOUT DATA?

Listen, we bought the concept of data with a lot of faith and not so much data. Personalization is a busted flush. Too many companies are collecting data they don't know what to do with. And meantime, the costs are monumental. These conversations are reserved for those with the hard facts and evidence. No poker face required.

6/ WHICH BLEEDING EDGE WILL BECOME THE LEADING EDGE?

The race to market success is fueled by superior technology. Which cutting edge technologies will make the leap from the lab to main street? What will be your unfair advantage? What's the next paradigm shift in tech that will change the industry? Get the inside scoop on solutions people will be talking about long after you discovered them.

SPEAKER: WHO SHOULD TELL YOUR STORY?

The speakers you put forth play a huge part in the success of your proposal. You may have the perfect speakers within your own organization, but don't limit your thinking. The potential is boundless, and we encourage you to nominate amazing speakers from in and outside of your company that will bring great value to the Money20/20 audience.

KEY THINGS TO CONSIDER:

/ Diversity goes beyond gender: Money20/20 challenges you to bring a diverse array of voices and perspectives to our stages this year. Before you click submit, think about the diversity of speakers you are proposing.... if all your speakers look the same...you're not on the right track. Remember, diversity goes beyond gender – including age, disability, race, creed and sexual orientation.

/ Relevance over seniority: Our show is known for its C-Suite audience and speaker roster. While we welcome CEO speakers, keep in mind that sometimes your CEO might not be the best person to tell the story. Our audience wants to hear from those in your organization who have a really interesting story, background or point of view, not necessarily the most senior job title.

/ Be transparent: We encourage you to dream big but be transparent when it comes to nominating speakers. If you have a great idea for a session and the speakers who could best speak to the topic, let us know! Just be sure to differentiate between “wish list” speakers who are unaware that you have nominated them to speak versus speakers who gave their consent to be included in your proposal.

/ Quality over quantity: Focus on the quality of speakers over quantity. To foster more depth of discussion, we are moving away from sessions with large numbers of panelists. No more than five people on stage at one time (including the moderator/interviewer).

FORMAT: HOW SHOULD I TELL MY STORY?

Different formats and delivery styles work better depending on your session objectives. Remember to consider session formats carefully and be innovative in how they convey your idea. Sessions can use traditional or unconventional formats, but they must always be relevant and deliver value. Always go for a content delivery style that helps the substance of your session shine bright.

Examples of session formats Include (but are not limited to):

/ STAND-UP PRESENTATION

Our attendees tell us that one of their most preferred session formats is a well-delivered presentation. To promote authenticity, we require presenters to deliver their remarks without a scripted teleprompter. Presentation sessions are typically 20 minutes in duration and may involve one or more speakers.

/ DIVERSE PANELS REQUIRED

The purpose of a panel is to have diverse voices discuss and debate a theme. If you're submitting a panel, diversity is

expected. All panels on our stages require a 50:50 ratio of male to female and a mix of diverse voices that reflect our community - inclusive of age, disability, race, creed and sexual orientation. Homogenous panels will not be accepted.

A panel session, with a professional moderator and a carefully constructed grouping of panelists, can be an engaging format for exploring important industry topics in an informal and dynamic manner and bringing forward the diverse perspectives of different stakeholders. Panels are typically 40 minutes in duration and should include a moderator and no more than 3 panelists.



/ CASE STUDIES

This year at Money20/20, we are seeking to incorporate series of exclusive thought-leadership pieces that explore a bold hypothesis about some aspect of the “future of money.” These studies must be developed exclusively for release at Money20/20 and ideally will incorporate primary consumer or B2B research. The organizations we select will produce a case study, which we will publish to all Money20/20 delegates.

/ FIRESIDE CHAT

These sessions will feature an intimate on-on-one interview with up to two interviewees and a moderator. Through candid conversation and insider insights, the content presented in this format will be dynamic, authentic, and engaging. Following the conversation, a short-facilitated conversation engaging the whole group will leave a profound and lasting impact on audiences.

/ SPARK SESSIONS

A series of short sessions that “argue” varied perspectives on an issue, meant to “spark” discussions among attendees.

/ ANNOUNCEMENTS

Does your company have big news to share? Showcase your latest technology, product or disruption live on our stage. Share your big news for the very first time in a 10-minute presentation on the industry’s most prestigious platform. Some of the industry’s largest developments that shaped the future of money have been made on our stage in years past. Gain the undivided attention of the most influential and senior audience by saving your news for Money20/20.

/ BE DYNAMIC

Do you have something powerful to say and want to say it in an exciting way? We love when you think outside of the conference box, if there is a new format you want to try, let us know and call it out in your proposal.

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STEP 2: WRITING YOUR PROPOSAL

DO

- / Read this step-by-step guide in its entirety before writing and submitting your proposal
- / Fill in all fields of the form and answer all questions in detail.
- / Provide contact info for the speaker and/or someone well versed in the submission, should the Content Team may have follow up questions during review

DON'T

- / Overlook our directives on diversity, we take D&I serious on our stages
- / Skip fields on the form
- / Submit a sales pitch or press release as a submission





STEP 3: SUBMITTING YOUR PROPOSAL

PROCESS & DEADLINES

/ CALL FOR CONTENT OPENS: MARCH 19TH, 2020

All proposals must be submitted through the online form on the Money20/20 USA website at content-us.money2020.com.

Proposals submitted directly to the team will not be reviewed.

/ EVALUATION: MARCH THROUGH JULY 2020

All proposals are evaluated by the Content Team. Each submission is considered on the merit of its content and speakers; sponsorship is not a consideration when evaluating proposals and no paid content will be seen at the event. You may be contacted to provide more information.

/ OFFERS SENT MARCH THROUGH JULY 2020

A member of the Content Team will contact you with an initial offer of session and/or speaking slot. Spaces are limited and you may be offered a different slot than initially applied for. The Content Team will work with you to shape the content as required.

/ CALL FOR CONTENT CLOSES: JUNE 26TH, 2020

We highly recommend you submit as early as possible as spaces will be offered on a first come first served basis. Applications received after the deadline will go on a waitlist. Once slots are filled, we can no longer consider further application

/ CONFIRMATION

Once offers are accepted, session content and speakers have been confirmed, we will announce them on relevant Money20/20 USA website pages and in marketing collateral/ campaigns. We will announce confirmed speakers while session content is still in development.

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GUIDELINES & EXPECTATIONS



If successful, costs to cover the logistics behind your idea (travel, accommodation, fees) for any speakers participating in your session must be covered by the speaker.

All speakers must register for the event as attendees, speakers are eligible for a discounted rate.

All content must be original and created for Money20/20 USA.

Any speaker confirmations/ changes must be approved by the Content Team, and we reserve the right to cancel your session if content changes are not suitable.

By submitting content, you are agreeing to our Terms & Conditions that can be found on our website.

SPEAKER POLICIES

Money20/20 is the place where our industry gathers to hear the most exciting news and innovative ideas on our stages, and we want to continue that tradition. However, to ensure our content stays fresh and diverse, we have policies in place to eliminate repetition and ensure quality and versatility on our stages:

- / We are serious about diversity, homogeneous sessions will not make it to our stages.
- / No more than three (3) speakers per company will be confirmed for each Money20/20 show.
- / Individuals are limited to speaking at two (2) Money20/20 shows per calendar year.

SPEAKER CANCELLATION

We understand that life happens, and things come up that mean you may not be able to speak as originally planned. Money20/20 reserves the right to cancel the speaking slot entirely if you cannot find a replacement of equal or higher seniority within your company.



PANEL ORGANIZERS

We appreciate the time and energy that goes into organizing a panel discussion, from recruiting speakers to organizing content - it's a lot of work! To ensure the caliber of content and speakers on our panels, Money 20/20 has set guidelines for panel organizers:

/ We want our show to reflect the diversity of thought in fintech and this is only achieved by having a diverse line-up of speakers on our stages. All panels on our stages require a 50:50 ratio of male to female and a mix of diverse panelists that reflect our community- inclusive of age, disability, race, creed and sexual orientation. Homogenous panels will not be accepted.

/ Money20/20 reserves the right to cancel a panel if the organizer is not able to deliver the original session concept and speakers listed in the proposal and/or misses key deadlines. Any slots that are unable to be filled with the originally proposed speakers must first be vetted with and approved by the content team before invitations are sent. Money20/20 reserves the right to cancel speakers that have not been approved by the content team.



QUESTIONS?

For any additional questions regarding speaking at Money20/20 USA and our Call for Content process, please reach out to contentusa@money2020.com. For more information on Money20/20 USA, please visit: us.money2020.com