

.MONEY
20/20
AN ASCENTIAL COMPANY

USA
OCTOBER 24-27
LAS VEGAS

Call for Content: Step-by-Step Guide

/ THE NEW FRONTIER OF FINTECH

There's no going back. We've reached a new frontier for fintech. This new paradigm has unleashed a massive opportunity to finally create the financial utopia discussed on our stages since our first show in 2012.

We're approaching our **10 year anniversary** and the new Money20/20 will be an undeniably live journey of continuous discovery designed to spark transformative collisions and conversations at every turn. The speakers selected to take our stages **don't predict the future – they shape the future.**

You're invited to come out from behind your screen and land on the shores of the next frontier. Make your legacy known and amplify your latest products, solutions, and stories that will make headlines.

We've been making big changes. All will be revealed this October in Las Vegas. These radical changes have resulted in speaking opportunities being more coveted than ever before. This guide will show you what it takes to win on our stages.

APPLY TO SPEAK

/ LET'S TALK BASICS

/ DIVERSE PERSPECTIVES

Innovation stems from the ideas and perspectives of diverse minds. The speakers you propose should reflect the world at large and be inclusive of gender, age, race, creed, sexual orientation and persons with disabilities.

/ SHAPE WHAT'S NEXT

We don't predict the future, we shape the future. We boldly dissect trends and build new ones. We relish in diverging perspectives and eagerly plan for two horizons out.

/ NOTHING IS OFF LIMITS

Hit us with your best shot. Share wacky ideas for content and formats that others are too afraid to try. We'll pass on recycled/stale presentations.

/ SAFETY FIRST

Rest assured, the next time you step foot on our stages it's with the most comprehensive set of safety measures designed to help keep you safe. Our [Ascential Secure](#) program has got us all covered.

/ HOW CAN WE AMPLIFY YOU?

/ Build your legacy and leave your prints on the shore of the next fintech frontier

/ Reach the industry's most engaged and senior audience of innovators, builders and entrepreneurs

/ Unleash your company's potential and create your next opportunity for growth

/ Make headlines and send ripples across the industry with your announcements and disruptions



APPLY TO SPEAK

/ THE NEW RULES FOR CONTENT

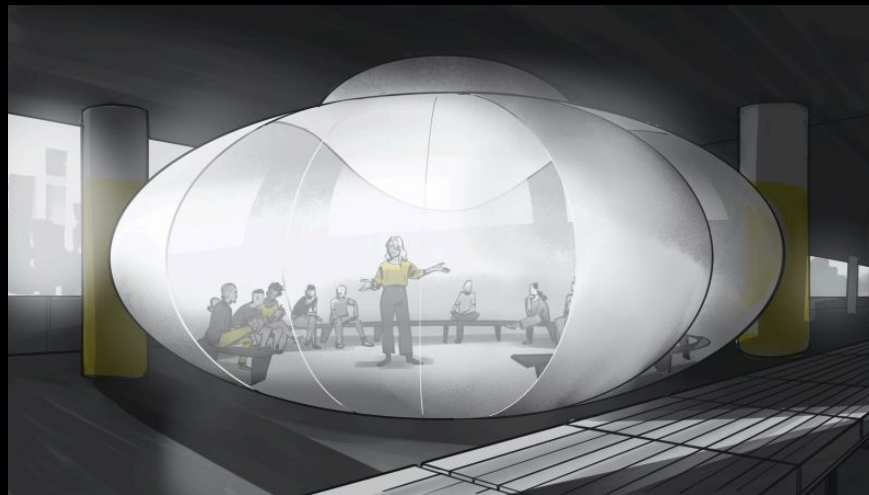
Did we mention we're serious about diversity?

- / 40% of all 2021 speakers will be women
- / We want to amplify Black and Brown voices
- / All panels require a 50:50 ratio of men to women

The new Money20/20 reflects the community we build products and solutions for. The speakers you propose should reflect the world at large and be inclusive of gender, age, race, creed, sexual orientation and persons with disabilities. Homogenous panels will not be accepted.

If it's been done before we're not interested.

Forget the old way of doing things and think outside of the conference box. If there is a new format you want to try then make it happen and call it out in your proposal.



PANELS REIMAGINED



THE BIG XCHANGE

All panelists **must** bring unique and different perspectives to the table. No kumbaya moments here. Radical viewpoints are welcomed and encouraged.



GAME TIME

This format is intended to make information pop and the participants shine (think of your favorite game show)! Work with us to create something fun and find a new way to tell your story.

THE MONEY CHALLENGE

NEW FOR 2021

We'll let the people decide who gets to duke-it-out in Vegas.

A different take on a debate where we challenge the industry to submit their boldest, most controversial "arguments". Then, the public gets to weigh in to select their favorite debate, and the lucky winners earn a spot on our stages.



STATE YOUR ARGUMENT

Submit your boldest, most controversial arguments on our pre-selected debate topics. The Content Team will curate and match the arguments for the most head-spinning debates.

VOTING MATTERS

Only the strongest debates are put up for a vote, allowing the public and our Content Advisory Board to weigh in on the final selections.

WINNER TAKES ALL

The debates with the most votes will win 3 spots on the agenda to "duke-it-out" in Las Vegas. 💡

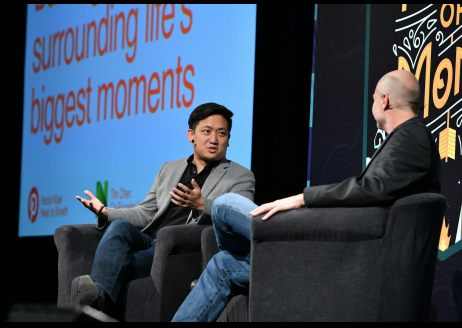
The stakes are high – are you up for the challenge?

TRADITIONAL FORMATS REVAMPED



BRIGHT IDEAS

A great presentation is inspired, fun, and makes you think both big and small. Calling all authentic speakers who can inform, inspire, and ignite sparks. Can you help us reflect on what we've learned, tell us about a new discovery, and point us to a better future? This isn't a product announcement or a company brag session. This is about shaping what's next.



THE INTERVIEW

Are you making tsunami waves? Are you creating disruptions and noise that will change the game? Are you a new archetype willing to talk about triumphs and disasters? Can you face hard-hitting questions with humor, sincerity, and an open mind? Then we want to interview you on our stages.



SPARKS

Have an issue you're intensely passionate about, but doesn't get attention? Is there a single idea you want to shout to the world? Then, this is the format for you. Embrace a 5 minute, 15 slide, fast-paced presentation that relies on the mind and heart of the speaker. We will have a slate of these together—so don't be shy and make your voice heard.

/ BIG NEWS NEEDS A STAGE WITH REACH

Does your company have big news to share?

Unveil your announcement with a powerful 10-minute presentation in front of the industry's most prestigious audience. Some of fintech's most pivotal developments that changed the trajectory of our ecosystem got their start on our stages.

Now, it's your turn to get the undivided attention of thousands of power players and top tier media outlets by saving your news for Money20/20.

- / **1.169B Total Earned + Social Impressions**
- / **16.9K Total Social Mentions**
- / **17.4K Total Coverage Earned + Social**
- / **300+ Total Media Onsite**



AMERICAN BANKER

BANKING DIVE

Bloomberg

bobsguide

BUSINESS
INSIDER



Finextra

Forbes



HYPEBEAST

Inc.

MARKETPLACE

MarketWatch



yahoo!
finance

2021 THEMES

1. THE PRODUCT INNOVATION EDGE

Fintech is proving to be the wild wild west with record setting valuations and the SPAC path to the IPO unsettling the normal course of business. Digital transactions fashioned by speed, security and convenience are now considered table stakes, as are the digital identities they are built on. And the immense implications of data have led to complex privacy and security issues in our regulated schemes.

As we venture to strike gold in our digital experiences, how can we ensure that we also stand secure and compliant?

**#data #digitalID #privacy #regulatory
#security #fraud #AML #KYC #M&A
#valuations**

2. STRIKING DIGITAL GOLD

Innovative developers, design thinking, rich data insights, and an acute focus on the customer are the building blocks of successful product design. Whether augmenting existing products, or building from scratch, there is a creativity needed to define your product's purpose while adapting to your customer.

How are you heightening the bar of product success, capturing new markets and using your innovations to close gaps in existing segments? Let's measure, debate and discuss what superlative, customer-focused product design looks like and assess the misses along the way.

**#nichebanks #emergingmarkets
#digitalcommerce #RTP #designthinking
#personalization #CX #UX**

2021 THEMES

3. A TOKENIZED, TRANSPARENT, TRUSTLESS TOMORROW

We are edging closer to a world where cash is extinct and every wallet is truly digital. There is a relentless pursuit to digitize money and global economies.

Mirroring the birth of digital money, the democratization of information and finance is sparking new opportunities and possible dangers. The movement towards decentralized finance aims to rid the financial system of intermediaries and place agency into the hands of the customer.

How are you riding the DeFi wave that challenges traditional financial structures and institutions? Let's explore the risks and rewards of trustless economies and permissionless financial systems that are more global and transparent in nature.

**#DeFi #crypto #bitcoin #CBDCs #stablecoins
#blockchain #digital currency #inclusivefinance
#accessibilityinfinance**

4. STRENGTHENING THE TECH CORE

For years, FIs have been traversing the road to digitization, and all the costly legacy issues along the way. Even with a global pandemic catalyzing digital adoption, many still have not reached the promised land of a truly modernized tech stack.

Our technical debt has not only caught up with us, it's close to gaining a lead. This debt must be paid with data richness, serious stakes in cloud, Ai, IoT and nascent technologies shaping banking and payments products. The next generation of infrastructure will need a strong core to support everything from RTP rails to digital currencies.

How are you innovating your tech stacks? Which building blocks are you selecting to strengthen your core? Let's examine which tech investments are best for our businesses.

**#cloud #Ai #data #IoT #digitalinfrastructure
#regtech #stackconversion #techdefence**

2021 THEMES

5. EVERY COMPANY IS A FINTECH COMPANY

As embedded finance offerings proliferate in the non-financial services spheres, opportunities of fusing financial services into the journeys of retail, healthcare, energy, climate services, and advertising are providing smoother journeys with less friction. The trends of BNPL and other creative credit solutions are reinventing the nature of the checkout. And nose to toes solutions for small businesses are enabling omnichannel solutions for every mom & pop shop and beyond.

All signs point to a future where fintech is centered in every vertical. What ideas are you sparking in this new way forward?

#embeddedfinance #BNPL #digitalcommerce
#SMBlending #consumerlending #credit
#BaaS #SaaS

/ THE SECRET FORMULA

STEP 1: HAVE A STRONG POINT OF VIEW

Be clear about your unique perspective in the story you would like to tell on our stages. Think about your proposal in the context of our themes, and innovative ways you are approaching challenges and opportunities in the industry.

STEP 2: WRITE YOUR PROPOSAL

/ ARE THEY PURE MAGIC? The speakers you put forth are critical to the success of your proposal. We are looking for original ideas delivered by exceptional people. Only nominate remarkable individuals from the industry and beyond who can truly spark magic at the show. Please note, our Content Team will require direct contact with the proposed speaker(s) before final confirmation on the program.

/ HOW TO MAKE THE STORY UNFOLD? We ripped up the playbook and introduced new formats designed for our audience to immerse themselves in the content experience.

STEP 3: SUBMIT YOUR PROPOSAL EARLY

CALL FOR CONTENT DEADLINE IS MAY 28, 2021

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. Submit as early as possible as spaces will be offered on a rolling basis. Applications received after the deadline will not be considered.

MAJOR DO'S & DON'TS

DO

- / 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.

TIMELINE & KEY DATES

/ APPLICATIONS CLOSE: MAY 28, 2021

/ EVALUATION: MARCH THROUGH AUGUST 2021

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.

/ OFFERS SENT: MARCH THROUGH AUGUST 2021

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 you initially applied for.

/ CONFIRMATION

The Content Team will require direct contact with the proposed speaker(s) before final confirmation on the program.

Once speaker(s) and session content have been confirmed, we will announce them on relevant Money20/20 USA website pages and in marketing campaigns. We will get a head start and be sure to announce confirmed speakers on our website and social channels to spark buzz while session content is still in development.

GUIDELINES & EXPECTATIONS

If you receive an approval/offer to speak, our logistics team will provide you with a link to purchase your pass at a discounted speaker rate of \$2020. Your ticket will be valid for all four days of the show and will give you full access to all areas of the show including the speaker lounge. You will be responsible for registering your own pass, as well as covering all logistical costs associated with your attendance.

Please keep in mind that if your approved proposal mentioned other speakers, you will be responsible for securing their participation and for ensuring that the costs associated with their attendance are covered, including their tickets and logistical costs.

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

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, 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 two (2) speakers per company will be confirmed on the Money20/20 USA program.
- / Individuals are limited to speaking at two (2) Money20/20 shows per calendar year.

SPEAKER CANCELLATION

We understand that life happens, and you may not be able to speak as originally planned. To ensure the caliber of content and speakers on our stages, Money 20/20 has set some guidelines:

- / Money20/20 reserves the right to cancel the speaking slot entirely if the proposed speaker can no longer keep their engagement.
- / Any changes in speakers must be approved by The Content Team BEFORE an offer is extended to a proposed replacement. Money20/20 reserves the right to cancel speakers that have not been approved by the content team.
- / 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.

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

The New Frontier of Fintech is Here

APPLY TO SPEAK