

SaaStock

North America

SaaStock is the global catalyst for the SaaS industry, the place where the industry's smartest visionaries and innovators come together to share their stories and find their tribe

Applying to speak

This brochure will provide you with everything you need to know to ensure you maximize your chances of selection on our speaker roster. Read it carefully and follow our guidelines and you'll be stepping on the SaaStock stage in June



Why speak at SaaStock?

Our mission is to help SaaS companies gain traction, grow, and scale.

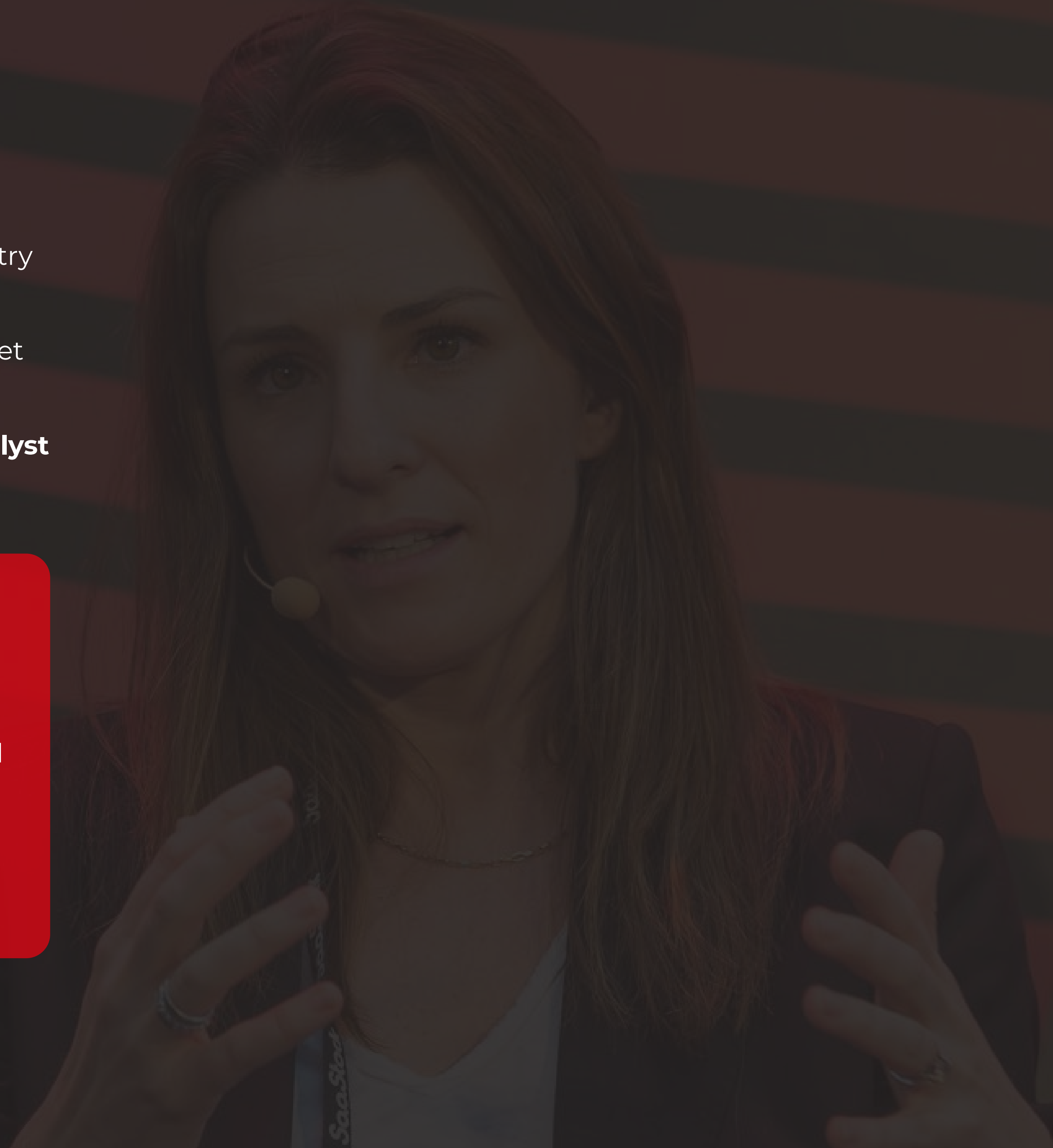
Every year we welcome thousands of SaaS founders, executives, and investors to our global suite of market-leading events. We founded SaaStock because the SaaS industry needed an unbiased space to come together, connect, and create.

SaaStock is the only gathering of its kind. It's a place for the best and brightest to meet like minds, fuel their ambition, and spark their imagination.

We deliver the most productive days on the industry calendar, acting as the catalyst for countless business deals, ideas, and investments.

Join us in San Francisco to ensure that you:

- ✓ Rub shoulders with the industry influencers.
- ✓ Raise your personal or professional profile.
- ✓ Uncover the trends and tech disrupting the industry.
- ✓ Touch base with existing customers and secure new business.
- ✓ Connect with potential investors and secure your latest funding round.
- ✓ Launch new products or companies and deliver game-changing announcements.



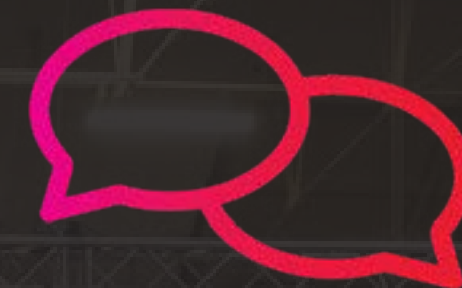
SaaStock North America in numbers



San Francisco
June 22-24, 2020



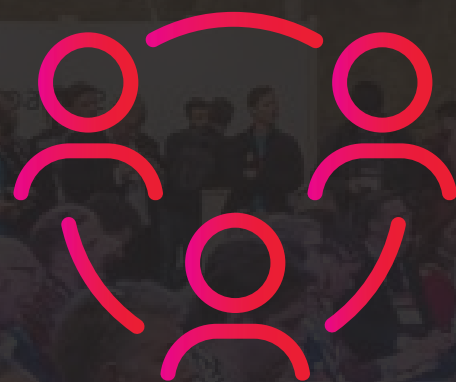
1000+
Attendees



40+
Partners



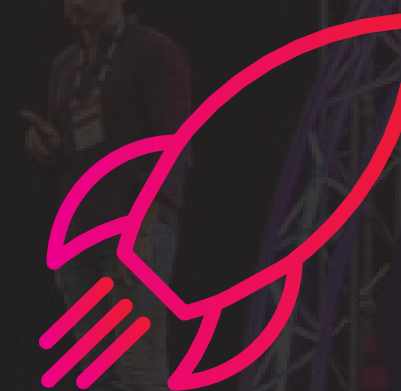
60+
Hours of
Content



300+
Companies



25+
Countries



60
Startup
Exhibitors

What's your story?

Great narratives are crafted carefully. Spend time planning your proposal, dedicating time to the storyline and delivery.

Ask yourself:

- ✓ Does your content challenge the status quo or move the industry dial?
- ✓ Are you offering practical advice on strategy and execution?
- ✓ Can you suggest new methodologies to tackle old challenges?
- ✓ Do you have a controversial perspective on a hot-button issue?
- ✓ Are you qualified to offer a deep-dive into difficult problem?
- ✓ What are the actionable insights for the audience?

Remember:

- ✓ **Our audience are experts:**
The best content delivers on depth and relevance
- ✓ **SaaStock is a community:**
We value honest opinions over corporate party lines
- ✓ **Been there, seen that:**
Don't use materials you've presented at other events

How should you tell your story?

The right format will ensure that your session is high-impact, informative, actionable and fun. These are some of the formats we consider:

Case-Study Presentation

Content rich, actionable and insightful, some of the best sessions follow this format. The one thing no-one wants is a 20-minute product pitch, so make sure the audience will walk away with a fresh perspective, tried-and-tested methodology, or useful data.

Fireside Chat

There's nothing better than relaxing in front of the fire with a good friend - who challenges you relentlessly on your opinions and decisions. What separates great from good in fireside chats is a fearless interviewer who asks the hard-hitting questions.

Founder Stories

Our audience are in the weeds with their companies. Whether they're growing their business, scaling their company across regions or planning their next exit, they want to hear from like-minded individuals who have been through the same struggle.

Panel Debate

Discussion is not the right word for a panel format. We want the cut and thrust of debate: clashes of opinion, provocative and well-informed moderators, thought-leaders battling it out for the benefit of the audience. If you're willing to prove your mettle, we want to hear from you.

Deep Dive Workshop

Designed to provide in-depth learning which moulds to the needs of its audience, your workshop may be organised into several sections and use multiple presenters/formats to provide practical tactics to approach complex problems.

Announcements

If you've got big news why not leverage our onsite press? If you're launching a new product or company, announcing a major funding round, merger or acquisition, it makes sense to gain media traction by making your announcement live onsite.

Get Creative!

From game shows to podcasts, AMAs to lightning talks, we're always looking for fresh formats

Can you challenge the status quo and deliver on the high-impact fun that SaaStock conferences are known for?

We want to work with you to deliver your wildest dreams. No idea is too left-field.

We're listening!

Who should tell your story?

Speaker selection is critical to the success of your content proposal.

We don't just look for CEOs and Founders. SaaStock is committed to representing the best and brightest, today's unsung heroes and tomorrow's business leaders.

Alongside the hands-dirty, how-I-built-this content you know and love, SaaStock North America will be centered on stories of personal and professional growth.

Keep in mind relevance, diversity and expertise when submitting your proposal and ensure that you give detailed and nuanced insight as to why your speaker is the right fit for SaaStock.

This year's content spans 3 stages, each with its own personality



Center Stage

Where the magic happens. We're focused on the stories and strategies that will help SaaS businesses gain real traction, grow, and scale.



SaaStock Unplugged

Intimate conversations in problem-solving roundtables and honest fireside chats discussing the sensitive side of running a SaaS business.



Podcast Stage

Broadcasting live from San Francisco! This your chance to host your podcast live on stage, or join us on the SaaS Revolution Show.

Speaker submission timeline

February 2020

Submissions open

It's go time! The submission forms are live and it's your chance to make your mark. All proposals must be submitted through the online form on the SaaStock website. Proposals submitted via email will not be considered.

April - May 2020

Offers & Ideation

We'll reach out to you if your application has been successful and begin the hard work of ideating your session or placing your speaker. Remember, the more creative the proposal and the more insight you can give us on the value of your speaker to our audience increases your chances of a successful application. Don't be shy!

June 2020

SaaStock Stage Presence

It's showtime! The eyes of the global SaaS community are on you as you to the stage to deliver cutting edge insight. You'll have worked closely with the SaaStock team and feel inspired, motivated and prepared. It's your time to shine!

Ongoing

Evaluation and feedback

We carefully evaluate all proposals, and submission is considered on the merit of its content and speakers. We will notify you if your proposal is being considered and will typically reach out to gather more information to ensure your session or speaker is the perfect fit. We aim to get back to you within 8 weeks of receipt of your submission.

Ongoing

Confirmation & Announcement

Once we're happy we've got a killer session or the perfect speaker, we'll begin to put your assets live on the website. We typically add speakers to the line-up once they're accepted to speak, and spend a little longer crafting the perfect session.

Speaker guidelines

Submissions are reviewed on a rolling basis but we recommend early submissions so that we are able to review your session within a measured timeframe.

- 1.** If your application is successful, you agree to cover the cost of the logistics behind your attendance (travel, accommodation, etc.)
- 2.** All content must be original and created specifically for SaaStock. Please do not repeat content that you have presented at other events
- 3.** You are responsible for conception, creation and execution of your session. However, all speaker confirmations and/or changes must be approved by SaaStock
- 4.** Please avoid purely using information that can be found on your website or in marketing materials
- 5.** While we are happy to work with PR or marketing teams in organising sessions, in the run up to the show it is imperative that we connect with the speaker themselves
- 6.** By submitting content, you are agreeing to allow us to distribute your content post-event, to use your image for marketing materials, record and distribute videos of your speech

We receive hundreds of speaker submissions every year
Please don't be disappointed if you are not selected to speak this year

We regret that we are not able to offer individual feedback on rejected applications

If you have any questions on the submission process,
please reach out to us on content@saastock.com

Good luck!
Team SaaStock