



## Speaking Proposal Guide

Prosper Show, a 3-day event held annually in Las Vegas, NV, is seeking knowledgeable and engaging presenters to bring actionable insights to established Amazon sellers by leading educational sessions in one of our conference tracks: Marketing & Advertising, Growth Opportunities, and Seller Ops & Business Strategy.

Before preparing a proposal, please review this document in its entirety.

### Key Requirements for Submitting a Proposal

- ▶ **Sessions must be entirely new and presented for the first time at Prosper Show.**

Presenters may not repeat content that has been presented before.

- ▶ **Only educational and non-promotional sessions are permitted.**

Promotional content related to an individual's product, company, and/or services violates the conference's "no-pitch" policy.

- ▶ **Incomplete proposals will not be accepted.** All requested information and materials (Teaser Video, Headshot Photo, etc.) listed on the proposal document are required to be submitted together.

- ▶ **Session details, as well as presenter information (headshot, bio), must be 100% finalized and included in the proposal submission.** For panel presentations, this includes confirmations of the moderator and all participating panelists. Sessions are selected based on the content as well as the speaker's presentation skills, background, and expertise. Presenter or session content changes will not be accepted after a proposal has been submitted.

### Important Dates and Deadlines

Prosper Show is accepting speaking proposals for Las Vegas 2025!

**Call for Proposals Opens:** May 1, 2024

**Call for Proposals Closes:** August 15, 2024

### Applicant FAQs

**How can I prepare a strong proposal?**

- ▶ **Select a unique, relevant, and timely topic that addresses a problem area or outlines a growth opportunity for established Amazon sellers.** Avoid topics that are over-saturated, recycled, based on outdated data, or against best practices.
- ▶ **If it can be done over Zoom, rethink the methodology.** How you plan to deliver the content is just as important as the content itself. Design interactive ways to engage with the participants and have them engage with each other within the conference session framework.
- ▶ **Prepare a session title that is fresh, descriptive, and catchy – but not misleading.** Session titles should accurately represent the content outlined in the proposal. The title should stand alone and be detailed enough for attendees to get an idea of what the session would cover – before they even read the description. Avoid vague titles such as "How to get more leads."

- ▶ **Focus on 'how-to' rather than 'why.'** Sessions should provide attendees with an action plan/to-do list of ideas and strategies, as well as the actual steps to implement those items upon leaving Prosper Show.
- ▶ **Avoid being vague, and provide clear, concise information without "fluff."** Your title, subtitle, session description, and primary learning objectives should include specific details. Your description should explain the topic area that will be covered, provide background on the problem/issue at hand, state how your presentation can address that need/opportunity, and takeaways for attendees.
- ▶ **Avoid session proposals that provide high-level overviews of subject matter.** Focus on in-depth, deep dives (rather than just scratching the surface). Advanced sessions are preferred over fundamental/intermediate sessions.
- ▶ **Strictly follow the "no-pitch" policy.** Do not mention or show any content on your product, services, and/or company. Demonstrating unbiased insight and providing truly valuable knowledge and tactics that attendees can implement immediately shows that you respect their time and are there to help them, which is the best way to showcase your business.
- ▶ **Do not neglect the teaser video.** Prosper Show and their advisory council factor the teaser video into their proposal decision.

### Who we are looking for:

**Marketplace entrepreneurs.** 1P, 3P, or Private Label, high-earning sellers, business owners, brand managers, and seasoned eCommerce professionals.

**Industry experts.** Marketing, advertising, and sales thought leaders with proven ecommerce expertise who can speak to the latest cutting-edge technologies, emerging trends, and current techniques to help marketplace sellers solve pain points or tap into new growth opportunities.

**We are seeking diversity.** Societal blind spots and biases have led to disparities across every industry. As part of a growing commitment to dispel these gaps, Prosper Show is intentionally broadening our speaker lineup to amplify the often overlooked and underrepresented voices within the eCommerce industry.

### What is the timeline for the proposal process?

Prosper Show is opening the call for proposals for **Las Vegas 2025** on May 1, 2024. The call for proposals for will close on August 15, 2024.

### What is a teaser video? What are the requirements? How will it be used?

Each speaking proposal must include a 60-second teaser video of the speaker introducing themselves by name only, followed by a brief session overview that highlights the key concepts and strategies that will be covered, as well as what results or benefits Amazon sellers can expect to gain as a result of attending the presentation.

Teaser videos are used in the following ways:

- ▶ Factored into the acceptance decision (videos provide insight into an applicant's ability to deliver a clear, valuable, non-promotional, and engaging message)
- ▶ For marketing purposes (if a session is accepted, the video may be shared on Prosper Show's website, social media pages, etc.)

Teaser videos should be:

- ▶ Educational and non-promotional (no logos or company/product mentions). Proposals are considered incomplete if the video file includes promotional material.
- ▶ 60-seconds shot horizontally (no vertical videos accepted).
- ▶ Uploaded to YouTube as "unlisted." You will list the URL on your proposal.
- ▶ Professional (make sure the audio is turned up, lighting is good, the camera is steady, and the background looks appropriate for a video).

### **Can I repeat a session I presented before?**

No, sessions are required to be presented for the first time at Prosper Show.

### **How many sessions can I submit?**

An applicant/company may submit up to two proposals, but it is extremely unlikely for more than one proposal/speaker per company to get accepted for the same Prosper Show conference.

### **Is there a fee to apply or to speak? Will I have to purchase a pass to the event?**

There is no fee to submit a proposal or to speak at the conference. Presenters will receive complimentary passes valid for the entire length of the event. Any additional passes for spouses or staff members must be purchased at the current registration rate.

### **Will my travel/hotel accommodations be reimbursed if I am selected to present?**

Presenters will receive flight credit (up to \$500 domestic, \$750 international) and complimentary 2-night hotel stay at a hotel in our housing block. Additional expenses (meals, ground transportation, etc.) are not reimbursed.

### **What happens after submitting a speaking proposal?**

Proposals are reviewed by Prosper Show's advisory council to identify which submissions best meet the event's guidelines, criteria, & objectives. Accepted proposals will be notified via email.

***Please Note:** Due to the large influx of email inquiries and applications, Prosper Show is unable to respond to each one personally or provide status updates on proposal submissions.*

### **Why would a strong proposal get declined?**

If your proposal is declined, please understand that there are a variety of factors that may have contributed to your proposal topic not being selected. Prosper Show receives a large number of submissions in each category (many even on similar topics), but there are a limited number of sessions accepted per category.

Prosper Show must pay attention to several other factors, including educational feedback from our audience, how many return speakers per event, or if there were too many similar topics covered at prior events.

### **Can I receive specific feedback on why a submitted proposal was declined?**

Prosper Show's Review Policy does not permit proposal feedback to be released on proposal decisions. If your proposal is not selected, please understand that for the reasons mentioned above, Prosper Show often must turn away very strong proposals and presenters.

### ***Further questions?***

*If you have additional questions about submitting a speaking proposal, please email [speak@prospershow.com](mailto:speak@prospershow.com)*