Proposal Submission Guidelines

naspp Conference & Exhibition | **ORLANDO** October 12-15, 2026

What's New in 2026?

Takeaway Types

All proposals must identify a primary takeaway for the audience:

Big Idea: Cutting edge and innovative ways to structure or manage equity programs.

Deep Dive: In-depth examinations of technical aspects of equity programs.

Practical How-To: Step-by-step guidance, with checklists and other tools.

Real-World Example: Case studies, including strategy, tactics, and lessons learned. *Must include a representative from each studied company.*

We encourage the inclusion of clients/issuers on all types of sessions, not just real-world example sessions.

We encourage speaking proposals that include speakers from diverse or underrepresented backgrounds.

Audience Engagement

Networking is one of the top reasons to attend our conference! We are particularly interested in sessions that engage the audience and help our attendees connect with each other.

Consider including one of the following engagement components:

Small group discussions

Problem solving or analysis

Games that contribute to the learning experience

Required for Learning Labs!

Refining Your Proposal with AI

Use AI to Strengthen Your Proposal

We encourage you to use an AI editor to **review and polish** your speaking proposal. This can help tighten your title, clarify your takeaways, strengthen your speaking points, and make your description more "program-ready."

Important: Your proposal topic and ideas must be **your original work.** Please use AI as an editor and reviewer—not as a way to generate a session concept. Your unique experience, perspective, and expertise are what make your session valuable.

⚠️ Be sure the final submission reflects your voice and experience and accurately indicates the content you intend your session to cover.

Sample AI prompt:

I'm submitting a conference session proposal. Please review it like a selection committee would and help me improve it for clarity, impact, and publication-readiness.

Audience: **[who attends / job roles]**
Session format + length: **[breakout + minutes]**

Please:

- Identify what's strong vs. unclear
- Suggest improvements to make it more specific and compelling
- Suggest keywords to make it SEO-friendly
- Strengthen the speaking points
- Propose 5 better title options
- Rewrite the final version in a professional tone (not salesy)

Constraints:

- Max of 100 characters for the title
- Max of 750 characters for the description
- Must have 4 speaking points. Max of 150 characters for each speaking point.

Here is my draft proposal: **[paste title, description, and speaking points]**

Session Formats

	Panel Discussion	Power Talk	Learning Lab
Length	60 minutes	30 minutes	75 minutes
Session Description	Conversational with case studies & interaction	Fast-paced talks, TED-style talks	High level of audience interaction
Day(s)	October 13-14*	October 14*	October 15*
Presenters	Two to four	One to two	Two to four
Audience Activities	Strongly encouraged!	At speaker's discretion	Required! Session must include at least 15 minutes of audience activities. Polls and Q&A are NOT sufficient for this purpose.
Suggested activities	Small group discussions, problem solving or analysis, polls, games, audience Q&A	Polls, audience Q&A	Small group discussions, problem solving or analysis, polls, games, audience Q&A

* Schedule subject to change. You will be notified of the exact date of your session after your proposal is accepted.

Each company can submit up to two proposals for each type of presentation

Information Required for a Proposal

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Primary Contact

- Name
- Title
- Company
- Email address
- Phone number

Speakers

- Name
- Title
- Company
- Email address
- Address and phone number
- Bio (2,000 characters max)
- Photo
- Ethnicity (optional)
- Gender (optional)

Proposal

- Primary topic
  (Select One: Accounting & Financial Reporting, ESPPs, Global stock plans, Insiders, M&A/CIC, Participant Education, Personal Development, Plan Administration, Plan Design, Taxation)

- Intended audience (Select All that Apply: Public Companies, Private Companies)

- Takeaway type: (Select One: Big Idea, Deep Dive, Practical How-To, Real-World Example)

- Should this be assigned ONLY to reviewers that offer global equity? (Yes/No)

- Session format (Select One: 30-Minute Power Talk, 60-Minute Panel Discussion, 75-Minute Learning Lab)

- Education level (Select One or More: Level 1, Level 2, Level 3)

- Title (100 characters max)

- Description (750 characters max)

- Four speaking points (150 characters max each)

- How will your session engage the audience?
  (Select One or More: Q&A, Polls, Games, Group Discussion, Other, N/A)
  (If Other, Please Specify: _____)

- How many speakers on the panel represent issuer companies?

- Are you willing to present this topic at a NASPP webinar or local chapter?

- Will you be presenting this topic at, or have you submitted it for, another event?

Suggested Topics

Hot Topics

Examples: Regulatory developments, emerging trends, stock plans in an uncertain economy

Admin & Compliance

Examples: Tax withholding and reporting, insider transactions, global plans, employee education, innovative solutions

Plan Design

Examples: New approaches and ideas for equity plans, shareholder approval of equity plans

Private Companies

Examples: Cap tables, preparing for an IPO, liquidity for employees, early exercises, incentive stock options

Financial

Examples: Stock plan expensing, forecasting, tax accounting, EPS, internal controls, reducing costs and increasing ROI

Executive Compensation

Examples: LTIs, pay for performance, reporting & disclosure, governance practices

▲
We especially need financial topics!

How Proposals Are Evaluated

All proposals are rated by an issuer task force

Generally, only proposals in the 50th percentile or higher are accepted

Task force members base their rating on the title, topic description, speaking points, and audience engagement

Consider your audience when selecting the proposal topic

Proposals are assigned to task force members for review based on topic

Tips for submitting a winning proposal:

✓ Focus on providing practical tips and advice

✓ Provide in-depth and technical content

✓ Include case studies and different perspectives

✓ Make sure your title and description convey what will be covered

Preference will be given to proposals that include panelists from traditionally underrepresented backgrounds that help meet NASPP diversity goals

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Speaker Policies

- Each company can submit two proposals for each type of session (panel discussion, power talk, and learning lab).

- Individuals and companies can be included on an unlimited number of proposals submitted by other companies.

- Each panel can include no more than two speakers from the same company.

- Proposals that include issuers receive preference.

- Individuals may speak on a maximum of two NASPP Conference breakout sessions.

- Companies can be represented on a maximum of six NASPP Conference breakout sessions.

Speaker Registration

NASPP Conference speakers receive a discounted conference registration rate of $395.

Fee waived for issuers, conference sponsors, academics, and government representatives.

Speakers are responsible for their own travel expenses.

Individuals included on speaking proposals should wait until we announce our decisions to register for the conference. We will make the early-bird rate available to anyone included on a proposal that isn't accepted.

Before inviting speakers to join your panel, you may want to ask how many other proposals they and their firms are included on. Speakers and firms who are overrepresented in proposals may have to step down from your panel if it is accepted.