

TENWEST®

2025 SPEAKER & PARTNER CALL

Application Info & Guidelines

Founded by Startup Tucson in 2015 and hosted annually in Downtown Tucson, TENWEST Impact Festival is a celebration of the growing innovation, creative and entrepreneurial ecosystems in Southern Arizona. Unique in its cross-industry approach, it showcases the connectivity between technology, entrepreneurship, creativity, culture and impact, uniting attendees to gain the knowledge and inspiration they need to innovate within their own careers and communities. The weeklong event welcomes thousands of diverse attendees to participate in a multi-day conference, xEvents and numerous partner events and experiences.



2025 Festival Overview

TENWEST offers a variety of ways for participants to engage with content, with Tucson, and with opportunities for networking. These three main pillars comprise the festival experience:

- **Impact Conference:** TENWEST includes 3 conference days at venues throughout Downtown Tucson. In our 10th year, the conference will be organized around the original themes of TENWEST and will include sub-tracks within those larger themed days. The Conference will feature breakout sessions and workshops plus various additional experiences for attendees.
- **TENWEST Connects:** Each evening of TENWEST will feature a TENWEST Connects event focused on showcasing unique aspects of Southern Arizona's innovation ecosystem alongside an opportunity to network.
- **xEvents:** Throughout the festival, nightly xEvents will be hosted throughout downtown Tucson. xEvents are focused on live entertainment such as music, comedy, and other unique performances and experiences.

2025 Conference Themes and Focus Areas:

The 2025 event will be centered around the days of (1) **Technology & Innovation** - Mar. 26, (2) **Entrepreneurship**, Mar. 27, and (3) **Creativity**, Mar. 28. Across these days, there will be a number of sub-themes/tracks including, but not limited to:

- *Arts & Culture*
- *Business Development*
- *Capital & Funding*
- *Economic Development*
- *Professional & Skill Development*
- *Social Impact*
- *Sustainability*
- *Workforce & Talent Development*

Ideal sessions/events should contribute an inspiring and energetic approach to the intersection of these themes within the conference or within events at TENWEST. Examples of this include: Entrepreneurship (sustainability), Creativity (social impact), Technology (Workforce development), xEvent (arts & culture + tech), etc. Some successful sessions/events from previous years have included:

- *GoDaddy: Macro Impact of Microbusinesses: How Digital Entrepreneurs are Powering our Local Economies*
- *Mastering Audio Excellence: A Workshop with Cloud Microphones and Bjorgvin Benediktsson (Audio Issues)*
- *Launch Your Startup 10x faster with the help of AI*
- *Building for People: How Car-Less Cities Will Shape Our Future (Culdesac)*
- *xEvent Activation: MarchFourth live performance + TENWEST interactive audio wristbands*



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2025 Partner and Speaker Call

Please read the following carefully before submitting your session or partner proposal.

TENWEST's mission is to showcase Southern Arizona as a center of creativity, innovation and entrepreneurship for local and national attendees. This includes highlighting all the amazing work being done by partners, organizations and members of the community and ensuring that new audiences in Southern Arizona have the opportunity to participate and engage with content, events and experiences in a meaningful way.

We are excited to once again open a call for speakers and partners that would like to join us in this mission. Whether you have a specific session or panel idea or would like to be involved in creating an event or experience, please use the forms below to let us know what you have in mind.

TENWEST Partners

- TENWEST & Startup Tucson seek partner organizations to collaborate on TENWEST Connect and xEvents or session/panel ideas.
- TENWEST can be an excellent platform to amplify your work to a broader audience.
- We also seek partnerships with groups that would like to promote TENWEST to their members.

TENWEST Speakers

- TENWEST & Startup Tucson seek speaker and panel applications from individuals or groups with unique ideas or tactics to share that align with the themes above.
- We are looking for fresh content and new voices. Our audience loves things that are engaging and relatable.

You may submit both a speaker and partner application and you may submit more than one application for each. For panels and events still being formed, TENWEST can help you to fill out the sessions/events with additional partners, moderators or speakers. If submitting an idea like this, please include notes about who you think might make good additions.

Submission Guidelines

Sessions and events should:

- Not be overly academic or research-focused or have a singularly-focused agenda, but rather be practical and engaging to multiple audiences and industry groups.
- Fit within the overarching themes, day or core components of the conference. See above for more info on the festival themes.
- Demonstrate respect for a diversity of perspectives, including but not limited to ethnicity, gender, geographic location, and organizational structure.
- Not be solely for self-promotion or solicitation of products/services.

Successful submissions must:

- Ensure that all speakers/partners mentioned in your proposal are informed and have given their consent to be included in the submission.
- Ensure that all speakers/partners mentioned in your proposal are available to participate during the conference dates (March 26-28, 2025).
- Include a minimum of one speaker for each panel proposal. Additional speakers and a moderator may be added by TENWEST to complete the panel.

Applications due January 14th 11:59pm AZ Time



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Acknowledgements & Responsibilities

- **Tickets & Expenses:**
 - Speakers/partners will receive a GA ticket for the festival conference days and all TENWEST Connect events. They will also receive one guest pass for these events. Speakers have the option of upgrading GA passes to other ticket tiers and discount tickets for xEvents, etc.
 - TENWEST is unable to cover travel expenses, honorariums, or speaker fees.
- **TENWEST reserves the right to:**
 - Have sessions/events sponsored, as the low-cost nature of the conference is made possible by sponsors.
 - Make changes to topics, titles, panels, speakers, and moderators listed in your proposal. The TENWEST team will work with you to finalize the lineup, description and event. We may also suggest combining proposals on similar topics to ensure a robust lineup. You may also be asked to meet with the TENWEST team, as needed, to revise session descriptions, reconfirm panelists, provide session take-aways, etc.
- **Speaker/Partner Responsibilities:** If your proposal is selected, your responsibilities will include:
 - Developing session/event content, including any supporting materials (e.g. slide decks, worksheets, handouts, etc.) and submitting all slides and other materials in accordance with event deadlines as communicated by the TENWEST team.
 - Recruiting and confirming speakers or panelists, in collaboration with the TENWEST team (as needed) and handling speaker logistics for your session/panel/event.
 - Keeping the TENWEST team informed about any session/event updates (e.g. changes to speakers).
 - Supporting marketing efforts and inviting others to attend the event/your session.

Submission Timeline

- **Application Deadline:** All submissions are due January 14th, 11:59pm.
- **Application Notification:** All applicants will be notified by Friday, January 24th whether their proposal has been accepted, waitlisted, or declined.
- **Proposal Refinement:** The TENWEST team will work with all selected sessions and partners to finalize the event details, speakers, location, etc. during the months of January and February.
- **Session Announcements & Marketing:** Event and session details will be released via the TENWEST website by mid-February. Once the details are live, we will provide you with marketing assets to share via your social media and personal/professional networks to help promote your session and overall event registration.
- **Logistics & Ticketing:** The TENWEST team will share detailed instructions by early March, to include instructions on ticket redemption/upgrade options, slide deck preparation, event location, arrival details, etc.

TENWEST Partner Application

Use this form if you represent an organization and have a specific idea for an event, panel or experience OR would generally like to be more involved in TENWEST and want to explore partnership ideas.

[PARTNER APPLICATION FORM](#)

TENWEST Speaker Application

Use this form if you would like to submit a session or panel ideas for TENWEST 2025. TENWEST is looking for sessions centered around the themes listed above and that are highly engaging, unique or interactive.

[SPEAKER APPLICATION FORM](#)