



**EMEA TRADING
CONFERENCE
2017**

**Thursday 2nd March
Old Billingsgate, London**

Sponsorship Pack

Created by the industry, for the industry



Thursday 2nd March
Old Billingsgate, London

About the EMEA Trading Conference

The EMEA Trading Conference, now in its 9th year, is widely regarded as Europe's largest one day trading event. Produced by FIX Trading Community, the non-profit, industry standards organisation at the heart of the global trading community, the event is formulated 100% by senior representatives of firms active across the EMEA region. As with all FIX events, this conference is known for its high quality speakers, topical issues and being a neutral platform for market participants, policy makers and regulators to interact and discuss issues and ideas.



Conference facts and figures

- 900+ people in one location
- An agenda created by senior industry experts
- Topical content, created by the industry for the industry
- A true industry event without sales pitches
- Great learning and networking opportunities
- An allocation of **FREE** passes to FIX members
- 45+ speakers across a 4 stream agenda that covers both business and technical topics



Sponsorship opportunities at FIX events are renowned for providing extensive exposure for participating firms and excellent value for money. FIX Trading Community continually seeks to assist sponsors in getting maximum return from their marketing budget.

For further information or to book your sponsorship or exhibitor package, please contact Kelly Harding by email at Kelly.harding@fixtrading.org or telephone +44 (0)20 3440 5955.



2016 Conference Sponsors:





**EMEA TRADING
CONFERENCE
2017**

**Thursday 2nd March
Old Billingsgate, London**

Lead Sponsor Package

[Book Early! Stand locations will be allocated on a first-signed, first choice basis]

As one of the Lead Sponsors your firm will benefit from the highest level of exposure both prior during the event, throughout the exhibit hall and conference theatres

Lead Sponsor Benefits Include:

- 3m x 3m exhibition space, including 1 table and 2 chairs
- 10 complimentary delegate / booth passes
- Logo featured exclusively on:
 - conference delegate bags,
 - the home page of the conference website,
 - signage throughout the venue
 - all conference holding slides
- Insert into the conference delegate guide
- 1 seat drop or 1 white paper* included on the event thank you sent to all delegates (*approval required from FIX before listing)
- 1 item of promotional literature or widget to be inserted into the conference bag distributed to all delegates on arrival
- 100 event postcards featuring sponsor firm's logo for distribution to firm's clients (digital invite can be provided)

Plus Marketing Benefits:

- A copy of the event attendee list* 4 weeks, 2 weeks and 1 week prior to the event, each list contains: delegate name, job title, firm name and physical address. Post event, delegate lists will include additional information: email addresses and telephone numbers. (*All contact details subject to delegate permission)
- 150 word company description and logo included on the sponsorship page of the conference website and within the conference delegate guide
- Company logo included as part of the presenter slide pack, in all promotional emails distributed announcing the event and all adverts placed in targeted electronic trading media partner publications.

Exclusive to FIX Trading Community Member Firms

£10,000

Exclusive Morning or Afternoon Keynote Sponsor Package

Keynote Speaker Sponsor Benefits Include:

- Introduce the keynote speaker (chosen by FIX Trading Community) and briefly describe why your firm supports the FIX Trading Community events
- 1 white paper* included on the event thank you sent to all delegates (*approval required from FIX before listing)
- 1 item of promotional literature or widget to be inserted into the conference bag distributed to all delegates on arrival
- 8 complimentary delegate passes

Plus Marketing Benefits:

- A copy of the event attendee list* 2 weeks and 1 week prior to the event, each list contains: delegate name, job title, firm name and physical address. Post event, delegate lists will include additional information: email addresses and telephone numbers. (*All contact details subject to delegate permission)
- 150 word company description and logo included on the sponsorship page of the conference website and within the conference guide, which will be distributed to all delegates on arrival
- Company logo included as part of the presenter slide pack, in all promotional emails distributed announcing the event and all adverts placed in targeted electronic trading media partner publications.

Exclusive to FIX Trading Community Premier Global Member Firms

Each package @ £9,000

*The Morning Keynote sponsor package will be available to all FIX member firms from January 2017 if not sold



Exclusive Breakfast & Lunch Sponsorship Package

[Book Early! Stand locations will be allocated on a first-signed, first choice basis]

Breakfast & Lunch Sponsor Benefits Include:

- Placement of 2 banners (1m x 2m, provided by the sponsor) by the breakfast and lunch serving area
- Signage featuring the sponsoring firm's logo placed on lunch tables
- The opportunity to provide napkins featuring the sponsor firm's logo (to be provided by the sponsor)
- 1 item of promotional literature or widget to be inserted into the conference bag

Plus Exhibitor Benefits:

- 3m x 3m exhibition space, including 1 table, and 2 chairs
- 8 complimentary delegate / booth passes
- 100 event postcards featuring sponsor firm's logo for distribution to firm's clients

Plus Marketing Benefits:

- A copy of the event attendee list* 2 weeks and 1 week prior to the event, each list contains: delegate name, job title, firm name and physical address. Post event, delegate lists will include additional information: email addresses and telephone numbers. (*All contact details subject to delegate permission)
- 150 word company description and logo included on the sponsorship page of the conference website and within the conference guide
- Company logo included as part of the presenter slide pack, in all promotional emails and all adverts placed in targeted electronic trading media partner publications.

FIX Trading Community Member Firms	£8,500
Non-Member Firms	£12,750

Exclusive Lanyard Sponsorship Package

Lanyard Sponsor Benefits Include:

- Your firm's logo being exclusively featured on the lanyard worn by delegates throughout the event day (Lanyards will be provided by the event)
- 6 complimentary delegate passes
- 1 item of promotional literature or widget to be inserted into the conference delegate bag

SOLD OUT

Plus Marketing Benefits:

- A copy of the event attendee list* 2 weeks and 1 week prior to the event, each list contains: delegate name, job title, firm name and physical address. Post event, delegate lists will include additional information: email addresses and telephone numbers. (*All contact details subject to delegate permission)
- 150 word company description and logo included on the sponsorship page of the conference website and within the conference guide
- Company logo included as part of the presenter slide pack
- Company name included in all promotional emails distributed announcing the event and all adverts placed in targeted electronic trading media partner publications.

Exclusive to FIX Trading Community Member Firms	£8,000
---	--------

*The lanyard sponsor package will be available to all FIX member firms from January 2017 if not sold



Thursday 2nd March
Old Billingsgate, London

Combined Sponsor & Exhibitor Package

[Book Early! Stand locations will be allocated on a first-signed, first choice basis]

Combined Sponsor & Exhibitor Benefits Include:

- 3m x 3m exhibition space, including 1 table, and 2 chairs
- 6 complimentary delegate / booth passes
- 1 item of promotional literature or widget to be inserted into the conference bag distributed to all delegates on arrival
- 100 event postcards featuring sponsor firm's logo for distribution to firm's clients

Plus Marketing Benefits:

- A copy of the event attendee list* 2 weeks and 1 week prior to the event, each list contains: delegate name, job title, firm name and physical address. Post event, delegate lists will include additional information: email addresses and telephone numbers. (*All contact details subject to delegate permission)
- 150 word company description and logo included on the sponsorship page of the conference website and within the conference guide
- Company **logo** included as part of the presenter slide pack and in all promotional emails and all adverts placed in targeted electronic trading media partner publications.

FIX Trading Community Member Firms	£8,000
Non-Member Firms	£12,000

Exhibitor Package

[Book Early! Stand locations will be allocated on a first-signed, first choice basis]

Exhibitor Benefits Include:

- 3m x 3m exhibition space, including 1 table and 2 chairs
- 4 complimentary delegate / booth passes
- 100 event postcards featuring sponsor firm's logo for distribution to firm's clients

Plus Marketing Benefits:

- A copy of the event attendee list* 1 week prior to the event, the list contains: delegate name, job title, firm name and physical address. Post event delegate lists will include additional information: email addresses and telephone numbers. (*All contact details subject to delegate permission)
- 150 word company description and logo included on the sponsorship page of the conference website and within the conference guide
- Company logo included as part of the presenter slide pack
- Company **name** included in all promotional emails distributed announcing the event and all adverts placed in targeted electronic trading media partner publications.

FIX Trading Community Member Firms	£6,500
Non-Member Firms	£9,750



Exclusive WiFi and Meeting Area Sponsorship Package

Meeting Area Sponsor Benefits Include:

- The placement of 2 free-standing banners (1m x 2m) in the Meeting Area which is accessible to all delegates and provides the opportunity to meet and network over coffee
- Sponsorship of the WiFi at the conference
- The area will also provide delegates the opportunity to charge mobile devices on a branded station
- 4 complimentary delegate passes
- Your firm's logo displayed on branded tent cards which will be placed on each table within the Meeting Area
- The opportunity to provide branded napkins, and distribute your firm's literature throughout the Meeting Area

Plus Marketing Benefits:

- A copy of the event attendee list* 2 weeks and 1 week prior to the event, each list contains: delegate name, job title, firm name and physical address. Post event, delegate lists will include additional information: email addresses and telephone numbers. (*All contact details subject to delegate permission)
- 150 word company description and logo included on the sponsorship page of the conference website and within the conference guide
- Company logo included as part of the presenter slide pack and in all promotional emails distributed announcing the event and all adverts placed in targeted electronic trading media partner publications.

Exclusive to FIX Trading Community Member Firms £8,000

Exclusive Voting System Sponsorship Package

Voting System Sponsor Benefits Include:

- Exclusive sponsorship of the branded voting system
- Your logo featured on the slides displaying the results of questions asked
- The placement of 2 free-standing banners (1m x 2m) at the entrance to the main conference room
- 1 item of promotional literature or widget to be inserted into the conference bag distributed to all delegates on arrival
- 4 complimentary delegate passes

SOLD OUT

Plus Marketing Benefits:

- A copy of the event attendee list* 2 weeks and 1 week prior to the event, each list contains: delegate name, job title, firm name and physical address. Post event, delegate lists will include additional information: email addresses and telephone numbers. (*All contact details subject to delegate permission)
- 150 word company description and logo included on the sponsorship page of the conference website and within the conference guide
- Company logo included as part of the presenter slide pack and in all promotional emails distributed announcing the event and all adverts placed in targeted electronic trading media partner publications.

Exclusive to FIX Trading Community Member Firms £7,000



**EMEA TRADING
CONFERENCE
2017**

**Thursday 2nd March
Old Billingsgate, London**

Brand Sponsorship Package

Brand Sponsor Benefits Include:

- 2 complimentary delegate passes
- Acknowledgement of sponsors during the conference opening and closing by the event chair
- 1 item of promotional literature or widget to be inserted into the conference bag
- 150 word company description and logo included on the sponsorship page of the conference website and within the conference guide
- Company name or company logo listed in all promotional emails distributed announcing the event and all adverts placed in targeted electronic trading media partner publications
- A copy of the event attendee list* 1 week prior to the event, the list contains: delegate name, job title, firm name and physical address. Post event, delegate lists will include additional information: email addresses and telephone numbers. (*All contact details subject to delegate permission)

FIX Trading Community Member Firms	£4,500
Non-Member Firms	£6,750

Bolt Ons to Brand Package – Increase your firm’s visibility at the event by adding one of the following bolt ons to your brand sponsorship package (***Bolt on can not be sponsored without the brand sponsor package***):

- **Barista Coffee Sponsor** - Exclusive sponsorship of the barista coffee station which will be fully branded with your logo. There professional baristas will be on hand to serve proper coffee (in cups branded with your logo) from 10am-4pm
- **Competition Prize Sponsor** – Exclusive Sponsorship the prize awarded at the end of the conference drawn by the keynote speaker. Prizes to include iPad (branded with sponsor name), dining out vouchers and theatre vouchers
- **Water bottle sponsor** - Company to exclusively featured on the conference bottled water made available to delegates on the event day (Water bottles will be sourced by FIX Trading Community)
- **Afternoon Break Sponsor** – Exclusive sponsorship of the afternoon break where afternoon tea (with branded cupcakes) and drinks will be served

Bolt Ons come with two additional delegate passes

FIX Trading Community Member Firms	£2,500
Non-Member Firms	£3,500

Cocktail Sponsorship Package

Cocktail Sponsor Benefits Include:

- Exclusive sponsorship of one drinks station
- The placement of 2 banners (1m x 2m) beside the serving area (banners to be provided by sponsor)
- 2 complimentary delegate passes
- 10 complimentary invitations offering the bearer free attendance to the cocktail party
- Branded signage on trestle/poseur tables placed close to the serving area
- 1 item of promotional literature or widget to be inserted into the conference bag

Plus Marketing Benefits:

- A copy of the event attendee list* 1 week prior to the event, the list contains: delegate name, job title, firm name and physical address. Post event, delegate lists will include additional information: email addresses and telephone numbers. (*All contact details subject to delegate permission)
- 150 word company description and logo included on the sponsorship page of the conference website and within the conference guide
- Company logo included as part of the presenter slide pack, in all promotional emails distributed announcing the event and all adverts placed in targeted electronic trading media partner publications

FIX Trading Community Member Firms	£5,000
Non-Member Firms	£7,500

Sponsorship opportunities at FIX events are renowned for providing extensive exposure for participating firms and excellent value for money. FIX Trading Community continually seeks to assist sponsors in getting maximum return from their marketing budget.

For further information or to book your sponsorship or exhibitor package, please contact Kelly Harding by email at Kelly.harding@fixtrading.org or telephone +44 (0)20 3440 5955.

