

EMEA Trading Conference 2020

Friday 18th September – Virtual

SPONSORSHIP OPPORTUNITIES



LEARN

DEBATE



NETWORK



Created by the industry, for the industry – now a global debate

fixtrading.org/emea2020



The 2020 EMEA Trading Conference

The EMEA Trading Conference in 2020 celebrates its 12th year and is still 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

- 1000+ people in one virtual location
- An agenda created by senior industry experts
- A true industry event without sales pitches
- Great learning and networking opportunities
- **FREE** passes for FIX members
- 50+ industry expert speakers
- A full-day, two stream agenda covering both business and technical topics across multiple asset classes
- Live streamed mixed media broadcast delivering a combination of engaging and interactive panel sessions, webinars and additional on demand content
- A virtual networking lounge allowing to chat with other attendees and a virtual exhibition hall enabling delegates to explore and connect with sponsors, offering one on one meetings, live chat and product demos.



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, Global Events Director, by email at kelly.harding@fixtrading.org or by telephone on +44 (0)20 3950 3927.

2019 Conference Sponsors:



Lead Sponsor

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

Lead Sponsor Benefits Include:

- Premium virtual exhibition stand
- Exclusive sponsorship of 1 session in the SmartStage Stream (Agenda Stream 1):
 - Introduce the panel via video and explain why the topic is of importance to your firm
 - Branding on LED panels in session
 - Branding on session slides
 - Video of session post-event available on conference website*
- 18 complimentary delegate passes
- Logo featured exclusively on:
 - the home page of the conference website;
 - signage throughout the virtual event;
 - all conference holding slides
- Advert in the digital conference guide
- 1 white paper*** included on the event thank you email sent to all delegates post-event



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 list will include additional information: email addresses and telephone numbers.
- 150-word company description and logo included on the sponsorship page of the conference website and within the digital conference guide.
- Company **logo** included in all promotional emails distributed announcing the event and all adverts placed in targeted electronic trading media partner publications
- A digital Save The Date postcard featuring sponsor firm's logo can be provided for sponsors to distribute to clients
- Logo in featured main auditorium
- E-newsletter contribution & directory listing
- Post-event analytics of delegates visiting stand

* Subject to speaker permissions

**All contact details subject to delegate permission

***Approval required from FIX before inclusion

Exclusive to FIX Trading Community Member Firms

£10,000

Just one package remaining!

Combined Sponsor & Exhibitor

Combined Sponsor & Exhibitor Benefits Include:

- Premium virtual exhibition stand
- Exclusive sponsorship of 1 session in Agenda Stream 2:
 - Introduce the panel via video and explain why the topic is of importance to your firm
 - Branding on screen in session
 - Branding on session slides
 - Video of session post event on event website*
- 14 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 list will include additional information: email addresses and telephone numbers.
- 150-word company description and logo included on the sponsorship page of the conference website and within the digital conference guide
- Company **logo** included in all promotional emails distributed announcing the event and all adverts placed in targeted electronic trading media partner publications
- A digital Save The Date postcard featuring sponsor firm's logo can be provided for sponsors to distribute to clients
- E-newsletter directory listing
- Post event analytics of delegates visiting stand

* Subject to speaker permissions

**All contact details subject to delegate permission

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

Just one package remaining!

Exhibitor

Exhibitor Benefits Include:

- Virtual exhibition stand
- 8 complimentary delegate passes

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 list will include additional information: email addresses and telephone numbers.
- 150-word company description and logo included on the sponsorship page of the conference website and within the digital 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
- A digital Save The Date postcard featuring sponsor firm's logo can be provided for sponsors to distribute to clients
- E-newsletter directory listing
- Post event analytics of delegates visiting stand



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

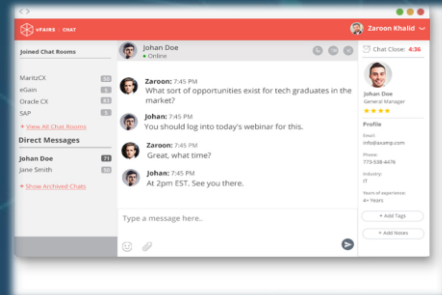
**All contact details subject to delegate permission

Exclusive WiFi & Meeting Area Sponsor

Friday 18th September 2020

WiFi & Meeting Area Sponsor Benefits Include:

- Sponsorship of networking lounge
- Logo featured throughout networking lounge
- Sponsorship of the WiFi at the conference, your company's details will be incorporated into the login process.
- 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 list will include additional information: email addresses and telephone numbers.
- 150-word company description and logo included on the sponsorship page of the conference website and within the digital 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
- A digital Save The Date postcard featuring sponsor firm's logo can be provided for sponsors to distribute to clients
- E-newsletter directory listing
- Post event analytics of delegates visiting networking lounge

FIX Trading Community Member Firms

Non-Member Firms



** All contact details subject to delegate permission

Exclusive Voting System Sponsor

Voting System Sponsor Benefits Include:

- Exclusive sponsorship of the branded voting system used in both agenda streams
- Your logo featured on the screen displaying the results from the questions asked
- 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 list will include additional information: email addresses and telephone numbers.
- 150-word company description and logo included on the sponsorship page of the conference website and within the digital 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
- A digital Save The Date postcard featuring sponsor firm's logo can be provided for sponsors to distribute to clients
- E-newsletter directory listing
- Post event analytics of voting

FIX Trading Community Member Firms

£7,000

** All contact details subject to delegate permission

Premier Brand Sponsor

Premier Brand Sponsor Benefits Include:

- 6 complimentary delegate passes
- 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.
- 150-word company description and logo included on the sponsorship page of the conference website and within the digital conference guide
- 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 list will include additional information: email addresses and telephone numbers.
- A digital Save The Date postcard featuring sponsor firm's logo can be provided for sponsors to distribute to clients
- And a choice of **one** of the below (all packages are exclusive):
 - **Competition Prize Sponsor** – Exclusive sponsorship of the competition prize (Apple product)
 - **Agenda Stream 2 Sponsor** - Exclusive Sponsorship of one session Agenda Stream 2:
 - Introduce the panel via video and explain why the topic is of importance to your firm
 - Branding on screen in session
 - Branding on session slides
 - Video of session post event on event website*
 - **Advert / Article** – A4 page in the digital conference guide

Just one package remaining!

Standby for our webinar being sponsored by: **ITIVITI**

Improving Productivity: Current Challenges and Emerging Technologies



Zhuang Zhuang, Managing Director, Global Head of Equity and Derivatives Technology, **Jefferies LLC**



Saatwik Khanna, Vice President, Equities Client Connectivity, **Goldman Sachs**



Scott Atwell, Director, FIX Trading Community, Manager of FIX Trading and Connectivity, **American Century Investments**



George Rosenberger, Head of Strategy – Client Connectivity Services, **Itiviti**



Elena Treshcheva, Researcher and Business Development Manager, **Exactpro**

FIX TRADING COMMUNITY



FIX Trading Community Member Firms	£6,000
Non-Member Firms	£9,000

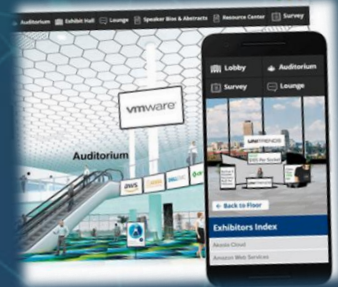
*Subject to speaker permissions

**All contact details subject to delegate permission

Brand Sponsor

Brand Sponsor Benefits Include:

- 2 complimentary delegate passes
- Acknowledgement of sponsors during the conference opening and closing by the event chair
- 150-word company description and logo included on the sponsorship page of the conference website and within the digital conference guide
- 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 list will include additional information: email addresses and telephone numbers.



FIX Trading Community Member Firms	£3,500
Non-Member Firms	£5,250

** All contact details subject to delegate permission

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