

EMEA Trading Conference 2022

Thursday 24 March | Leonardo Royal London St Paul's

SPONSORSHIP OPPORTUNITIES



Created by the industry, for the industry

fixtrading.org/emea2022



Thursday 24 March 2022

The 2022 EMEA Trading Conference

Returning for its 14th year, the EMEA Trading Conference 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 under debate and being a neutral platform for market participants, policy makers and regulators to interact and discuss issues and ideas.

Conference facts and figures

- 750+ delegates
- An agenda created by senior industry experts
- Supported by key trade association partners
- An industry event without sales pitches
- Great learning and networking opportunities
- An allocation of **FREE** passes for FIX members
- 70+ industry expert speakers
- A full-day, multi stream agenda covering both business and technical topics across multiple asset classes
- An exhibition lounge at the heart of the event, enabling delegates to explore and connect with sponsors



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 budget.

For further information, to book your sponsorship package or to discuss bespoke sponsorship options that are not in this pack, please contact **Kelly Harding** by email at kelly.harding@fixtrading.org or telephone +44 (0)20 3950 3927.

2021 Conference Sponsors

Lead Sponsors:



Sponsors:



Sponsorship Packages

Thursday 24 March 2022

Choose your package, then customise your sponsorship with add-ons:

		LEAD	EXHIBITOR	BRAND
Sponsor Benefits	• Premium 3m x 2m exhibit space in prominent position in exhibitor lounge, including one table and two chairs	✓		
	• 2m x 2m exhibit space in the exhibitor lounge, including one table and two chairs		✓	
	• Logo featured exclusively on: <ul style="list-style-type: none"> • The homepage of the event website; • Signage throughout the venue; • All conference holding slides. 	✓		
	• Delegate bag insert <i>(Inserts to be provided by the sponsor)</i>	✓		
	• Complimentary delegate passes	12	6	3
Marketing Benefits	• A copy of the event delegate list* prior to the event, each list contains: delegate name, job title, firm name and physical address	4 weeks, 2 weeks & 1 week	2 weeks & 1 week	1 week
	• Post event delegate list*, including additional information: email addresses and telephone numbers	✓	✓	✓
	• 150-word company description and logo included on the sponsorship page of the conference website	✓	✓	✓
	• Company logo included in all promotional emails distributed announcing the event and all advertisements placed in targeted electronic trading media partner publications	✓	✓	✓
	• Digital save-the-date banner featuring sponsor's logo	✓	✓	✓
	FIX Member Firms		£5,500	£2,750
	Non-Member Firms	Exc  ers	£8,250	£4,125

*All contact details subject to delegate permission

Add-ons

Customise your sponsorship package with add-ons*:

*To choose an add-on package, you must first choose a base package (page 3)

Exclusive Lanyard Sponsor

Benefits :

- Your firm's logo exclusively featured on the lanyards worn by delegates throughout the day
(Lanyards will be provided by the event organiser)

Exclusive to FIX Premier Global Member Firms



Exclusive Delegate Bag Sponsor

Benefits :

- Your firm's logo exclusively featured on the event delegate bags, given to each attendee as they arrive
(Bags to be provided by the sponsor)

Exclusive to FIX Member Firms



Exclusive Branded Hand Sanitiser Sponsor

Benefits :

- Exclusive sponsorship of individual hand sanitisers distributed to each attendee in the delegate bags
(To be supplied by the sponsor)

FIX Member Firms	+£1,500
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Non-Member Firms	+£2,250
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Exclusive Sanitisation Station Sponsor

Benefits :

- Exclusive sponsorship of branded sanitisation stations located throughout the venue

FIX Member Firms	+£3,000
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Non-Member Firms	+£4,500
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Add-ons

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Networking Drinks Reception Sponsor

Benefits :

- Co-sponsor of post-event networking drinks reception

FIX Member Firms	+£3,500
Non-Member Firms	+£5,250

Exclusive Lunch & Afternoon Break Sponsor

Benefits :

- Exclusive sponsorship of the lunch and afternoon break where sponsor can provide banners to place by the serving area

FIX Member Firms	+£3,000
Non-Member Firms	+£4,500



[REGISTER HERE](#)



Innovating for the future, unlocking financial markets post COVID.

Europe's largest one-day electronic trading conference is returning in 2021. **The EMEA Trading Conference 2021** brings the global trading community together to discuss the most pressing issues facing the institutional community and provides a neutral platform for buy-side, sell-side, exchanges, vendors and regulators to share their ideas on how the community can continue to collaborate. Building on the success of last year's virtual event and leveraging the latest technology, the EMEA Trading Conference will once again be delivered in a fully virtual, mixed media format, offering an interactive program that truly addresses the market's needs and facilitates immersive debate.

Designed to appeal to all asset classes, this must attend event has been developed by the industry, for the industry, in consultation with business and technology practitioners within the Community's Member firms. All subject areas are carefully formulated and all speakers selected are based on their depth of

Exclusive Voting System Sponsor

Benefits :

- Exclusive sponsorship of the interactive voting system in main conference agenda stream
- Your logo featured on the screen displaying the results from the questions asked
- Post-event voting analytics

FIX Member Firms	
Non-Member Firms	

Advertise on Event Website

Benefits :

- 150 x 150 tile advertisement on the main page of the conference website

FIX Member Firms	+£1,000
Non-Member Firms	+£1,500

Add-ons

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Exclusive Smoothie Bar Sponsor

Benefits :

- Exclusive sponsorship of the smoothie bar station, fully branded with your firm's logo
- Smoothies will be served in cups branded with your firm's logo from registration-4pm

FIX Member Firms
Non-Member Firms



Exclusive Water Bottle Sponsor

Benefits :

- Your firm's logo exclusively featured on the conference bottled water made available to delegates throughout the day
(Water bottles will be provided by the event organiser)

FIX Member Firms
Non-Member Firms



Exclusive Barista Coffee Sponsor

Benefits :

- Exclusive sponsorship of the barista coffee station, fully branded with your firm's logo
- Coffee will be served by professional baristas in cups branded with your firm's logo from registration-4pm

FIX Member Firms
Non-Member Firms



Private Meeting Room Sponsor

Benefits :

- Exclusive access to a meeting room for the whole day of the conference where you can host meetings

FIX Member Firms	+£2,500
Non-Member Firms	+£3,750

Delegate Bag Insert

Benefits :

- 1 item of promotional literature or widget to be inserted into the conference bag distributed to all delegates on arrival
(Inserts to be provided by the sponsor)

FIX Member Firms	+£1,000
Non-Member Firms	+£1,500

Add-ons

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Exclusive Mobile Device Charging Station Sponsor

Benefits :

- Exclusive sponsorship of a fully branded charging station for delegates to charge their devices

FIX Member Firms	
Non-Member Firms	

Exclusive Competition Prize Sponsor

Benefits :

- Exclusive sponsorship of a prize drawn at the end of the conference drawn by the EMEA Co-Chairs
- Prize to be provided by the sponsor

FIX Member Firms	+£1,000
Non-Member Firms	+£1,500



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