

# Asia Pacific FIX Conferences **2023**

## Sponsorship Prospectus

**India  
FIX Conference  
2023**

**25 April  
Mumbai**

**21st  
Asia Pacific  
Trading Summit**

**11 May  
Hong Kong**

**Australia  
FIX Conference  
2023**

**19 Oct  
Sydney**

**Singapore  
FIX Conference  
2023**

**2 Nov**

## Asia Pacific's Leading Electronic Trading Conferences

Asia FIX Conferences have been the region's most important electronic trading events since 2003. The FIX Trading Community™ lives and breathes electronic trading and works closely with industry to create real insight and forms a forum for the industry to meet and share ideas and experiences on a neutral platform.

Our events are known for the best caliber speakers and timely topics in the region and are created entirely by industry experts active in each location. This conferences discuss key initiatives, challenges and opportunities within electronic trading and are designed for both traders and technologists.

Sponsorship opportunities at FIX events are well known for giving sponsors considerable visibility and offering great value. Limited sponsorship packages are available, so confirming your involvement as soon as possible assures that you'll get the most visibility.

### TO MAKE A BOOKING

Bookings are on a first-come-first-served basis. In order to ensure neutrality, we **DO NOT** offer any speaking slots as part of our sponsorship packages.

Members of the FIX Trading Community™ are able to enjoy discounts on sponsorship fees as well as priority in reserving the exhibition spaces. All bookings received from FIX Premier Global Members before **20 December 2022** will receive priority processing. After this date, all FIX members' bookings will be processed based on a first-sign, first-served basis. Sponsorship opportunities will then be available for all firms (including non-members) from **6 January 2023**.

Please complete the attached sponsorship booking form and email it back to us to reserve your sponsorship.

### Why FIX Conferences?

- 01 Created by the industry, For the industry
- 02 No Sales Pitches
- 03 Great Networking Opportunities
- 04 Great Speakers
- 05 Free for FIX Members and Buy-side
- 06 Topical Issues

Sponsorship enquiries:

[sammy.ho@fix-events.com](mailto:sammy.ho@fix-events.com)

Tel: +852 8203 6093

# India FIX Conference 2023

25th April, St. Regis Mumbai

Expected Attendance:  
Physical: 250 Virtual: 100

We are delighted to bring back the India FIX conference and this one-day conference is a neutral forum for industry participants to influence the continued evolution of electronic trading in India. This is a physical event with live webcast.



## Main Packages

### BRANDING SPONSORSHIP

- \* **Pre-event:** Acknowledgement in pre-event marketing
- \* **Onsite:** Acknowledgement in on-site banner and stage backdrop
- \* **e-Conference Brochure:** Inclusion of logo, company profile and contact information
- \* **Web Presence:** Logo placement on the event website and streaming platform with direct web link to your company's website
- \* **Passes:** 5 Passes (physical) + 5 Passes (virtual) for Staff/Clients

Sponsorship Fee: USD 5,500

### EXHIBITION SPONSORSHIP

All benefits included in Branding Sponsorship *plus*:

- \* **Onsite:** One unit of exhibition space (2.8m (w) x 1.5m (d))
- \* **Additional Passes:** 2 Passes (physical) + 2 Passes (virtual)

Sponsorship Fee: USD 7,000

### REFRESHMENT SPONSORSHIP **SOLD**

All benefits included in Branding Sponsorship *plus*:

- \* **Onsite:** Additional logo exposure at the foyer/exhibition area where refreshments will be served
- \* **Branded Items:** Branded coffee cups and napkins

Sponsorship Fee: USD 6,500

### COCKTAIL SPONSORSHIP **SOLD**

All benefits included in Branding Sponsorship *plus*:

- \* **Onsite:** Additional logo exposure at the foyer/exhibition area and at the cocktail reception venue
- \* **Onsite:** Decoration items with cocktail sponsor's logo (e.g. Branded wrist band, wine glass ring etc.)
- \* **Passes:** 10 additional passes for the cocktail reception

Sponsorship Fee: USD 10,000

## Add-On Packages *(add to the main packages)*

### LANYARD SPONSORSHIP

The Lanyard sponsor's logo will be printed on the lanyards and they will be produced by the event manager.

Additional: USD 4,000

### DELEGATE BAG SPONSORSHIP

An exclusive opportunity to distribute delegate bags during registration (Bags to be provided by the sponsor).

Additional: USD 4,000

### CHARGING STATION SPONSORSHIP

A branded charging station at the foyer/exhibition area.

Additional: USD 4,000

# 21st Asia Pacific Trading Summit



11th May, JW Marriott Hong Kong

Expected Attendance:  
Physical: 300 Virtual: 200

This flagship event of FIX will be held in physical format. Delegates who are unable to travel to Hong Kong will still be able to participate because the session will be live webcast too.



## Main Packages

### BRANDING SPONSORSHIP

- \* **Pre-event:** Acknowledgement in pre-event marketing
- \* **Onsite:** Acknowledgement in on-site banner and stage backdrop
- \* **e-Conference Brochure:** Inclusion of logo, company profile and contact information
- \* **Web Presence:** Logo placement on the event website and streaming platform with direct web link to your company's website
- \* **Passes:** 5 Passes (physical) + 5 Passes (virtual) for Staff/Clients

Sponsorship Fee: USD 6,500

### EXHIBITION SPONSORSHIP

All benefits included in Branding Sponsorship *plus*:

- \* **Onsite:** One unit of exhibition space (2.8m (w) x 1.5m (d))
- \* **Additional Passes:** 2 Passes (physical) + 2 Passes (virtual)
- \* **Guest Room:** 1 guest room (2 nights) included at the JW Marriott

Sponsorship Fee: USD 10,500

### REFRESHMENT SPONSORSHIP **SOLD**

All benefits included in Branding Sponsorship *plus*:

- \* **Onsite:** Additional logo exposure at the foyer/exhibition area where refreshments will be served
- \* **Branded Items:** Branded coffee cups and napkins

Sponsorship Fee: USD 9,000

### COCKTAIL SPONSORSHIP

All benefits included in Branding Sponsorship *plus*:

- \* **Onsite:** Additional logo exposure at the foyer/exhibition area and at the cocktail reception venue
- \* **Onsite:** Decoration items with cocktail sponsor's logo (e.g. Branded wrist band, wine glass ring etc.)
- \* **Passes:** 10 additional passes for the cocktail reception

Sponsorship Fee: USD 15,000

## Add-On Packages *(add to the main packages)*

### LANYARD SPONSORSHIP **SOLD**

The Lanyard sponsor's logo will be printed on the lanyards and they will be produced by the event manager.

Additional: USD 5,000

### DELEGATE BAG SPONSORSHIP

An exclusive opportunity to distribute delegate bags during registration (Bags to be provided by the sponsor).

Additional: USD 5,000

### SEAT COVER SPONSORSHIP

Branded seat cover will be used at the attendee area inside the conference room.

Additional: USD 8,000

### CHARGING STATION SPONSORSHIP

A branded charging station at the foyer/exhibition area.

Additional: USD 5,000

# Australia FIX Conference 2023

19th October, Fullerton Hotel Sydney

Expected Attendance:  
Physical: 250 Virtual: 100

This is a valuable opportunity for delegates to meet with over 250 key personnel from all areas of institutional trading in Australia and exchange ideas with them during the breaks, lunch and drinks receptions. This is a physical event with live webcast.



## Main Packages

### BRANDING SPONSORSHIP

- \* **Pre-event:** Acknowledgement in pre-event marketing
- \* **Onsite:** Acknowledgement in on-site banner and stage backdrop
- \* **e-Conference Brochure:** Inclusion of logo, company profile and contact information
- \* **Web Presence:** Logo placement on the event website and streaming platform with direct web link to your company's website
- \* **Passes:** 5 Passes (physical) + 5 Passes (virtual) for Staff/Clients

Sponsorship Fee: USD 6,000

### EXHIBITION SPONSORSHIP

All benefits included in Branding Sponsorship *plus*:

- \* **Onsite:** One unit of exhibition space (2.8m (w) x 1.5m (d))
- \* **Additional Passes:** 2 Passes (physical) + 2 Passes (virtual)

Sponsorship Fee: USD 8,500

### REFRESHMENT SPONSORSHIP **SOLD**

All benefits included in Branding Sponsorship *plus*:

- \* **Onsite:** Additional logo exposure at the foyer/exhibition area where refreshments will be served
- \* **Branded Items:** Branded coffee cups and napkins

Sponsorship Fee: USD 8,500

### COCKTAIL SPONSORSHIP **SOLD**

All benefits included in Branding Sponsorship *plus*:

- \* **Onsite:** Additional logo exposure at the foyer/exhibition area and at the cocktail reception venue
- \* **Onsite:** Decoration items with cocktail sponsor's logo (e.g. Branded wrist band, wine glass ring etc.)
- \* **Passes:** 10 additional passes for the cocktail reception

Sponsorship Fee: USD 15,000

## Add-On Packages *(add to the main packages)*

### LANYARD SPONSORSHIP **SOLD**

The Lanyard sponsor's logo will be printed on the lanyards and they will be produced by the event manager.

Additional: USD 4,000

### DELEGATE BAG SPONSORSHIP

An exclusive opportunity to distribute delegate bags during registration (Bags to be provided by the sponsor).

Additional: USD 5,000

### CHARGING STATION SPONSORSHIP

A branded charging station at the foyer/exhibition area.

Additional: USD 4,500

# Singapore FIX Conference 2023

2nd November, Raffles City Convention Centre

Expected Attendance:  
Physical: 280 Virtual: 100

The FIX Trading Community™ Singapore FIX Multi-Asset Trading Conference is dedicated to trading of Equities, FX, Fixed Income and Digital Assets. This is a physical event with live webcast.



## Main Packages

### BRANDING SPONSORSHIP

- \* **Pre-event:** Acknowledgement in pre-event marketing
- \* **Onsite:** Acknowledgement in on-site banner and stage backdrop
- \* **e-Conference Brochure:** Inclusion of logo, company profile and contact information
- \* **Web Presence:** Logo placement on the event website and streaming platform with direct web link to your company's website
- \* **Passes:** 5 Passes (physical) + 5 Passes (virtual) for Staff/Clients

Sponsorship Fee: USD 6,000

### EXHIBITION SPONSORSHIP

All benefits included in Branding Sponsorship *plus:*

- \* **Onsite:** One unit of exhibition space (2.8m (w) x 1.5m (d))
- \* **Additional Passes:** 2 Passes (physical) + 2 Passes (virtual)

Sponsorship Fee: USD 8,500

### REFRESHMENT SPONSORSHIP

All benefits included in Branding Sponsorship *plus:*

- \* **Onsite:** Additional logo exposure at the foyer/exhibition area where refreshments will be served
- \* **Branded Items:** Branded coffee cups and napkins

Sponsorship Fee: USD 8,000

### COCKTAIL SPONSORSHIP

All benefits included in Branding Sponsorship *plus:*

- \* **Onsite:** Additional logo exposure at the foyer/exhibition area and at the cocktail reception venue
- \* **Onsite:** Decoration items with cocktail sponsor's logo (e.g. Branded wrist band, wine glass ring etc.)
- \* **Passes:** 10 additional passes for the cocktail reception

Sponsorship Fee: USD 15,000

## Add-On Packages *(add to the main packages)*

### LANYARD SPONSORSHIP

**SOLD**

The Lanyard sponsor's logo will be printed on the lanyards and they will be produced by the event manager.

Additional: USD 4,000

### DELEGATE BAG SPONSORSHIP

An exclusive opportunity to distribute delegate bags during registration (Bags to be provided by the sponsor).

Additional: USD 5,000

### SEAT COVER SPONSORSHIP

Branded seat cover will be used at the attendee area inside the conference room.

Additional: USD 8,000

### CHARGING STATION SPONSORSHIP

A branded charging station at the foyer/exhibition area.

Additional: USD 4,500



## SPECIAL PACKAGES

**PACKAGE A**

**Branding  
Sponsorship  
for all 4 locations**

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**USD 20,500**  
*(Saved USD 3,500)*

**PACKAGE B**

**Exhibition  
Sponsorship  
for all 4 locations**

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**USD 31,000**  
*(Saved USD 3,500)*

## EARLY BIRD DISCOUNT

For all booking made before 15 February 2023, the following early bird discount will be applied: 1 event: USD 500 in total.

2-4 events (together) or Package A/B: USD 1,000 in total.

## BUNDLED DISCOUNT (except package A and B above)

If you sign up for more than one event together, the following discount will be applied:

- 2 events: USD 1,000 in total
- 3 events: USD 2,000 in total
- 4 events: USD 3,500 in total

## NON MEMBER SURCHARGE

The sponsorship fees listed are for FIX members. Non-members are subject to a surcharge of 15%.

## COVID-19 ARRANGEMENTS

We recognize that the uncertainty caused by the pandemic or other unforeseen travel restrictions may worry you. Please take note of the arrangements.

1. Postponement: If the event has to be postponed, the sponsorship arrangement will remain unchanged as long as the postponement is within six calendar months of the original date. If the event has to be postponed for over six months, sponsors can request a full refund (minus bank charges) or turn the sponsorship as credit for sponsoring future events.

2. Turning into an entirely virtual event: All sponsorship package fees will be reduced by 40%. Exhibition sponsors can also opt to switch to a branding sponsorship or to withdraw the sponsorship completely (either for a refund or as credit for future events). All other sponsorship packages related to a physical event will no longer be provided (we will provide a refund or credit for future events).

# FAQ

### 1. Is my institution a member of FIX?

The list of FIX members can be found online at <https://www.fixtrading.org/member-firms/>

### 2. How can my institution become a member?

To learn more about the benefits of being a FIX member, please contact our membership office at [join@fixtrading.org](mailto:join@fixtrading.org) or call +44 (0)20 3950 3923. More information can be found at:

<https://www.fixtrading.org/membership-options-pricing/>

### 3. Can I nominate a speaker or get involved in agenda planning?

If you would like to join the organizing committee (for FIX Members only) or would like to nominate a speaker, please send an email to Sammy Ho at [sammy.ho@fix-events.com](mailto:sammy.ho@fix-events.com).

### 4. How can I confirm sponsorship?

Please complete the attached sponsorship booking form and return to us by email

## MARKETING AND PROMOTION

### 1. e-marketing

Regular email blasts promoting the conferences gives your brand exposure to both our regional and global members (10,000+ industry professionals).

### 2. Social Media

Strategic campaigns to the electronic trading community on LinkedIn before the event.

### 3. Website

Promotion via FIX Trading Community's website [www.fixtrading.org](http://www.fixtrading.org) and the dedicated Asia Pacific FIX conferences website [www.fix-events.com](http://www.fix-events.com).

### 4. Advertising

The event will be advertised on our media partners' industry publications (GlobalTrading Journal and The TRADE Asia), providing sponsors with excellent opportunities to extend your market reach.



## Sponsorship Booking Form

Institution (Billing Identity)

Main Contact Person

Title

Email

Telephone ( )

Fax ( )

Billing Address

Event Logistics contact person (if different):

Name:

Title:

Email:

Telephone ( )

Fax ( )

- Please include our company logo on the conference marketing materials
- I have read the general terms and conditions attached and agree to comply

We agree to sign up for the following package(s):

	INDIA	HONG KONG	AUSTRALIA	SINGAPORE	PACKAGE
<b>BRANDING</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <b>Special Package A USD 20,500</b>
<b>EXHIBITION</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>REFRESHMENT</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>COCKTAIL</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>LANYARD</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <b>Special Package B USD 31,000</b>
<b>DELEGATE BAG</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>SEAT COVER</b>	n/a	<input type="checkbox"/>	n/a	<input type="checkbox"/>	
<b>CHARGING STATION</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Early Bird Discount: (before 31 Jan 2023) \_\_\_\_\_

Bundled Discount: (for more than 1 more event) \_\_\_\_\_

Total: **USD** \_\_\_\_\_

Authorized Signature and Company Stamp: \_\_\_\_\_

Name:

Date:

### WHAT'S NEXT?

- 1) Email the signed booking form to [sammy.ho@fix-events.com](mailto:sammy.ho@fix-events.com). We will confirm your sponsorship and issue the invoice accordingly.
- 2) Please submit: (i) Company Profile in MS WORD document format (Up to 200 words in English) and (ii) Company Logo (.EPS /.AI format preferred) to [dada.yau@fix-events.com](mailto:dada.yau@fix-events.com). The profile and logo will be included on the event website ([www.fix-events.com](http://www.fix-events.com)) and the conference e-brochure.