

FIX TRADING
COMMUNITY™
INDUSTRY-DRIVEN • INDEPENDENT • NEUTRAL

Sponsorship Proposal

Africa Trading Conference 2025

15th October

At the Johannesburg Stock Exchange



FIX Trading Community Events



Designed to **bring our community together** and **educate**, not for profit



Agendas formulated **100% by senior representatives** of firms active in each region



Speakers selected **by our members** for their expertise - no pay to play



FIX Trading Community members receive an **allocation of free passes**

The FIX Africa Trading Conference 2025

Back in South Africa after 12 years

Expecting 150-200 delegates across business and technology – buy-side, sell-side, venues and vendors

Broad range of topics to appeal to a broad audience, including:

- ❑ Regulatory changes across Africa
- ❑ Trends in trading technology
- ❑ African marketing infrastructure – execution through to settlement
- ❑ The evolving liquidity landscape
- ❑ Updates and teach-ins from FIX Trading Community experts

Sponsorship opportunities at FIX events are renowned for providing extensive exposure for participating firms and excellent value for money - we continually seek to assist sponsors in obtaining maximum return from their budget

Available Sponsorship Packages

Brand	<ul style="list-style-type: none">• Seat drop or digital white paper sent to all delegates• Two complementary delegate passes• Delegate list (name, company, job title, subject to delegate permission) – 1 week prior to the conference	85k ZAR / 3,500 GBP
Exhibitor	<ul style="list-style-type: none">• Space for exhibitor stand, 3m x 2m• Four complementary delegate passes• Delegate list (name, company, job title, subject to delegate permission) – 2 weeks and 1 week prior to the conference	110k ZAR / 4,500 GBP

The above sponsorship packages also include the following core items:

Attendee list	<ul style="list-style-type: none">• Post-event attendee list (as above plus email address)
Digital branding	<ul style="list-style-type: none">• 150-word company summary and logo on event website• Company logo included on email and social media conference marketing communications• Company logo displayed at the event on slides and around the venue

Add-Ons

Add any of the following packages onto a brand or exhibitor sponsorship:

Package	Includes	Cost
Lanyards	<ul style="list-style-type: none">• Branded lanyards for all delegates	50k ZAR / 2,000 GBP
Post-event cocktail reception	<ul style="list-style-type: none">• 2 banners in the reception area• Branded napkins (both to be provided by sponsor)	50k ZAR / 2,000 GBP
Voting system	<ul style="list-style-type: none">• 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	50k ZAR / 2,000 GBP

For further information, to book your sponsorship package or to discuss bespoke sponsorship options, please contact us at **events@fixtrading.org**