

# Americas Trading Conference 2025

Thursday 30<sup>th</sup> October | @Ease 605, New York

## SPONSORSHIP OPPORTUNITIES



*Created by the industry, for the industry*

[fixtrading.org/americas2025](http://fixtrading.org/americas2025)

**FIX** AMERICAS TRADING  
CONFERENCE 2025

## About the Americas Trading Conference

Building on the success of the Americas Trading Conferences in New York over the past 8 years, we return to the City this year with a full-day conference. This event will provide a series of panel sessions across a two-stream agenda with an interactive program that addresses market needs, providing impartial, high quality content and the knowledge and experience of industry leading speakers. There are ample networking opportunities throughout the event and into the evening at the post-event cocktail party.



## Events facts and figures

- Over 200 market participants attended the last in-person event in October 2024 in New York
- Senior decision makers from the buy-side, sell-side, vendor and exchanges/ECN community attend
- An agenda created by industry experts to ensure it addresses the real issues impacting the region's trading community
- 25+ speakers participate in the panel discussions
- Great learning and networking opportunities throughout the day



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 **Scott Govoni** by email at [scott.govoni@fixtrading.org](mailto:scott.govoni@fixtrading.org) or telephone **+1-617-719-7979**.

### 2024 Americas Trading Conference Sponsors:



### 2024 Americas Trading Conference Industry Partners:



**Companies in attendance at the 2024 Conference in NY:**

A10 Networks	Galt and Taggart	SEC
Accenture	Goldman Sachs	SIFMA
Alber Blanc	Harrington Starr	Skema
AMD	HKEX (U.S.) LLC	NC State
American Century Investments	Imandra AI	SS&C
Apex Fintech Solutions	Intercontinental Exchange Holdings	State Street Global Markets
Bank of America	Iress	Symphony
Baruch College	ITRS Group	Thomson Reuters
BGC Fenics FMX	J.P. Morgan	Trading Hub
BlackRock	JPX	TransFICC
Bloomberg	Kate Chatz Coach	Trumid
BMLL Technologies	KX	TS Imagine
British Telecommunications – Radianz	LGIM America	U.S. Commodity Futures Trading
Broadridge	Limni Trading	Commission (CFTC)
BT Radianz	Linedata	UBS
BTON Financial	Liquidnet	Virtu Financial
Chainlink Labs	London Stock Exchange Group	VR Capital Group
Cleardrop Investment Management	Markets Media	
Cloudburst Technologies	Marvelsoft	
CME Group	Morgan Stanley	
Connamara	Nasdaq	
Devexperts	OSTTRA	
DTCC	Ownera	
Exactpro	Pharos	
FIA	Pico	
Fidelity Capital Markets	Platonic	
Fidelity Investments	Princeton University	
Fidelity Management Research & Co	PureStream Trading Technologies	
Financial Information Forum (FIF)	R3	
FISD	Rapid Addition	
FIX Trading Community	Raptor Trading	
FlexTrade Systems	Royal Bank of Canada	
Flyer Financial Technologies	Scila Inc	

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

	BASE PACKAGES:	LEAD	EXHIBITOR	BRAND
Sponsors Benefits	<ul style="list-style-type: none"> <li>Logo featured exclusively on:           <ul style="list-style-type: none"> <li>The homepage of the event website;</li> <li>Signage throughout the venue;</li> <li>All conference holding slides.</li> </ul> </li> </ul>	✓		
	<ul style="list-style-type: none"> <li>A seat drop or digital white paper sent to all delegates</li> </ul>	✓		
	<ul style="list-style-type: none"> <li>3m x 2m exhibit space in exhibitor lounge, including one table and two chairs</li> </ul>	✓	✓	
	<ul style="list-style-type: none"> <li>Complimentary delegate passes</li> </ul>	10	6	3
Marketing Benefits	<ul style="list-style-type: none"> <li>A copy of the event delegate list* prior to the event. Each list contains: delegate name, job title, firm name and physical address</li> </ul>	4 weeks, 2 weeks & 1 week	2 weeks & 1 week	1 week
	<ul style="list-style-type: none"> <li>Post event delegate list*, including additional information: email addresses and telephone numbers</li> </ul>	✓	✓	✓
	<ul style="list-style-type: none"> <li>150-word company description and logo included on the sponsorship page of the conference website</li> </ul>	✓	✓	✓
	<ul style="list-style-type: none"> <li>Company logo included in all promotional emails distributed announcing the event and all advertisements placed in targeted electronic trading media partner publications</li> </ul>	✓	✓	✓
	<ul style="list-style-type: none"> <li>Digital save-the-date banner featuring sponsor's logo</li> </ul>	✓	✓	✓
FIX Member Firms		\$11,500	\$9,000	\$4,250
Non-Member Firms		\$17,250	\$13,500	\$6,375

\*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 4)

#### 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

+\$6,000



#### Exclusive Delegate Bag Sponsor

##### Benefits :

- Your firm's logo exclusively featured on the event delegate bags, available to all event attendees (*Bags to be supplied by the sponsor*)

FIX Member Firms

+\$2,000

Non-Member Firms

+\$3,000



#### Networking Drinks Reception Sponsor

##### Benefits :

- Co-sponsor\* of post-event networking drinks reception

*\*Exclusive option available*

FIX Member Firms

+\$2,500

Non-Member Firms

+\$3,750

## Add-ons

### Customise your sponsorship package with add-ons\*:

\*To choose an add-on package, you must first choose a base package (page 4)

#### 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	+\$3,500
Non-Member Firms	+\$5,250

#### 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	+\$2,500
Non-Member Firms	+\$3,750



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## Marketing & Promotion:

1. e-marketing: Regular email blasts promoting the conference, giving your brand exposure to both our regional and global members (Over 13,000+ industry professionals).
2. Social Media: Strategic campaigns targeting the electronic trading community on LinkedIn, both pre and post events. The FIX Trading Community LinkedIn group page has over 16,000 active followers: <https://www.linkedin.com/groups/43143/>
3. Website: Promotion via FIX Trading Community's conference website
4. Advertising: The event will be advertised in our media partners' industry publications, e.g. GlobalTrading Journal, providing sponsors with excellent opportunities to extend your market reach.



## To Make A Booking:

Sponsorship enquiries:

Email: [scott.govoni@fixtrading.org](mailto:scott.govoni@fixtrading.org)

Tel: +1-617-719-7979

Bookings are on a first-come-first-served basis. To ensure neutrality, we DO NOT offer speaking slots as part of our sponsorship packages. To learn more about how to nominate a speaker or get involved in the agenda planning, please email [events@fixtrading.org](mailto:events@fixtrading.org) for further information.

*"FIX events consistently provide excellent agendas created by the industry, for the industry."*

**Scott Charity**

Senior Market intelligence Specialist & Regulatory Affairs, **BERENBERG**

*"The networking opportunities at FIX events are invaluable – there's always a good mix of delegates from across the trading community in attendance."*

**Brian Nathan**

Workflow Technology, ITG Net, **VIRTU FINANCIAL**