

Tuesday, 23 March 2010 - Old Billingsgate, London
The event created by the industry, for the industry

The EMEA Trading Conference is the principal event of its kind in Europe, noted for its high quality speakers, relevant issues under debate and the significant networking opportunities it presents to the region's trading community. Building upon the success of the inaugural conference in 2009, this full day event will return in 2010 in response to industry demand, offering :

- An interactive program that truly addresses market needs, providing impartial, high quality content
- Significant networking opportunities throughout the day and into the evening
- Separate business and technical streams that generate intelligent debate

A dedicated team of industry practitioners from the FIX Protocol EMEA Regional Committee, including senior representatives from some of the world's leading investment firms with a detailed understanding of the challenges facing the markets today, are driving the event agenda, which will address the key issues and opportunities that will impact electronic trading in 2010.

2010 Conference Sponsors Include:

Lead Sponsors:



Other Sponsors:



What is FPL?

FIX Protocol Limited (FPL) is the non-profit industry association that is responsible for defining, managing and promoting increased usage of FIX as an enabler for electronic trading. This benefits the industry by facilitating greater transparency, straight-through-processing and cost savings.

2009 conference facts

- 501 senior representatives from the trading industry attended this event
- 80% of delegates rated the conference sessions as either 'very good' or 'excellent'
- Media event coverage was generated within 9 key trade publications
- Representatives from the buy-side, sell-side, vendor and exchanges/ECN community were in attendance

2009 keynote speakers

- Anthony Hilton, Financial Editor, Evening Standard
- Benjamin Gunnee, Director for Mercer Sentinel Europe, Mercer Limited



Anthony Hilton, Evening Standard

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Companies who attended the 2009 conference included:

29 West Inc	Dresdner Kleinwort	ITG Europe
Abaco / PCE Investors	DWS Investments	J. P. Morgan
Aberdeen Asset Management	Ecominds	Jefferies International Ltd
Actuare Software	Enterprise Ireland	Jupiter Asset Management
Aegisoft, LLC	Equiduct Trading	K & K Global Consulting Ltd
Alpine Finance SA	Equinix	Knight Capital Group
American Century Investments	ESSsa(Geneva)	Knight Equity Markets International Ltd.
Aston Carter Ltd.	Eurex	Koelo Technologies
Athens Exchange S.A.	Exchange Axis	KPMG Investment Management
Aviva Investment Managers	FGS Capital LLP	Kuwait Investment Office
AXA Investment Managers Ltd	Fidelity Capital Markets	Landesbank Berlin AG
B2BITS EPAM Systems Company	Fidelity International	Lansdowne Partners Limited
Baikal	Fidessa	Lava Trading
Banesto Bolsa	Fidessa LatentZero	Life Dust Ltd
Bank of America Securities	First Street Capital	Lime Brokerage International
Barclays Capital	FIXNetix	Linedata Services
Baring Asset Management	Flextrade	Liontrust Asset Management
Baringa Partners	Fortis	Liquidnet
BidRoute	Fortis Bank UK	London Investment Banking Association (LIBA)
BlackRock	Fortis Investments	London Stock Exchange Group
Bloomberg L.P.	Franklin Templeton Investments	M&G Investment Management
BNP Paribas	FTEN, Inc.	Macquarie Securities Group
BNY ConvergeX Group - Eze Castle Software	Futures Industry Organisation	MainFirst Bank AG
Brewin Dolphin Limited	Gartmore Investment Management	Marco Polo Network Inc.
Broadgate	GL Trade	Marshall Wace LLP
Brook Path Partners, Inc.	Glencore	Mercer Limited
BT Global Services	GLG Partners LP	Merrill Lynch & Company
Cantor Fitzgerald	Goldman, Sachs & Co.	MF Global
Capital Group International	Greenline Financial Technologies	MiFID Consulting AB
Charles River Development	Gulf International Bank (UK)	Mondrian Investment Partners Ltd
Cheuvreux	Halbis Capital Management Ltd	Morgan Stanley Investment Management
Chi-X Europe Ltd	Henderson Global Investors	Mulvaney Capital Management
Citadel Group	HSBC Bank plc	NASDAQ OMX Europe
Citi	ICAP	NBIM
CME Group	Information Mosaic	NeoNet Securities
Commerzbank	innerExchange	Newedge Financial
Corvil	Inside Market Data	Nomura
Coutts & Co	Instinet	Northern Trust
Credit Suisse	Invesco	NYFIX, Inc.
Deutsche Bank Securities	Invesco Perpetual	NYSE Euronext Advanced Trading Solutions
Deutsche Börse Group	Investment Management Association (IMA)	Odey Asset Management
Dimensional Fund Advisors	IS Investment	

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Companies who attended the 2009 conference included (continued):

Old Mutual Asset Managers
Omgeo
Open Match
Orc Software
Pantor Engineering AB
Patsystems
Pipeline Financial
PLUS Markets Group plc
Polaris
Portware
Prague Stock Exchange
Principal Global Investors
Progress Software
Quantlab
Rapid Addition
Raymond James Investment Services
Royal Bank of Scotland
Royal London Asset Management
RTS Realtime Systems Group
SAVVIS
Schroder Investment Management
SEB
Securities Industry News
Sequoia Capital LLP
SIFMA
SimCorp
Singer & Friedlander Investment
Management
SLIB
Sloane Robinson LLP
Smart Trade Technologies
Societe Generale
SourceCap
State Street Global Markets
SunGard
SWIFT
T.I.Q.S. GmbH & Co. KG

TABB Group
Tbricks
Tehran Securities Exchange Technology
Management Company (TSETMC)
The Connect Partnership (UK) Ltd
The Financial Services Authority (FSA)
The LaSalle Technology Group LLC
The Market Structure Practice
The TRADE
Thematic Capital
Thomson Reuters
Threadneedle Investments
TIBRA Trading Europe Ltd
Tradeweb
Trading Technologies
TradingScreen
Transaction Network Services, Inc.
Trayport
Turquoise
UBS Investment Bank
ULLINK
Vanso Nigeria Limited
Viel
WBR
Whiteleaf Capital
Winterflood Securities
Winton Capital Management
X-Trade Brokers DM S.A.
ZeroBeta Partners



Opening comments from the FPL
EMEA Regional Committee Co-Chairs



Bob Fuller, CEO, Equiduct and Anthony
Hilton, Financial Editor, Evening
Standard at the 2009 conference

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Lead Sponsor Package

SOLD OUT

As a lead sponsor, you will benefit from:

- Lead sponsor logo to feature on signage throughout the venue
- Lead sponsor logos will exclusively feature on the delegate bags
- Literature/seat drop during the business or technical streams (allocated to lead sponsors on a first come, first served basis)
- Insert into the Delegate Guide
- Lead sponsor logos will exclusively feature on the home page of the conference website
- A copy of the event attendee list 4 weeks, 2 weeks and 1 week prior the event and 1 week post-event (including delegate name, delegate job title, firm name and physical mailing address)
- 3m x 3m exhibition space, including 1 table, 2 chairs and electricity
- 4 complimentary delegate/booth passes
- Sponsor logo included as part of the presenter slide pack and displayed at appropriate intervals throughout the day in all conference theatre rooms
- Acknowledgement of sponsors during the conference opening and closing by the event chair
- 1 item of promotional literature or widget to be inserted into the conference bag distributed to all delegates on arrival
- 150 word company description and logo featured on the sponsorship page of the conference website.
- 150 word company description and logo included within the conference guide, which will be distributed to all delegates on arrival.
- Company name or company logo listed on all promotional emails distributed announcing the event
- Company name or company logo listed on all external advertising and pre-event advertorial materials

FPL Member Firm: £8,000



Networking opportunities available throughout the day

“Great to have an event run by those directly involved in the business.”

2009 Delegate attendee



Event speaker: Jim Northey, FPL Americas Regional Committee Co-Chair, The LaSalle Technology Group LLC

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Combined Sponsor/Exhibitor Package

As a combined exhibitor and sponsor, you will benefit from:

- 3m x 3m exhibition space, including 1 table, 2 chairs and electricity
- 2 complimentary passes for booth staff
- Sponsor logo included as part of the presenter slide pack displayed at appropriate intervals throughout the day in all conference theatre rooms
- A copy of the event attendee list 2 weeks and 1 week prior to the event and 1 week post event (including delegate name, delegate job title, firm name and physical mailing address)
- Acknowledgement of sponsors during the conference opening and closing by the event chair
- 1 item of promotional literature or widget to be inserted into the conference bag distributed to all delegates on arrival
- 150 word company description and logo featured on the conference website
- 150 word company description and logo included within the conference guide, which will be distributed to all delegates on arrival
- Company name or company logo listed on all promotional emails distributed announcing the event
- Company name or company logo listed on all pre-event advertorial materials

FPL Member Firm: £6,500

Non-Member Firm: £8,645

Just 1 package remaining!



Ben Gunnee, Mercer Ltd, addresses the audience during his keynote speech at the 2009 conference

“A very well organised event - really good mix between business and technical content.”

2009 Conference Delegate



Business and Technical Streams featuring presentations, panel sessions and workshops will take place throughout the day in 2010 as they did in 2009

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Exhibition Package

As an exhibition sponsor, you benefit from:

- 3m x 3m exhibition space, including 1 table, 2 chairs and electricity
- 2 complimentary delegate/booth passes
- Exhibitor logo included as part of the presenter slide pack displayed at appropriate intervals throughout the day in all conference theatre rooms
- Acknowledgement of exhibitors during the conference opening and closing by the event chair
- 150 word company description and logo featured on the sponsorship page of the conference website
- 150 word company description and logo included within the conference guide, which will be distributed to all delegates on arrival
- Company name or logo listed on all marketing literature and promotional emails announcing the event
- Company name or logo listed on external advertising and pre-event advertorial materials
- A copy of the event attendee list 1 week prior to the event and 1 week post event (including delegate name, delegate job title, firm name and physical mailing address)

FPL Member Exhibitor: £5,000

Non-Member Exhibitor: £6,650

Just 1 package remaining!



Delegates are updated on FIX services at the exhibitors showcase

“This conference was very successful in attracting an impressive calibre and number of delegates for its inaugural European event. The agenda was focused on key issues and cost of attendance was competitively priced. Presentations throughout the day were topical and informative and we had the opportunity to meet with a wide range of industry practitioners in an ideal setting. We’ll be back next year without doubt!”

Denise Farrell, VP Marketing,
NYFIX



Key networking opportunities are available throughout the day

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Cocktail Reception Package

As a cocktail sponsor, you will benefit from:

- Exclusive sponsorship of one drinks and canapés station. Delegates will be encouraged to visit all cocktail sponsored stands by the distribution of game cards which require a stamp from each stand for entry into the prize draw
- The placement of 2 banners (1mx2m) beside the serving area (banners to be provided by sponsor)
- Branded signage on trestle/poseur tables placed close to the serving area
- The opportunity to distribute cocktail napkins branded with sponsors logo (to be provided by the sponsor)
- 1 complimentary full day delegate pass to be used by a representative from the sponsoring firm
- Acknowledgement of sponsorship during the event closing speech
- 150 word company description and logo included on the sponsorship page of the conference website
- 150 word company description and logo included within the conference guide
- Company name or company logo listed in all promotional emails distributed announcing the event
- Company name or company logo listed in all pre-event advertorial materials
- 5 complimentary invitations offering the bearer free attendance to the cocktail party
- A copy of the event attendee list 1 week before the event and 1 week after the event (including delegate name, delegate job title, firm name and physical mailing address)

FPL Member Firm: £4,000

Non-Member Firm: £5,320

Just 3 packages remaining!

“The premier FPL event was superb - it boasted a great mix of delegates, exhibitors and a highly topical agenda. The post-event cocktail reception was the perfect forum for informal networking. I would highly recommend to any sponsor or delegate as a 'must attend' event for 2010”

Anita Karppi, Managing Director,
K&K Global Consulting Ltd



Networking opportunities available throughout the day and during the cocktail reception

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Sponsorship Package

As a sponsor, you benefit from:

- Sponsor logo included as part of the presenter slide pack displayed at appropriate intervals throughout the day in all conference theatre rooms
- Acknowledgement of sponsors during the conference opening and closing by the event chair
- 1 item of promotional literature or widget to be inserted into the conference bag distributed to all delegates on arrival
- 150 word company description and logo included on the sponsorship page of the conference website
- 150 word company description and logo included within the conference guide, which will be distributed to all delegates on arrival
- Company name or company logo listed in all promotional emails distributed announcing the event
- Company name or company logo listed in all pre-event advertorial materials
- A copy of the event attendee list 1 week before the event and 1 week after the event (including delegate name, delegate job title, firm name and physical mailing address)

FPL Member Sponsor: £3,000

Non-Member Sponsor: £3,990

Just 4 packages remaining!

Would you like to find out more?

We look forward to your potential participation in the 2010 EMEA Trading Conference and welcome any questions you may have about the event. If you would like to find out more about the sponsorship opportunities available for this event, please contact Kelly Creely, Event Manager by email at kelly.creely@fixprotocol.org or telephone +44 (0)207 936 9651.



Example of the welcome slides for each of the 2009 presentation sessions featuring all sponsor logos



All sponsors receive maximum brand exposure throughout the day