

Monday, 9 August 2010
Marriott Renaissance Hotel, Sao Paulo

Now in its third year, the FPL Latin America Electronic Trading Conference will provide an unrivalled opportunity for industry representatives to participate in a forum where the real issues, challenges and opportunities impacting the region's electronic trading community will be addressed. Offering an opportunity for delegates to benefit from:

- An interactive program that truly addresses market needs, providing impartial, high quality content;
- The knowledge and experience of industry leading speakers;
- Separate business and technical streams that generate intelligent debate and educational opportunities;
- Significant networking opportunities throughout the day and into the evening at the post-event cocktail party.

A dedicated team of industry practitioners from the FIX Protocol Latin America Subcommittee, including senior representatives from some of the region's leading investment firms, who have a detailed understanding of the challenges facing the markets today, are driving the event agenda to ensure it meets the trading needs of firms in Latin America in 2010.

2009 Conference Sponsors Included:



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

- 264 senior representatives from the trading industry attended this event
- 88% of delegates rated the conference as either 'good' or 'excellent'
- Representatives from the buy-side, sell-side, vendor and exchanges/ECN community were in attendance
- 19% of the events delegates were from the buy-side community, a percentage we plan to increase in 2010



Networking Opportunities available throughout the day

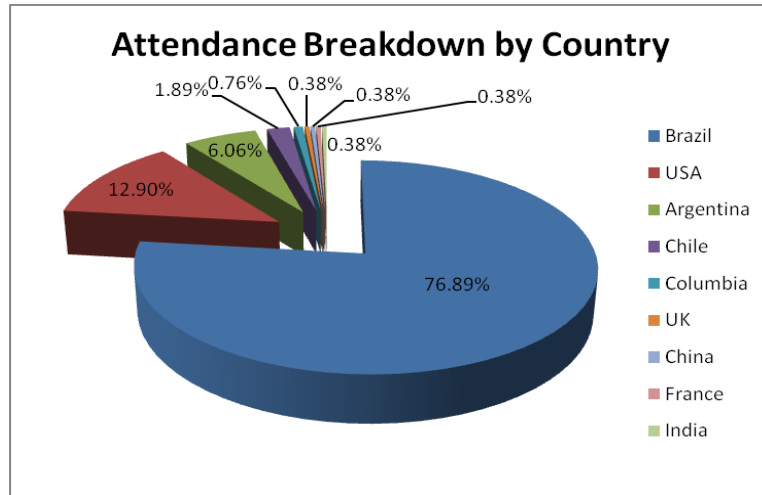
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Companies who attended the 2009 conference included:

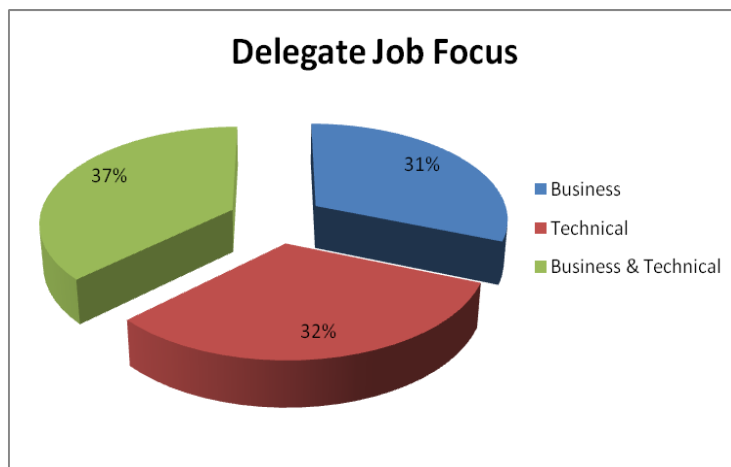
Agencia Estado	Econofinance	Patsystems
Agora CTVM	Enfoque	Planner Investimentos
Alliance Asset Management	Equity Research Desk	Polo Capital
ALPES C.C.T.V.M. S/A	EuroAmerica Brokers	PricewaterhouseCoopers
Arkhe DTVM S/A	Extol	Primary e-Trading Latin America
Banco Cooperativo SICREDI S.A.	FAR - Fator Administrato de Recursos	Progress Apama
Banco Fator	Federal University of Rio de Janeiro	Prosper Gestao
Banco Itau	Fidessa	Protrade Analytics
Banco L.J. Carregosa	Fiveware Solutions	Quest Investimentos Ltda
Banco Opportunity S.A.	Flextrade	Razor Risk Technologies Ltd
Banco Prosper	Flow Corretora de Mercadorias	ROFEX
Bank of America Merrill Lynch	General Atlantic	RTS Realtime Systems Group
Barclays Capital	Gradual Investments	Santander S/A CCT
BBVA Bancomer	Greenline Technologies	Schahin Securities
BESAF - BES Ativos Financeiros	Grupo Estado	Schroders
Bloomberg L.P.	Hirose Asset	SLW Group (SLW Securities)
BM&FBOVESPA	HSBC Bank Brasil SA	Smart Futures
BNY Mellon Servicos Financeiros	IBM	Socopa Corretora
DTVM	ICAP	Solutiontech
Bolsa de Comercio de Santiago	Instinet	Speedit
Bolsa de Valores de Colombia (BVC)	Investtools	Spinelli
Bolsa Electronica De Chile	IT Group	Sul America Investimentos
Brook Path Partners, Inc.	Itau Securities	Sungard Trading
BT Global Services	ITC Infotech	T&M Testes Software
BTG Gestora de Recursos Ltda.	J. P. Morgan	Target Asset Management
Cedro Market & Finances	Kadima Asset Management	The LaSalle Technology Group
Cetip S.A	Kairos Asset Management	Thomson Reuters
Charles River Development	LAM Consultores de Empresas Ltda	Titulo Corretora
Chi-X Global Technology	Link S/A CCTVM	TradewireGroup
Citibank CCTVM Brazil	Liquidez DTVM Ltda	UBS Investment Bank
CMA	MAE (Mercado Abierto Electronico S.A.)	ULLINK
CME Group	Marco Polo Network Inc.	Vanguard Trade
Coinvalores CCVM Ltda	MATba	Viridian SA
Corretora Souza Barros	Mira Capital	Wachovia Securities
Credit Suisse	Morgan Stanley	Ymf Financial Arquitectura
Cyrnel Sistemas de Informatica Ltda	Multirede Informatica Ltda	
Deutsche Bank SA - Banco Alemao	Net DS Informatica Ltda	
Dunamis Equity Partners Ltd	Paineiras Investimentos	

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2009 Delegate Statistics



Although the majority of the 2009 attendees were from Brazil, delegates from countries across Latin America were represented. For 2010 we plan to increase the number of delegates from the wider region, including our representatives from Argentina, Chile and Columbia.



The conference agenda streams encouraged a cross section of attendees appealing to both business and technical focused delegates. The high quality of delegates in attendance was repeatedly commented upon by a number of 2009 event participants.

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Combined Sponsor/Exhibitor Package

As a combined sponsor/exhibitor, your firm will benefit from:

- 3m x 1.25m exhibition space, including 1 table, 2 chairs and electricity
- Literature/seat drop during the Business Stream or Technical Stream (allocated to sponsors on a first come, first served basis)
- Insert into the delegate guide in a primary location, this guide will be given to all attendees on arrival
- The opportunity to place a free standing banner, approx 1 x 2m (provided by the sponsor) within the conference theatre (choice of location will be allocated on a first come, first served basis)
- 4 complimentary delegate passes
- A copy of the event attendee list 4 weeks, 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)
- 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 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: \$6,000 USD



Business and Technical Streams are featured throughout the day in the agenda

“A great conference that was evidently full of key decision makers. We will certainly be back next year.”

Raj Kulkarni, Vice President, ITC Infotech (USA) Inc



The conference offers a topical agenda providing impartial, high quality content

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Exhibitor Package

As an exhibition sponsor, your firm will benefit from:

- 3m x 1.25m exhibition space, including 1 table, 2 chairs and electricity
- 2 complimentary delegate/booth passes
- 150 word company description and logo featured on the FPL Latin American Electronic Trading Conference page of the FPL website. The company logo will be hyperlinked to the exhibitors 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 2 weeks, 1 week prior to the event and 1 week post event (including delegate name, delegate job title, firm name and physical mailing address)
- 1 item of promotional literature or widget to be inserted into the conference bag distributed to all delegates on arrival

FPL Member Firm: \$4,500 USD

Non-Member Firm: \$5,625 USD



Delegates are updated on the latest technical solutions available to the market in the exhibition hall.

“This was an excellent event which resulted in our exhibitor booth generating several post-event consultancy calls and a commercial proposal. We will certainly be involved with the conference next year as this is a key business opportunity for us within this market and provides an excellent forum to network.”

Edwin Montenegro, President and CEO, Extol



Key networking opportunities are available throughout the day

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Brand Sponsorship Package

As a brand sponsor, your firm will benefit from:

- Insert into the delegate guide in a primary location
- The opportunity to place a free standing banner, approx 1 x 2m (provided by the sponsor) within the conference theatre (choice of location will be allocated on a first come, first served basis)
- Sponsor logo displayed intermittently on the presentation screen within all conference presentation theaters
- 2 complimentary delegate passes
- Sponsor logo displayed intermittently on the presentation screen within all conference presentation theaters
- 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 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 prior to the event and 1 week post event (including delegate name, delegate job title, firm name and physical mailing address)

FPL Member Firm: \$3,000 USD

Non-Member Firm: \$3,750 USD

“The conference was very beneficial for us. The quality of the delegates was very, very good – everyone from the industry was there. We are keen to be involved again with next year’s conference.”

Regina de Camargo Cavalcanti,
Marketing Manager, South
America Region, Progress Apama



Networking opportunities available throughout the day and during the cocktail reception

