

## **FIX Trading Community Guidelines for Contra Deals with 3<sup>rd</sup> Party Events' Companies**

The FIX Trading Community will often be invited to either work with or co-market 3<sup>rd</sup> party events. Given that there are a number of different potential scenarios, this document will set down some guidelines for future contra/barter deals. These guidelines are very much discretionary and will be on a case-by-case basis.

The FIX Trading Community will be willing to do the following as part of a contra deal with 3<sup>rd</sup> parties.

1. Display a banner ad on our website under the External Events tab.
2. List 3<sup>rd</sup> party events under the External Events tab.
3. If a Co-Chair or Director of FIX Trading is speaking and/or moderating at a 3<sup>rd</sup> Party Event, this can be mentioned prior to and/or post the 3<sup>rd</sup> party event via social media – Twitter and LinkedIn.
4. If a Co-Chair or Director of FIX Trading is speaking and/or moderating at a 3<sup>rd</sup> Party Event, this will be referred to in the quarterly newsletter distributed to members.
5. Offer upwards of 2 free passes for FIX Trading Community events where appropriate to 3<sup>rd</sup> party organisers. These should be on a reciprocal basis.
6. Distribution of 3<sup>rd</sup> party organisers' promotional material at a FIX Trading Community event will be allowed.
7. If there is a delegate guide produced for an event, there is potential for the 3<sup>rd</sup> party organizer to be listed with their logo.

There have been a number of requests from companies to help with co-marketing of their events. This has included leveraging the FIX Trading Community's position in the market and requesting communication to our members. It is recommended that the FIX Trading Community does not commit to do the following with 3<sup>rd</sup> party event organisers.

1. Does not enter into any kind of commercial deal unless there is a specific event being co-organised by FIX Trading Community and a 3<sup>rd</sup> party.

2. No e-mails will be distributed to the members promoting 3<sup>rd</sup> party events.
3. Does not allow banner/stand for a 3<sup>rd</sup> party event organiser advertising at Regional Meetings unless there is specific allowance by the host. This refers to the Regional Meetings where a member firm normally hosts.
4. Does not actively market a 3<sup>rd</sup> party event via social media unless there is participation from a FIX Trading Community Co-Chair or Director.