

AMERICAS TRADING BRIEFING 2018



**November 8, 2018
State Street's Office
Boston**

Sponsorship Pack

Created by the industry, for the industry



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About the Americas Trading Briefing

Building on the success of the last Boston event in 2017, this half-day briefing will provide panel sessions with an interactive program that addresses market needs, providing impartial, high quality content and ample networking opportunities throughout the event and into the evening at the post-event cocktail party.

Briefing facts and figures

- 300 market participants attended the half day event in NY in April 2018 hosted by Goldman Sachs and over 150 attendees were at the event in Boston in 2017, which was hosted by State Street Global Markets
- Senior decision makers from the buy-side, sell-side, vendor and exchanges/ECN community were in attendance
- The agenda was created by industry experts to ensure it addressed the real issues impacting the region's trading community
- Over 45 speakers participated in the panel discussions that took place throughout the April 2018 and November 2017 events



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 marketing budget.

For further information or to book your sponsorship package, please contact Debra Heffernan by email at debra.heffernan@fixtrading.org or call +1-212-655-2936.

Boston 2017 & NY 2018 Sponsors:





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Keynote Sponsor Package

Keynote Sponsor Benefits Include:

- Introduce the keynote speaker (chosen by FIX Trading Community) and briefly describe your firm to the audience
- 1 piece of literature included into the delegate guide or bag
- 8 Complimentary delegate passes
- Your company logo featured on pre-event emails, advertisements and promotions and in the event slide pack
- A hyperlinked 150 word company profile and logo on the event web site and the delegate guide distributed to all attendees
- Delegate Lists* - You'll receive a delegate list one and two weeks prior to event and each list contains: delegate name, job title, firm name and physical address. Post event, delegate lists will include additional information: email addresses and telephone numbers

FIX Trading Community Member Firms	\$5,000
Non-Member Firms	\$6,500

*All contact details subject to delegate permission



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Premier Brand Sponsorship Package

Premier Brand Sponsor Benefits Include:

- 5 Complimentary delegate passes
- 1 piece of literature included into the delegate guide or bag
- Your company logo featured on pre-event emails, advertisements and promotions and in the event slide pack
- A hyperlinked 150 word company profile and logo on the event web site and the delegate guide distributed to all attendees
- Ability to display your company's pull up banner in auditorium
- Delegate Lists* - You'll receive a delegate list one week prior to event which will contain: delegate name, job title, firm name and physical address. Post event, delegate lists will include additional information: email addresses and telephone numbers.
- And, a choice of one of the below:
 1. **Exclusive Seat Drop** feature (3 sponsorships available)
 2. **Mobile Device Charging Station** (sourced by FIX Trading Community, 1 sponsorship available)
 3. **Tote Bag** made available to all delegates at the conference, with your company logo exclusively featured on bag - **Sold Out**
 4. **Water Bottle** with your company logo exclusively featured on the bottled water made available to delegates throughout the event (sourced by FIX Trading Community, 1 sponsorship available)

FIX Trading Community Member Firms	\$ 4,000
Non-Member Firms	\$ 5,500

Basic Brand Sponsorship Package

Basic Brand Sponsor Benefits Include:

- 2 Complimentary delegate passes
- 1 piece of literature included into the delegate guide or bag
- Your company logo featured on pre-event emails, advertisements and promotions and in the event slide pack
- A hyperlinked 150 word company profile and logo on the event web site and the delegate guide distributed to all attendees
- Delegate Lists* - You'll receive a delegate list one week prior to event which will contain: delegate name, job title, firm name and physical address. Post event, delegate lists will include additional information: email addresses and telephone numbers.

FIX Trading Community Member Firms	\$ 2,500
Non-Member Firms	\$ 3,250

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Competition Prize Sponsor Package

Competition Sponsor Benefits Include:

- Sponsor of the competition prize (IP or with company name engraved to be provided by FIX Trading) and announcement of winner from business cards collected
- 3 Complimentary delegate passes
- Your company logo featured on pre-event emails, advertisements and promotions and in the event slide pack
- 1 piece of literature included into the delegate guide or bag
- A hyperlinked 150 word company profile and logo on the event web site and the delegate guide distributed to all attendees
- Delegate Lists* - You'll receive a delegate list one and two weeks prior to event and each list contains: delegate name, job title, firm name and physical address. Post event, delegate lists will include additional information: email addresses and telephone numbers

FIX Trading Community Member Firms	\$6,000
Non-Member Firms	\$7,500

Lanyard Sponsorship Package

Lanyard Sponsor Benefits Include:

- Your firm's logo exclusively featured on the lanyard that will be worn by all delegates throughout the day. Lanyards will be provided by the event organizer
- 3 Complimentary delegate passes
- Your company logo featured on pre-event emails, advertisements and promotions and in the event slide pack
- 1 piece of literature included into the delegate guide or bag
- A hyperlinked 150 word company profile and logo on the event web site and the delegate guide distributed to all attendees
- Delegate Lists*. You'll receive a delegate list one and two weeks prior to event and each list contains: delegate name, job title, firm name and physical address. Post event, delegate lists will include additional information: email addresses and telephone numbers

Exclusive to FIX Trading Community Member Firms	\$ 6,500
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