EMEA Trading Conference 2021
Wednesday 23rd June – Virtual

SPONSORSHIP OPPORTUNITIES

LEARN

DEBATE

NETWORK

Created by the industry, for the industry – now a global debate

fixtrading.org/emea2021
The 2021 EMEA Trading Conference

Wednesday 23rd June 2021

Back for the 13th year, the EMEA Trading Conference 2021 is widely regarded as Europe’s largest one day trading event. Produced by FIX Trading Community, the non-profit, industry standards organisation at the heart of the global trading community, the event is formulated 100% by senior representatives of firms active across the EMEA region. As with all FIX events, this conference is known for its high-quality speakers, topical issues and being a neutral platform for market participants, policy makers and regulators to interact and discuss issues and ideas.

Conference facts and figures

• 1000+ people in one virtual location
• An agenda created by senior industry experts
• An industry event without sales pitches
• Great learning and networking opportunities
• FREE passes for all FIX members
• 70+ industry expert speakers
• A full-day, two stream agenda covering both business and technical topics across multiple asset classes
• Live streamed mixed media broadcast delivering a combination of engaging and interactive panel sessions, webinars and additional on demand content
• A virtual networking lounge allowing live chat with other attendees
• A virtual exhibition hall enabling delegates to explore and connect with sponsors, offering one on one meetings, live chat and product demos

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 Kelly Harding by email at kelly.harding@fixtrading.org or telephone +44 (0)20 3950 3927.

2020 Conference Sponsors

Lead Sponsors:

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

### LEAD SPONSOR

**Lead Sponsor Benefits:**
- Highest level of brand exposure
- Logo featured in:
  - lobby & auditorium within the virtual platform
  - all conference holding slides
- Premium virtual exhibition stand
- White paper inclusion in the pre-event digital magazine*
- 10 complimentary client passes

**Plus Marketing Benefits:**
- A copy of the event attendee list** 4 weeks, 2 weeks and 1 week prior to the event, each list contains: delegate name, job title, firm name and physical address. Post event delegate list will include additional information: email addresses and telephone numbers
- 150-word company description and logo included on the sponsorship page of the conference website
- Company logo included in all promotional emails distributed announcing the event
- Digital save-the-date banner featuring sponsor’s logo
- Directory listing in pre and post-event magazines
- Post-event analytics

*NOT an advertorial piece and content to be approved by the FIX Trading Community before inclusion

**All contact details subject to delegate permission

### SPONSOR

**Sponsor Benefits:**
- Logo featured on a revolving panel in virtual lobby
- 6 complimentary sponsor/client passes

**Plus Marketing Benefits:**
- A copy of the event attendee list** 2 weeks and 1 week prior to the event, each list contains: delegate name, job title, firm name and physical address. Post event delegate list will include additional information: email addresses and telephone numbers
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<table>
<thead>
<tr>
<th>Fix Member Firms</th>
<th>£3,500</th>
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<tbody>
<tr>
<td>Non-Member Firms</td>
<td>£5,250</td>
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Contact: Kelly Harding, Global Events Director | Email: kelly.harding@fixtrading.org | Tel: +44 (0)20 3950 3927
Add-ons

Customise your sponsorship package with add-ons*:

*To choose an add-on package, you must first choose a base package (page 3)

**Agenda Stream 1 Panel Sponsor**

Benefits:
- Exclusive sponsorship of a panel session in stream 1 of the conference agenda
- Logo featured on virtual banners in session
- Logo featured on session slides

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**Exhibition Booth**

Benefits:
- Exhibit booth in the virtual exhibition hall to upload content, documents, videos & links
- Dedicated chat room connected to your booth
- 2 x on-the-day in-platform notifications to direct delegates to your booth
- Post-event booth analytics

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<td>£750</td>
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**Exclusive Networking Sponsor**

Benefits:
- Exclusive sponsorship of the networking lounge
- Logo featured throughout the networking lounge
- Dedicated chat room connected to lounge
- Sponsorship of a speed networking session
- Post-event networking lounge analytics

**Exclusive Scavenger Hunt Sponsor**

Benefits:
- Exclusive sponsorship of event scavenger hunt & prize (prize to be supplied by sponsor)
- Exhibition booth – must be visited during the scavenger hunt to be eligible for the prize
- Logo featured on screen at prize giving
- Post-event booth analytics

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Add-ons

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*To choose an add-on package, you must first choose a base package (page 3)

Pre-Event Digital Magazine
Content Contribution

Benefits:
• Two-page thought leadership piece created by your firm, included in the pre-event digital magazine*
• Circulated to all conference attendees and the FIX Trading Community global distribution list
*NOT an advertorial piece and content to be approved by the FIX Trading Community before inclusion

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Advertise in Pre-Event and Post-Event Digital Magazine

Benefits:
• One-page advertisement included in the pre-event and post-event digital magazine*
• Circulated to all conference attendees and the FIX Trading Community global distribution list
*Or single advertisement included in the pre-event OR post-event digital magazine at £500.

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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

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Advertise on Event Website

Benefits:
• 150 x 150 rotating tile advertisement on the conference website

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