

# AMERICAS TRADING CONFERENCE 2024



## Sponsorship Pack

**October 16<sup>th</sup>, 2024 | etc.venues 360 Madison | New York**

[www.fixtrading.org/Americas2024](http://www.fixtrading.org/Americas2024)

*Created by the industry, for the industry*

## About the Americas Trading Conference

Building on the success of the Americas Trading Conferences in New York over the past 7 years, we return to the City this year with a full-day conference. This event will provide a series of panel sessions across a two-stream agenda with an interactive program that addresses market needs, providing impartial, high-quality content and the knowledge and experience of industry leading speakers. There are ample networking opportunities throughout the event and into the evening at the post-event cocktail party.

## Events facts and figures

- Over 200 market participants attended the last in-person event in October 2023 in New York
- Senior decision makers from the buy-side, sell-side, vendor and exchanges/ECN community attend
- An agenda created by industry experts to ensure it addresses the real issues impacting the region's trading community
- 25+ speakers participate in the panel discussions
- Great learning and networking opportunities throughout the day



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](mailto:kelly.harding@fixtrading.org) or telephone **+44 (0)20 3950 3927**.

### 2023 Americas Trading Conference Sponsors:



### 2023 Americas Trading Conference Industry Partners:



## Companies in attendance at the 2023 Conference in NY:

2CRSi Corporation	Flyer Financial Technologies	Raptor Trading Systems
A10 Networks	FMX	RBC Capital Markets
AccessFintech	Genesis Global	Rialto Markets
Axon Trade	Global Trading	Ridgeline
Bank of America Securities	Goldman Sachs	Risk.net
Barclays	Harrington Starr	Royce Investment Partners
Bitwyre	Hong Kong Exchanges and Clearing Limited	RPM Data & Analytics LLC
BlackRock	Instinet	S&P Global Market Intelligence
Bloomberg L.P.	ICE	S3
BMLL Technologies	ION	Securities and Exchange Commission
BNP Paribas	ISS LiquidMetrx	Self
Broadridge	ITRS Group	SIFMA
BT	J.P.Morgan	SS&C Technologies
Cantor Fitzgerald	Jefferies	State of Wisconsin Investment Board
Centerprise Services, Inc.	KRX	Stevens Institute of Technology
Citi	Level ATS	Swift
CME Group	LiquidityBook	Symphony
Connamara Systems LLC	Liquidnet	Talos
CoralBlocks	London Stock Exchange Group	The Capital Group Companies, Inc
Devexperts	Luxoft	TIBBS Incorporated
Enfusion	MarketAxess	TMX Group
Exactpro	Marvelsoft	TORA
Exegy	MFS	Torstone Technology
Factset	MFS Investment Management	Traders Magazine
FIA	Morgan Stanley	Tradeweb
Fidelity Capital Markets	New York University Stern School of Business	Traiana
Fidelity Investments	nomura international holdings, llc	TransFICC
Financial Industry Regulatory Authority	Nomura Securities	Trumid
Financial Information Forum (FIF)	OASIS	TS Imagine
Fincloud Consulting Limited	O'Malley School of Business at Manhattan College	UBS Investment Bank
FISD	OSTTRA	Vanguard
FIX Trading Community	Pico	Velox
FIXdom	Quod Financial	Virtu Financial
FlexTrade	Rapid Addition	Women in Financial Markets

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

	BASE PACKAGES:	LEAD	EXHIBITOR	BRAND
Sponsors Benefits	<ul style="list-style-type: none"> <li>Logo featured exclusively on:                             <ul style="list-style-type: none"> <li>The homepage of the event website;</li> <li>Signage throughout the venue;</li> <li>All conference holding slides.</li> </ul> </li> </ul>	✓		
	<ul style="list-style-type: none"> <li>A seat drop or digital white paper sent to all delegates</li> </ul>	✓		
	<ul style="list-style-type: none"> <li>Delegate bag insert</li> </ul>	✓		✓
	<ul style="list-style-type: none"> <li>3m x 2m exhibit space in exhibitor lounge, including one table and two chairs</li> </ul>	✓	✓	
	<ul style="list-style-type: none"> <li>Complimentary delegate passes</li> </ul>	10	6	3
Marketing Benefits	<ul style="list-style-type: none"> <li>A copy of the event delegate list* prior to the event. Each list contains: delegate name, job title, firm name and physical address</li> </ul>	4 weeks, 2 weeks & 1 week	2 weeks & 1 week	1 week
	<ul style="list-style-type: none"> <li>Post event delegate list*, including additional information: email addresses and telephone numbers</li> </ul>	✓	✓	✓
	<ul style="list-style-type: none"> <li>150-word company description and logo included on the sponsorship page of the conference website</li> </ul>	✓	✓	✓
	<ul style="list-style-type: none"> <li>Company logo included in all promotional emails distributed announcing the event and all advertisements placed in targeted electronic trading media partner publications</li> </ul>	✓	✓	✓
	<ul style="list-style-type: none"> <li>Digital save-the-date banner featuring sponsor's logo</li> </ul>	✓	✓	✓
	<b>FIX Member Firms</b>	<b>\$10,750</b>	<b>\$8,500</b>	<b>\$4,000</b>
	<b>Non-Member Firms</b>	<b>Exclusive to FIX Members</b>	<b>\$12,750</b>	<b>\$6,000</b>

\*All contact details subject to delegate permission

## Add-ons

Customise your sponsorship package with add ons\*:

\*To choose an add-on package, you must first choose a base package (page 4)

### Exclusive Lanyard Sponsor

**Benefits :**

- Your firm's logo exclusively featured on the lanyards worn by delegates throughout the day (*Lanyards will be provided by the event organiser*)

Exclusive to FIX Premier Global Member Firms	+\$4,250
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### Exclusive Delegate Bag Sponsor

**Benefits :**

- Your firm's logo exclusively featured on the event delegate bags, given to each attendee as they arrive (*To be supplied by the sponsor*)

FIX Member Firms	+\$2,125
Non-Member Firms	+\$3,190



### Networking Drinks Reception Sponsor

**Benefits :**

- Co-sponsor\* of post-event networking drinks reception

\*Exclusive option available

FIX Member Firms	+\$2,125
Non-Member Firms	+\$3,190

### Exclusive Lunch & Afternoon Break Sponsor

**Benefits :**

- Exclusive sponsorship of the lunch and afternoon break where sponsor can provide banners to place by the serving area

FIX Member Firms	+\$3,250
Non-Member Firms	+\$4,875

## Add-ons

Customise your sponsorship package with add ons\*:

\*To choose an add-on package, you must first choose a base package (page 4)

### 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

FIX Member Firms	<b>+\$3,250</b>
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Non-Member Firms	<b>+\$4,875</b>
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### Advertise on Event Website

**Benefits :**

- 150 x 150 tile advertisement on the main page of the conference website

FIX Member Firms	<b>+\$1,000</b>
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Non-Member Firms	<b>+\$1,500</b>
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### Delegate Bag Insert

**Benefits :**

- 1 item of promotional literature or widget to be inserted into the conference bag distributed to all delegates on arrival

FIX Member Firms	<b>+\$1,000</b>
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Non-Member Firms	<b>+\$1,500</b>
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### Exclusive Water Bottle Sponsor

**Benefits :**

- Your firm's logo exclusively featured on the conference bottled water made available to delegates throughout the day  
*(Water bottles will be provided by the event organiser)*

FIX Member Firms	<b>+\$2,125</b>
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Non-Member Firms	<b>+\$3,190</b>
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Customise your sponsorship package with add ons\*:

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### Exclusive Mobile Device Charging Station

**Benefits :**

- Exclusive sponsorship of a fully branded charging station for delegates to charge their devices

FIX Member Firms	+\$3,250
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Non-Member Firms	+\$4,875
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### Exclusive Competition Prize Sponsor

**Benefits :**

- Exclusive sponsorship of a prize drawn at the end of the conference drawn by the FIX Americas Co-Chairs
- Prize to be provided by the sponsor

FIX Member Firms	+\$2,125
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Non-Member Firms	+\$3,190
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