

# 2022 ASIA PACIFIC FIX CONFERENCES

**FIX** TRADING  
COMMUNITY™  
INDUSTRY-DRIVEN · INDEPENDENT · NEUTRAL

Asia Pacific FIX Conferences attract key decision-makers and influencers in the electronic trading industry and provide fantastic learning, idea sharing and networking opportunities to industry participants. In addition to covering the most pressing industry issues, the conference agenda will highlight the most innovative advancements in trading which will revolutionize the industry going forward – FIX Conferences are must-attend events to stay in touch with the megatrends of institutional trading.

## 2022 EVENT CALENDAR

**20<sup>th</sup> Asia Pacific  
Trading Summit  
(Hong Kong)**

**2 September 2022**

**Singapore  
FIX Conference  
2022**

**7 November 2022**

**Australia  
FIX Conference  
2022**

**29 November 2022**

Physical Events with Live Streaming



## Asia Pacific's Leading Electronic Trading Conferences

Since 2003, the Asia FIX Conferences have been the most important trading events held in the region. Highly specialised, the FIX Trading Community™ lives and breathes electronic trading and works closely with industry to create real insight and forms a forum for the industry to meet and share ideas and experiences on a neutral platform.

Our events are formulated 100% by industry specialists of firms active in each region and are noted for the region's highest quality speakers and topical issues. The content is designed for both traders and technologists.

Sponsorship opportunities at FIX events are renowned for providing extensive exposure for participating firms and excellent value for money. Sponsorship packages are available in limited numbers and confirming your participation early ensures your exposure will be maximised during the build up to the event.

### TO MAKE A BOOKING

Bookings are on a first-come-first-served basis. In order to ensure neutrality, we **DO NOT** offer any speaking slots as part of our sponsorship packages.

Members of the FIX Trading Community™ are able to enjoy discounts on sponsorship fees as well as priority in reserving the exhibition spaces. All bookings received from FIX Premier Global Members before **20 December 2021** will receive priority processing. After this date, all FIX members' bookings will be processed based on a first-sign, first-served basis. Sponsorship opportunities will then be available for all firms (including non-members) from **3 January 2022**.

To book your sponsorship, please fill in the attached sponsorship booking form and return to us via fax or email.

For sponsorship / exhibition enquiries, please contact **sammy.ho@fix-events.com**

### Why FIX Conferences?

- 01 Created by the industry, For the industry
- 02 No Sales Pitches
- 03 Great Networking Opportunities
- 04 Great Speakers
- 05 Free for FIX Members and Buy-side
- 06 Topical Issues

## SPONSORSHIP PACKAGES

This flagship event of FIX will be held in physical format. The session will be live streamed as well so that delegates who are unable to travel to Hong Kong will be able to join too.

Expected Physical Attendance: 250

Expected Virtual Attendance: 250

### 1) Branding Sponsorship

- \* **Pre-event:** Acknowledgement in pre-event marketing
- \* **Onsite:** Acknowledgement in loop slideshow, on-site banners, stage backdrop/LED Screen
- \* **e-Conference Brochure:** Inclusion of logo, company profile and contact details
- \* **Web Presence:** Placement of company logo on the official event website and the streaming platform with a direct web link to your company's website
- \* **Passes:** 5 Passes (physical) + 5 Passes (virtual) for Staff/Clients

Sponsorship Fee: USD 6,000

### 2) Exhibition Sponsorship

- \* **Pre-event:** Acknowledgement in pre-event marketing
- \* **Onsite:** Acknowledgement in loop slideshow, on-site banners, stage backdrop/LED Screen
- \* **Onsite:** One unit of exhibition space for the showcase of products/services (2.8m (w) x 1.5m (d))
- \* **e-Conference Brochure:** Inclusion of logo, company profile and contact details
- \* **Web Presence:** Placement of company logo on the official event website and the streaming platform with a direct web link to your company's website
- \* **Passes:** 7 Passes (physical) + 5 Passes (virtual) for Staff/Clients

Sponsorship Fee: USD 9,000

### 3) "Chill-out" Zone Sponsorship

- \* **Pre-event:** Acknowledgement in pre-event marketing
- \* **Onsite:** Acknowledgement in loop slideshow, on-site banners, stage backdrop/LED Screen
- \* **Onsite:** A designated area as the chill-out zone. Special drinks and refreshments will be served throughout the event. The area will be decorated with sponsor's brand
- \* **e-Conference Brochure:** Inclusion of logo, company profile and contact details
- \* **Web Presence:** Placement of company logo on the official event website and the streaming platform with a direct web link to your company's website
- \* **Passes:** 7 Passes (physical) + 5 Passes (virtual) for Staff/Clients

Sponsorship Fee: USD 10,000

Note: All sponsors will receive the attendee list after the event.  
(Registration list will not be released prior to the event)

### 4) Refreshment Sponsorship

- \* **Pre-event:** Acknowledgement in pre-event marketing
- \* **Onsite:** Acknowledgement in loop slideshow, on-site banners, stage backdrop/LED Screen
- \* **Onsite:** Logo exposure at the foyer/exhibition area where refreshments will be served
- \* **Onsite:** Branded Coffee Cups
- \* **e-Conference Brochure:** Inclusion of logo, company profile and contact details
- \* **Web Presence:** Placement of company logo on the official event website and the streaming platform with a direct web link to your company's website
- \* **Passes:** 5 Passes (physical) + 5 Passes (virtual) for Staff/Clients

Sponsorship Fee: USD 8,000 **RESERVED**

## ADD-ON PACKAGES

*(for sponsors only, not to be purchased individually)*

#### a) Delegate Bag Sponsorship (1 per event)

Exclusive opportunity to distribute delegate bags during registration (Bags to be provided by the sponsor at the conference venue). You can include one item with the delegate bag (such as a corporate gift, a company flyer etc.)

Fee: Add USD 4,500

#### b) Lanyard Sponsorship (1 per event)

- \* Lanyard sponsor logo acknowledgement on marketing materials and placement of logo on official conference website with a direct web link to sponsor's website
- \* The Lanyard sponsor will have the sponsor's logo printed on the lanyards
- \* The Lanyards will be produced by the event manager

Fee: Add USD 4,500 **RESERVED**

#### c) Cocktail Sponsorship

Please contact sammy.ho@fix-events.com if you are interested to explore this option.

#### d) Seat Cover Sponsorship (1 per event)

- \* Seat cover sponsor logo acknowledgement on all marketing materials (including direct mailing materials, website)
- \* Branded seat cover will be used at the attendee area inside the conference room

Fee: Add USD 4,500

## SPONSORSHIP PACKAGES

The FIX Trading Community™ Singapore FIX Multi-Asset Trading Conference is dedicated to trading of Equities, FX, Fixed Income and Digital Assets.

Expected Physical Attendance: 180

Expected Virtual Attendance: 150

### 1) Branding Sponsorship

- \* **Pre-event:** Acknowledgement in pre-event marketing
- \* **Onsite:** Acknowledgement in loop slideshow, on-site banners, stage backdrop/LED Screen
- \* **e-Conference Brochure:** Inclusion of logo, company profile and contact details
- \* **Web Presence:** Placement of company logo on the official event website and the streaming platform with a direct web link to your company's website
- \* **Passes:** 5 Passes (physical) + 5 Passes (virtual) for Staff/Clients

Sponsorship Fee: USD 5,000

### 2) Exhibition Sponsorship

- \* **Pre-event:** Acknowledgement in pre-event marketing
- \* **Onsite:** Acknowledgement in loop slideshow, on-site banners, stage backdrop/LED Screen
- \* **Onsite:** One unit of exhibition space for the showcase of products/services (2.8m (w) x 1.5m (d))
- \* **e-Conference Brochure:** Inclusion of logo, company profile and contact details
- \* **Web Presence:** Placement of company logo on the official event website and the streaming platform with a direct web link to your company's website
- \* **Passes:** 7 Passes (physical) + 5 Passes (virtual) for Staff/Clients

Sponsorship Fee: USD 7,500

### 3) Refreshment Sponsorship

- \* **Pre-event:** Acknowledgement in pre-event marketing
- \* **Onsite:** Acknowledgement in loop slideshow, on-site banners, stage backdrop
- \* **Onsite:** Logo exposure at the foyer/exhibition area where refreshments will be served
- \* **Onsite:** Branded Coffee Cups
- \* **e-Conference Brochure:** Inclusion of logo, company profile and contact details
- \* **Web Presence:** Placement of company logo on the official event website and the streaming platform with a direct web link to your company's website
- \* **Passes:** 5 Passes (physical) + 5 Passes (virtual) for Staff/Clients

Sponsorship Fee: USD 7,000 **RESERVED**

## ADD-ON PACKAGES

*(for sponsors only, not to be purchased individually)*

### a) Delegate Bag Sponsorship (1 per event)

Exclusive opportunity to distribute delegate bags during registration (Bags to be provided by the sponsor at the conference venue). You can include one item with the delegate bag (such as a corporate gift, a company flyer etc.)

Fee: Add USD 5,000

### b) Lanyard Sponsorship (1 per event)

- \* Lanyard sponsor logo acknowledgement on marketing materials and placement of logo on official conference website with a direct web link to sponsor's website
- \* The Lanyard sponsor will have the sponsor's logo printed on the lanyards
- \* The Lanyards will be produced by the event manager

Fee: Add USD 4,500 **RESERVED**

### c) Cocktail Sponsorship

Please contact sammy.ho@fix-events.com if you are interested to explore this option.

### d) Seat Cover Sponsorship (1 per event)

- \* Seat cover sponsor logo acknowledgement on all marketing materials (including direct mailing materials, website)
- \* Branded seat cover will be used at the attendee area inside the conference room

Fee: Add USD 4,500

Note: All sponsors will receive the attendee list after the event.  
*(Registration list will not be released prior to the event)*

## SPONSORSHIP PACKAGES

The Australia FIX Conference is the best opportunity in the year to take the pulse of the electronic trading community and build a better understanding of the pressures and forces shaping the industry.

Expected Physical Attendance: 180

### 1) Branding Sponsorship

- \* **Pre-event:** Acknowledgement in pre-event marketing
- \* **Onsite:** Acknowledgement in loop slideshow, on-site banners, stage backdrop/LED Screen
- \* **e-Conference Brochure:** Inclusion of logo, company profile and contact details
- \* **Web Presence:** Placement of company logo on the official event website and the streaming platform with a direct web link to your company's website
- \* **Passes:** 5 Passes (physical) + 5 Passes (virtual) for Staff/Clients

Sponsorship Fee: USD 5,000

### 2) Exhibition Sponsorship

- \* **Pre-event:** Acknowledgement in pre-event marketing
- \* **Onsite:** Acknowledgement in loop slideshow, on-site banners, stage backdrop/LED Screen
- \* **Onsite:** One unit of exhibition space for the showcase of products/services (2.8m (w) x 1.5m (d))
- \* **e-Conference Brochure:** Inclusion of logo, company profile and contact details
- \* **Web Presence:** Placement of company logo on the official event website and the streaming platform with a direct web link to your company's website
- \* **Passes:** 7 Passes (physical) + 5 Passes (virtual) for Staff/Clients

Sponsorship Fee: USD 8,000

Note: All sponsors will receive the attendee list after the event.  
(Registration list will not be released prior to the event)

### 3) Refreshment Sponsorship **RESERVED**

- \* **Pre-event:** Acknowledgement in pre-event marketing
- \* **Onsite:** Acknowledgement in loop slideshow, on-site banners, stage backdrop/LED Screen
- \* **Onsite:** Logo exposure at the foyer/exhibition area where refreshments will be served
- \* **Onsite:** Branded Coffee Cups
- \* **e-Conference Brochure:** Inclusion of logo, company profile and contact details
- \* **Web Presence:** Placement of company logo on the official event website and the streaming platform with a direct web link to your company's website
- \* **Passes:** 5 Passes (physical) + 5 Passes (virtual) for Staff/Clients

Sponsorship Fee: USD 8,500

## ADD-ON PACKAGES

*(for sponsors only, not to be purchased individually)*

#### a) Delegate Bag Sponsorship (1 per event)

Exclusive opportunity to distribute delegate bags during registration (Bags to be provided by the sponsor at the conference venue). You can include one item with the delegate bag (such as a corporate gift, a company flyer etc.)

Fee: Add USD 4,500

#### b) Lanyard Sponsorship (1 per event)

- \* Lanyard sponsor logo acknowledgement on marketing materials and placement of logo on official conference website with a direct web link to sponsor's website
- \* The Lanyard sponsor will have the sponsor's logo printed on the lanyards
- \* The Lanyards will be produced by the event manager

Fee: Add USD 4,500 **RESERVED**

#### c) Cocktail Sponsorship

Please contact sammy.ho@fix-events.com if you are interested to explore this option.

## DISCOUNTS

### EARLY BIRD DISCOUNT

For booking before **15 January 2022**, a discount of **USD 500** per event will be offered. Each sponsor can enjoy the early bird discount once.

### DISCOUNTED BUNDLED PACKAGES

Due to the possible uncertainty of the event format and schedule due to COVID-19, this year we do not provide discounted bundled packages. Most of the sponsorship package fees have been reduced this year.

### NON MEMBER PRICING

The sponsorship fees listed are for FIX members. Non-members are subject to a surcharge of 15%.

## COVID-19 ARRANGEMENTS

We understand that you are concerned about the uncertainties brought by COVID-19 and the travel restrictions still in place by the governments. We have the following arrangements in place to lay clear the possible scenarios and the impact on you, as our sponsor.

- 1. Postponement:** In case the event has to be postponed, the sponsorship arrangement will remain unchanged as long as the postponement is within six calendar months of the original date. In case the event has to be postponed for over six months, sponsors can request for a refund or turn the sponsorship as credit for sponsoring future events.
- 2. Event staying as physical but with significantly reduced physical attendance:** In the case that we have to restrict the physical attendance to less than 150 pax, we will refund 25% of the sponsorship fee paid, to Exhibition sponsors, Delegate bag sponsors and Lanyard sponsors.
- 3. Turning into a fully virtual event:** All sponsorship package fees will be reduced by 40%. The virtual exhibition feature will be included in the event platform for the exhibition sponsors. Exhibition sponsors can also opt to withdraw their sponsorship completely (either for a refund or as credit for future events). Delegate bag sponsorship and Lanyard sponsorship will no longer be provided (we will provide a refund or credit for future events).

**Sponsorship Booking Form**

Institution (Billing Identity)

Main Contact Person

Title

Email

Telephone ( )

Fax ( )

Billing Address

Event Logistics contact person (if different):

Name:

Title:

Email:

Telephone ( )

Fax ( )

- Please include our company logo on the conference marketing materials
- I have read the general terms and conditions attached and agree to comply

We agree to sign up for the following package(s):

**HONG KONG**

**SINGAPORE**

**AUSTRALIA**

<b>BRANDING</b>	<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<b>EXHIBITION</b>	<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<b>REFRESHMENT</b>	<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<b>DELEGATE BAG</b>	<input type="checkbox"/> _____	N/A	<input type="checkbox"/> _____
<b>LANYARD</b>	<input type="checkbox"/> _____	N/A	N/A
<b>CHILL-OUT ZONE (HK)</b>	<input type="checkbox"/> _____	N/A	N/A
<b>SEAT COVER</b>	<input type="checkbox"/> _____	<input type="checkbox"/> _____	N/A

Early Bird Discount:  
(for booking before 15 January 2022)

Total: **USD** \_\_\_\_\_

Authorized Signature and Company Stamp: \_\_\_\_\_

Name:

Date:

**WHAT'S NEXT?**

- 1) Fax the booking form to **+852 3007 8320** and send an email to [sammy.ho@fix-events.com](mailto:sammy.ho@fix-events.com) after fax transmission to ensure the proper receipt of the booking form. We will issue the invoice accordingly.
- 2) Please submit: (i) Company Profile in MS WORD document format (Up to 200 words in English) and (ii) Company Logo (.EPS /.AI format preferred) to [barbara.law@fix-events.com](mailto:barbara.law@fix-events.com). The profile and logo will be included on the event website ([www.fix-events.com](http://www.fix-events.com)) and the conference e-brochure.