

Asia Pacific FIX Conferences **2024**

Sponsorship Prospectus

**India
FIX Conference
2024**
**21 March
Mumbai**

**22nd
Asia Pacific
Trading Summit**
**21 May
Hong Kong**

**Australia
FIX Conference
2024**
**17 October
Sydney**

**Singapore
FIX Conference
2024**
November



Asia Pacific's Leading Electronic Trading Conferences

Since 2003, Asia FIX Conferences have been the region's foremost electronic trading events. The FIX Trading Community™ collaborates closely with the industry, providing a neutral platform for sharing insights and experiences.

The Asia Pacific FIX Conferences attract electronic trading decision-makers, offering a tailored program for both trading and technological communities. Leading entities, including exchanges, brokerages, buy-side firms, regulators, and industry associations, contribute to a content-rich program.

Sponsorship at FIX events ensures significant visibility and value. Limited packages are available, so confirming your involvement early guarantees maximum visibility.

TO MAKE A BOOKING

Bookings are on a first-come-first-served basis. To ensure neutrality, we DO NOT offer speaking slots as part of our sponsorship packages. To learn more about how to nominate a speaker or get involved in the programme planning, please refer to Page 7.

FIX Premier Global Members enjoy priority exhibition space reservations. Bookings received from these members before **20 December 2023**, receive priority processing. After this date, all FIX members' reservations follow a first-come, first-served basis. Sponsorship opportunities open to all firms (including non-members) on 4 January 2024. **Secure your sponsorship by completing the attached form and emailing it to us.**

EARLY BIRD DISCOUNT

Receive a USD 500 early bird discount on each event when you book with a total exceeding USD 10,000 before **30 January 2024**.

BUNDLED DISCOUNT

If you sign up for more than one event together, the following discount will be applied:

2 events: USD 1,000 in total
3 events: USD 2,000 in total
4 events: USD 3,500 in total

You can save even more by signing up to the special bundled packages, please refer to Page 6.

NON-MEMBER SURCHARGE

The sponsorship fees listed are for FIX members. Non-members are subject to a surcharge of **15%**. To learn more about the FIX membership, please visit www.fixtrading.org.

Sponsorship enquiries:

sammy.ho@fix-events.com

Tel: +852 8203 6093

India FIX Conference 2024

21st March 2024, Mumbai

The India FIX conference is a neutral forum for the vibrant Indian trading community to influence the continued evolution of institutional trading in India. This is a physical event (Live streaming available).

Expected Attendance: 300

Main Packages

BRANDING SPONSORSHIP

- * **Pre-event:** Acknowledgement in pre-event marketing
- * **Onsite:** Acknowledgement in on-site banner and stage backdrop
- * **e-Conference Brochure:** Inclusion of logo, company profile and contact information
- * **Web Presence:** Logo placement on the event website and streaming platform with direct web link to your company's website
- * **Passes:** 5 Passes (physical) + 5 Passes (virtual) for Staff/Clients

■ **USD 6,000**

COCKTAIL SPONSORSHIP

- All benefits included in Branding Sponsorship *plus*:
- * **Onsite:** Additional logo exposure at the cocktail reception venue
 - * **Onsite:** Decoration items with cocktail sponsor's logo (e.g. Branded wrist band, wine glass ring etc.)
 - * **Passes:** 8 additional passes for the cocktail reception



■ **USD 10,000**

EXHIBITION SPONSORSHIP

POPULAR

All benefits included in Branding Sponsorship *plus*:

- * **Onsite:** One unit of exhibition space (2.8m (w) x 1.5m (d))
- * **Additional Passes:** 2 Passes (physical) + 2 Passes (virtual)



■ **USD 7,500**

REFRESHMENT SPONSORSHIP

- All benefits included in Branding Sponsorship *plus*:
- * **Onsite:** Additional logo exposure at the foyer/exhibition area where refreshments will be served
 - * **Branded Items:** Branded coffee cups and napkins

■ **USD 7,000**

Add-On Packages *(add to the main packages)*

01

LANYARD SPONSORSHIP

The Lanyard sponsor's logo will be printed on the lanyards and they will be produced by the event manager.

Additional: USD 4,500

03

ADVERTISING SPONSORSHIP (max 3 per event)

An exclusive opportunity to play up to 5 mins video at one of the breaks. (just before the next session commences)

Additional: USD 2,000

02

DELEGATE BAG SPONSORSHIP

An exclusive opportunity to distribute delegate bags during registration (Bags to be provided by the sponsor).

Additional: USD 4,000

Note: All sponsors will receive the attendee list after the event (except those elected to be opt-out).

22nd Asia Pacific Trading Summit

21st May, JW Marriott Hong Kong



The **22nd** ASIA PACIFIC
TRADING SUMMIT
2024

This flagship event of FIX will be held in physical format with live webcast. The event will include main plenary sessions as well as multiple closed door meetings.

Expected Attendance: 550

Main Packages

BRANDING SPONSORSHIP

- * **Pre-event:** Acknowledgement in pre-event marketing
- * **Onsite:** Acknowledgement in on-site banner and stage backdrop
- * **e-Conference Brochure:** Inclusion of logo, company profile and contact information
- * **Web Presence:** Logo placement on the event website and streaming platform with direct web link to your company's website
- * **Passes:** 5 Passes (physical) + 5 Passes (virtual) for Staff/Clients

■ **USD 7,000**

COCKTAIL SPONSORSHIP

- All benefits included in Branding Sponsorship *plus:*
- * **Onsite:** Additional logo exposure at the cocktail reception venue
 - * **Onsite:** Decoration items with cocktail sponsor's logo (e.g. Branded wrist band, wine glass ring etc.)
 - * **Passes:** 8 additional passes for the cocktail reception



■ **USD 15,000**

EXHIBITION SPONSORSHIP

POPULAR

All benefits included in Branding Sponsorship *plus:*

- * **Onsite:** One unit of exhibition space (2.8m (w) x 1.5m (d))
- * **Additional Passes:** 2 Passes (physical) + 2 Passes (virtual)
- * **Guest Room:** 1 guest room (2 nights) included at the JW Marriott



■ **USD 10,500**

REFRESHMENT SPONSORSHIP

- All benefits included in Branding Sponsorship *plus:*
- * **Onsite:** Additional logo exposure at the foyer/exhibition area where refreshments will be served
 - * **Branded Items:** Branded coffee cups and napkins

■ **USD 9,500**

Add-On Packages *(add to the main packages)*

01

LANYARD SPONSORSHIP

The Lanyard sponsor's logo will be printed on the lanyards and they will be produced by the event manager.

Additional: USD 5,500

02

DELEGATE BAG SPONSORSHIP

An exclusive opportunity to distribute delegate bags during registration (Bags to be provided by the sponsor).

Additional: USD 5,500

03

ADVERTISING SPONSORSHIP (max 3 per event)

An exclusive opportunity to play up to 5 mins video at one of the breaks. (just before the next session commences)

Additional: USD 2,500

04

SEAT COVER SPONSORSHIP

Branded seat cover will be used at the attendee area inside the conference room.

Additional: USD 6,500

Note: All sponsors will receive the attendee list after the event (except those elected to be opt-out).

Australia FIX Conference 2024

FIX TRADING
COMMUNITY™
INDUSTRY-DRIVEN • INDEPENDENT • NEUTRAL

17th October, The Fullerton Hotel Sydney

The Australia FIX Conference is a must-attend annual gathering designed for everyone involved in trading and market infrastructure, where they can meet with over 300 key personnel from all areas of institutional trading and exchange ideas during breaks, lunch and cocktail reception.

Expected Attendance: 300

Main Packages

BRANDING SPONSORSHIP

- * **Pre-event:** Acknowledgement in pre-event marketing
- * **Onsite:** Acknowledgement in on-site banner and stage backdrop
- * **e-Conference Brochure:** Inclusion of logo, company profile and contact information
- * **Web Presence:** Logo placement on the event website and streaming platform with direct web link to your company's website
- * **Passes:** 5 Passes (physical) + 5 Passes (virtual) for Staff/Clients

■ **USD 6,500**

COCKTAIL SPONSORSHIP

- All benefits included in Branding Sponsorship *plus*:
- * **Onsite:** Additional logo exposure at the cocktail reception venue
 - * **Onsite:** Decoration items with cocktail sponsor's logo (e.g. Branded wrist band, wine glass ring etc.)
 - * **Passes:** 8 additional passes for the cocktail reception



■ **USD 15,000**

EXHIBITION SPONSORSHIP

POPULAR

- All benefits included in Branding Sponsorship *plus*:
- * **Onsite:** One unit of exhibition space (2.8m (w) x 1.5m (d))
 - * **Additional Passes:** 2 Passes (physical) + 2 Passes (virtual)



■ **USD 9,000**

REFRESHMENT SPONSORSHIP

- All benefits included in Branding Sponsorship *plus*:
- * **Onsite:** Additional logo exposure at the foyer/exhibition area where refreshments will be served
 - * **Branded Items:** Branded coffee cups and napkins

■ **USD 9,000**

Add-On Packages *(add to the main packages)*

01

LANYARD SPONSORSHIP

The Lanyard sponsor's logo will be printed on the lanyards and they will be produced by the event manager.

Additional: USD 4,500

02

DELEGATE BAG SPONSORSHIP

An exclusive opportunity to distribute delegate bags during registration (Bags to be provided by the sponsor).

Additional: USD 4,500

03

ADVERTISING SPONSORSHIP (max 3 per event)

An exclusive opportunity to play up to 5 mins video at one of the breaks. (just before the next session commences)

Additional: USD 2,000

Note: All sponsors will receive the attendee list after the event (except those elected to be opt-out).

Singapore FIX Conference 2024

FIX TRADING
COMMUNITY™
INDUSTRY-DRIVEN • INDEPENDENT • NEUTRAL

November, Date To Be Confirmed

The FIX Trading Community™ Singapore FIX Multi-Asset Trading Conference is a regional event, covering also the pan SE Asian markets, dedicated to multi-asset trading. This is a physical event (Live streaming available).

Expected Attendance: 350

Main Packages

BRANDING SPONSORSHIP

- * **Pre-event:** Acknowledgement in pre-event marketing
- * **Onsite:** Acknowledgement in on-site banner and stage backdrop
- * **e-Conference Brochure:** Inclusion of logo, company profile and contact information
- * **Web Presence:** Logo placement on the event website and streaming platform with direct web link to your company's website
- * **Passes:** 5 Passes (physical) + 5 Passes (virtual) for Staff/Clients

■ **USD 7,000**

COCKTAIL SPONSORSHIP

- All benefits included in Branding Sponsorship *plus*:
- * **Onsite:** Additional logo exposure at the cocktail reception venue
 - * **Onsite:** Decoration items with cocktail sponsor's logo (e.g. Branded wrist band, wine glass ring etc.)
 - * **Passes:** 8 additional passes for the cocktail reception



■ **USD 15,000**

EXHIBITION SPONSORSHIP

POPULAR

All benefits included in Branding Sponsorship *plus*:

- * **Onsite:** One unit of exhibition space (2.8m (w) x 1.5m (d))
- * **Additional Passes:** 2 Passes (physical) + 2 Passes (virtual)



■ **USD 10,000**

REFRESHMENT SPONSORSHIP

- All benefits included in Branding Sponsorship *plus*:
- * **Onsite:** Additional logo exposure at the foyer/exhibition area where refreshments will be served
 - * **Branded Items:** Branded coffee cups and napkins

■ **USD 9,000**

Add-On Packages *(add to the main packages)*

01

LANYARD SPONSORSHIP

The Lanyard sponsor's logo will be printed on the lanyards and they will be produced by the event manager.

Additional: USD 5,500

02

DELEGATE BAG SPONSORSHIP

An exclusive opportunity to distribute delegate bags during registration (Bags to be provided by the sponsor).

Additional: USD 4,500

03

ADVERTISING SPONSORSHIP (max 3 per event)

An exclusive opportunity to play up to 5 mins video at one of the breaks. (just before the next session commences)

Additional: USD 2,000

04

SEAT COVER SPONSORSHIP

Branded seat cover will be used at the attendee area inside the conference room.

Additional: USD 6,000

Note: All sponsors will receive the attendee list after the event (except those elected to be opt-out).

SPECIAL PACKAGES

01 Branding Everywhere

**Branding
Sponsorship
for all 4 locations**

USD 21,500

(Saved USD 5,000)

02 Showcase Everywhere

**Exhibition
Sponsorship
for all 4 locations**

USD 32,000

(Saved USD 5,000)

Additional Benefits:

- Sponsors choosing the special package will be entitled to additional two physical passes for each location for their staff/clients.
- Sponsors choosing the special package will be entitled to 20% discount on the Add-on packages.

*The special packages are not entitled for the bulk discount but will be entitled to USD 1,000 early bird discount if booking is made before **30 January 2024**.

LOOKING FOR MORE EXPOSURE? **NEW!**

Asia Pacific FIX Working Groups and Committees will host webinars, seminars and networking drinks in 2024. We provide exclusive sponsorship opportunities for sponsors of the Asia Pacific FIX Conferences to support these activities and to expand your outreach and exposure in these markets.

Limited Quantity

E1: Webinar Thought Leadership Sponsorship

You are eligible for the following benefits:

- Recognition as the exclusive sponsor of the webinar (limited to two sponsors), with prominent acknowledgment in pre-event marketing materials
- Sponsorship privilege to nominate a speaker to deliver a 5-minute welcome speech or participate in a panel discussion, if applicable
- Access to the post-event attendee list

Additional: USD 6,000

Limited Quantity

E2: Face-To-Face Session Sponsorship

We will host physical seminars covering specific topics and/or networking drink sessions. You are entitled to the following benefits:

- Recognition as the exclusive sponsor of the webinar (limited to two sponsors), with prominent acknowledgment in pre-event marketing materials
- Sponsorship privilege to nominate a speaker to deliver a 3-minute welcome speech
- Access to the post-event attendee list
- 5 passes to attend event

Note: Sponsorship is specific to each conference location where the in-person seminar or reception takes place. For instance, sponsoring the conference in India does not grant sponsorship rights for the seminar in Singapore.

Additional: USD 6,000

FAQ

1. Is my institution a member of FIX?

The list of FIX members can be found online at <https://www.fixtrading.org/member-firms/>

2. How can my institution become a member?

To learn more about the benefits of being a FIX member, please contact our membership office at join@fixtrading.org or call +44 (0)20 3950 3923. More information can be found at:

<https://www.fixtrading.org/membership-options-pricing/>

3. Can I nominate a speaker or get involved in agenda planning?

If you would like to join the organizing committee (for FIX Members only) or would like to nominate a speaker, please send an email to Sammy Ho at sammy.ho@fix-events.com.

4. How can I confirm sponsorship?

Please complete the attached sponsorship booking form and return to us by email.

MARKETING AND PROMOTION

1. e-marketing

Regular email blasts promoting the conferences give your brand exposure to both our regional and global members (10,000+ industry professionals).

2. Social Media

Strategic campaigns to the electronic trading community on LinkedIn before the event. The FIX Trading Community Asia Pacific LinkedIn page has over 2,500 active followers. (<https://www.linkedin.com/company/14567724>)

3. Website

Promotion via FIX Trading Community's website www.fixtrading.org and the dedicated Asia Pacific FIX conferences website www.fix-events.com.

4. Advertising

The event will be advertised on our media partners' industry publications (e.g. GlobalTrading Journal), providing sponsors with excellent opportunities to extend your market reach.

Find out more about the previous FIX Conferences, please visit:
fix-events.com

Institution (Billing Identity)

Main Contact Person

Title

Email

Telephone ()

Billing Address

Sponsorship Booking Form

Event Logistics contact person (if different):

Name:

Title:

Email:

Telephone ()

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

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

	MAIN				ADD-ON				Subtotal
	BRANDING	EXHIBITION	REFRESHMENT	COCKTAIL	01	02	03	04	
INDIA									\$: _____
HONG KONG									\$: _____
AUSTRALIA									\$: _____
SINGAPORE									\$: _____

Special Packages: **Branding Everywhere:** USD 21,500 **Showcase Everywhere:** USD 32,000 Extra: **E1:** USD 6,000 **E2:** USD 6,000

Discounts: **Early Bird** (before 30 Jan 2024) \$: _____ **Bundled Discount:** (for more than 1 more event) \$: _____ **Total: USD** _____

Authorized Signature

Name:

Date:

WHAT'S NEXT?

- 1) Email the signed booking form to sammy.ho@fix-events.com. We will confirm your sponsorship and 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 dada.yau@fix-events.com. The profile and logo will be included on the event website (www.fix-events.com) and the conference e-brochure.