



**FIX**Global  
**FACE<sub>2</sub>FACE**



Connecting the **FIX** Community

**SPONSORSHIP PACK 2011**

# Connecting the FIX Community

In support of the FIX Protocol, the FIXGlobal Face2Face Electronic Trading Forums were launched in 2008 as an impartial and objective forum to explore the dynamic world of electronic trading and connectivity.

## Face2Face Electronic Trading Forums 2011



**FIXGlobal**  
**FACE2FACE**

In Support Of  
**FIXPROTOCOL**  
INDUSTRY-DRIVEN MESSAGING STANDARD™

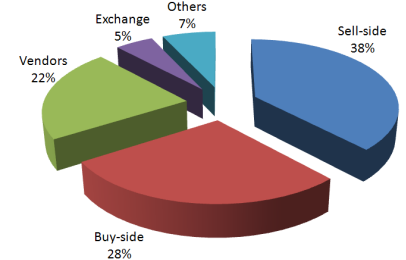
China, Shanghai : 14 Jun, 2011

Korea, Seoul : 25 Nov, 2011

Face2Face Forum series are designed as a platform for the buy and sell-sides to discuss the latest issues on electronic trading. The 2011 series will leverage the tremendous success of the FIXGlobal Face2Face Electronic Trading Forums held in the past few years.

The Forum features lively debates between experts; a series of presentations, panel discussions and delegate driven Q&A sessions.

### DELEGATE PROFILE\*



\*Based on Shanghai 2010 delegates breakdown

### WHAT OUR ATTENDEES SAY

"There are a lot of conferences out there, but Face2Face is one of the best. It is great because it's a neutral platform for contributing to the industry and doing business in the China market!"  
~ Andy Chan, Executive Director, Morgan Stanley

"FIXGlobal Face2Face offer the industry great value as it clearly demonstrates that FIX is going to be a 'platform' that all fund managers will have to consider using."  
~ Shireen Muhiudeen, Managing Director, Corston-Smith Asset Management

## Past Sponsors



**"It was a grand occasion, with pockets of interest arising in the oddest quarters."**

Alan Dean, Global Head of Cross Asset FIX Connectivity, HSBC-Global Banking and Markets

**"The event was a great success, well attended, well organized and well worth our commitment."**

Perry Pritchard, Managing Director, Head of Electronic Trading Sales, Daiwa Capital Markets Hong Kong Limited

**"At no other conferences we get as many relevant leads as at the Face2Face events."**

Toby Corballis, CEO, Rapid Addition Limited

**"Always a very well-attended and informative event and a good opportunity to interact with the best and brightest from the local and regional markets."**

Philip Barnes, Head of Sales - Asia Pacific, Fidessa

# Face2Face Forum Sponsorships

*\*Discounts are provided to sponsors of the Face2Face Forums in multiple locations and FIXGlobal Journal advertisers. Face2Face Forums sponsorship can be packaged together with advertisement in the FIXGlobal Journal at the discounted cost.*

## EXHIBITION SPONSORSHIP

USD 8,800

- A showcase space sponsor will be allocated one exhibition space for the showcase of products/services
- Acknowledged as a "Sponsor" on marketing materials and stage backdrop
- Company logo, company profile and contact details to be included in the conference brochure
- Logo placement on official conference website hyperlinked with sponsor's company website
- 5 Complimentary Passes for Staff/Clients
- Delegate list with the contact details of the attendees

## GENERAL SPONSORSHIP

USD 3,800

- Acknowledged as a "Sponsor" on marketing materials and stage backdrop
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- Logo placement on official conference website hyperlinked with sponsor's company website
- 5 Complimentary Passes for Staff/Clients
- Delegate list with the contact details of the attendees

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