

Wednesday, 6th October 2010 – Royal Park Hotel, Tokyo
The event created by the industry, for the industry

On October 6th FIX Protocol Limited (FPL) welcomes you to join industry leading experts at the FPL Japan Electronic Trading Conference. Building upon the tremendous success of the previous events held in 2006 and 2008, which each attracted more than 500 attendees from the Japanese trading community, including more than 100 buy-side representatives both years, the 2010 conference will address the key issues, challenges and opportunities impacting both the global and Japanese trading environment today.

Utilising the knowledge and experience FPL has developed in creating events globally, this event will aim to deliver an exceptional conference driven by a high quality, educationally focused agenda, created by the FPL Japan Regional Committee. This dedicated team benefits from the wealth of local knowledge and expertise held by its participants, which includes representatives from some of the world's leading firms within the financial services sector.

2008 Conference Exhibitors included:



2008 Conference Sponsors Included:



What is FPL?

FIX Protocol Limited (FPL) is the non-profit industry association that is responsible for defining, managing and promoting increased usage of FIX as an enabler for electronic trading. This benefits the industry by facilitating greater transparency, straight-through-processing and cost savings.

2008 conference facts

- 548 senior representatives from the buy and sell-side, vendor, regulatory and exchange/ECN community attended this event
- More than 100 buy-side delegates attended the event
- Ratio of sell-side attendees to buy-sides in 2008 was better than 2-1
- 24 speakers shared their industry knowledge at this event
- 23 firms showcased their products and services within the packed exhibit hall at this event

FPL Global Conferences Facts

- FPL benefits from a wealth of industry knowledge and event experience enabling the organisation to successfully attract more than 2,000 market participants to its events in 2009.
- To date in 2010 FPL has held 2 conferences, both of which have sold out in advance of the event date, including FPL's largest ever conference the EMEA Trading Conference that was closed to further registrants when delegate numbers exceeded 830 registered attendees (www.fixprotocol.org/emeaconference2010)
- In 2010 FPL will be hosting further events including conferences and briefings in Sao Paulo, Mexico City, New York, Boston, Chicago, Toronto, Singapore, Sydney, Stockholm, Dubai and Cape Town.

Contact Details

Event Manager: Richard Messer

G-MAC

Email: Richard_Messer@ics-inc.co.jp

Tel: +81-03-3219-3561

www.fixprotocol.org

Wednesday, 6th October 2010 – Royal Park Hotel, Tokyo

The event created by the industry, for the industry

Become part of the 2010 FPL Japan Electronic Trading Conference Experience

Choosing to exhibit or sponsor at the FPL Japan Electronic Trading Conference will provide your firm with the unrivaled opportunity to meet and showcase your brand to key decision makers within the Japanese trading community. To ensure your firm achieves the desired return on investment a range of opportunities exist that will enable your brand to benefit from increased visibility at this event.

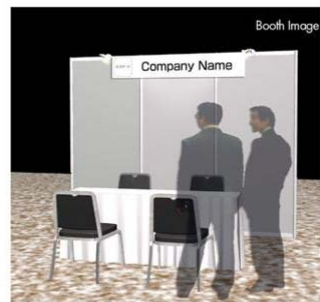
Exhibitor Package

As an exhibitor your firm will benefit from:

- 3m x 2m exhibition space, including 1 table, 2 chairs and electricity
- 20 complimentary delegate passes
- Sponsor logo prominently displayed on signage throughout the event, including the backdrop to the main conference stage
- 1 item of promotional literature or widget to be inserted into the conference bag distributed to all delegates on arrival
- 100 word company description (in both English and Japanese) and logo featured on the sponsorship page of the conference website.
- 100 word company description (in both English and Japanese) and logo included within the conference guide, which will be distributed to all delegates on arrival.
- Company name or company logo listed on all promotional emails distributed announcing the event, which will be sent to a target audience of more than 15,000 market participants and printed mail materials that will be sent to a target audience of more than 5,000
- 100 event brochures for mailing to your top prospects (all mailing costs included in sponsorship price)

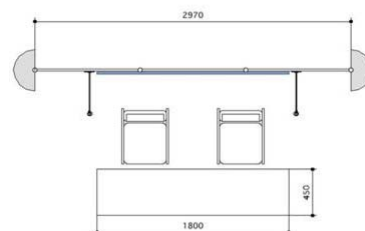
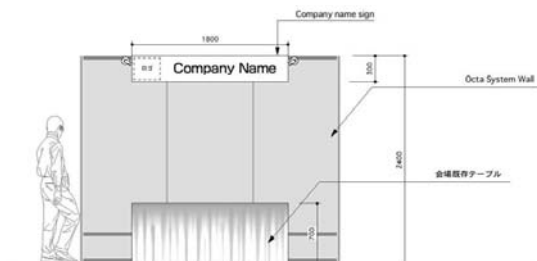


Delegates learnt about the latest industry offerings in the exhibit hall at the 2008 event



FPL Member Firm: JPY 1,050,000 + 5% sales tax

Non-Member Firm: JPY 1,500,000 + 5% sales tax



Contact Details

Event Manager: Richard Messer

G-MAC

Email: Richard_Messer@ics-inc.co.jp

Tel: +81-03-3219-3561

www.fixprotocol.org

Wednesday, 6th October 2010 – Royal Park Hotel, Tokyo

The event created by the industry, for the industry

Cocktail Reception Package

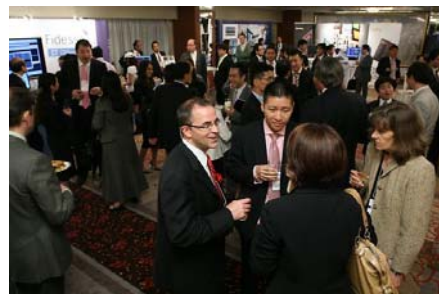
As the cocktail sponsor, your firm will benefit from:

- The placement of up to 3 banners (1mx2m) beside the serving area (banners to be provided by sponsor)
- Branded signage to feature on trestle tables located throughout the cocktail area
- The opportunity to distribute cocktail napkins featuring the sponsor's logo in the luncheon area (to be provided by the sponsor)
- Announcement in main conference theatre by the event chair during the event closing speech highlighting the sponsoring firm as cocktail sponsor
- Insert into the Delegate Guide
- 3m x 2m exhibition space, including 1 table, 2 chairs and electricity
- 20 complimentary delegate passes
- Sponsor logo prominently displayed on signage throughout the event, including the backdrop to the main conference stage
- 1 item of promotional literature or widget to be inserted into the conference bag distributed to all delegates on arrival
- 100 word company description (in both English and Japanese) and logo featured on the sponsorship page of the conference website.
- 100 word company description (in both English and Japanese) and logo included within the conference guide, which will be distributed to all delegates on arrival.
- Company name or company logo listed on all promotional emails distributed announcing the event, which will be sent to a target audience of more than 15,000 market participants and printed mail materials that will be sent to a target audience of more than 5,000
- 125 event brochures for mailing to your top prospects (all mailing costs included in sponsorship price)

FPL Member Firm: JPY 1,300,000 + 5% sales tax

Non-Member Firm: JPY 1,625,000 + 5% sales tax

Delegates enjoying networking opportunities at the FPL Japan Electronic Trading Conference 2008 cocktail party



Contact Details

Event Manager: Richard Messer

G-MAC

Email: Richard_Messer@ics-inc.co.jp

Tel: +81-03-3219-3561

www.fixprotocol.org

Wednesday, 6th October 2010 – Royal Park Hotel, Tokyo

The event created by the industry, for the industry

Exclusive Luncheon Sponsorship Package

As the luncheon sponsor, you will benefit from:

- Table signage in the luncheon area
- The placement of up to 3 banners (1mx2m) beside the serving area (banners to be provided by sponsor)
- The opportunity to distribute company literature in the luncheon area
- The opportunity to distribute napkins and water bottles branded with sponsor's logo in the luncheon area (to be provided by the sponsor)
- Announcement in main conference theatre prior to lunch by the event chair highlighting the sponsoring firm as luncheon sponsor
- Insert into the Delegate Guide
- 3m x 2m exhibition space, including 1 table, 2 chairs and electricity
- 20 complimentary delegate passes
- Sponsor logo prominently displayed on signage throughout the event, including the backdrop to the main conference stage
- 1 item of promotional literature or widget to be inserted into the conference bag distributed to all delegates on arrival
- 100 word company description (in both English and Japanese) and logo featured on the sponsorship page of the conference website.
- 100 word company description (in both English and Japanese) and logo included within the conference guide, which will be distributed to all delegates on arrival.
- Company name or company logo listed on all promotional emails distributed announcing the event, which will be sent to a target audience of more than 15,000 market participants and printed mail materials that will be sent to a target audience of more than 5,000
- 125 event brochures for mailing to your top prospects (all mailing costs included in sponsorship price)

FPL Member Firm: JPY 1,300,000 + 5% sales tax

Non-Member Firm: JPY 1,625,000 + 5% sales tax

Delegates enjoying a networking lunch at the 2008 event



Contact Details

Event Manager: Richard Messer

G-MAC

Email: Richard_Messer@ics-inc.co.jp

Tel: +81-03-3219-3561

www.fixprotocol.org

Wednesday, 6th October 2010 – Royal Park Hotel, Tokyo

The event created by the industry, for the industry

Sponsorship Package

As a sponsor, your firm will benefit from:

- 5 complimentary delegate passes
- Sponsor logo prominently displayed on signage throughout the event, including the backdrop to the main conference stage
- 1 item of promotional literature or widget to be inserted into the conference bag distributed to all delegates on arrival
- 100 word company description (in both English and Japanese) and logo featured on the sponsorship page of the conference website.
- 100 word company description (in both English and Japanese) and logo included within the conference guide, which will be distributed to all delegates on arrival.
- Company name or company logo listed on all promotional emails distributed announcing the event, which will be sent to a target audience of more than 15,000 market participants and printed mail materials that will be sent to a target audience of more than 5,000
- 50 event brochures for mailing to your top prospects (all mailing costs included in sponsorship price)

FPL Member Firm: JPY 500,000 + 5% sales tax

Non-Member Firm: JPY 700,000 + 5% sales tax

Sponsors and exhibitors benefit from brand exposure throughout the event day, including the exposure of their logos on the backdrop to the conference stage



Contact Details

Event Manager: Richard Messer

G-MAC

Email: Richard_Messer@ics-inc.co.jp

Tel: +81-03-3219-3561

www.fixprotocol.org

Wednesday, 6th October 2010 – Royal Park Hotel, Tokyo

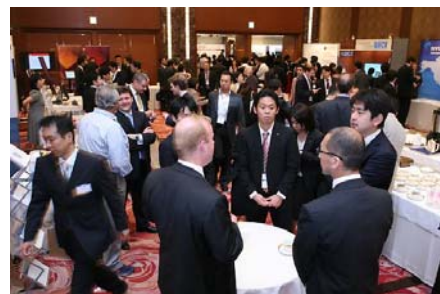
The event created by the industry, for the industry

Buy-side Sponsorship Package

As a sponsor, your firm will benefit from:

- Sponsor logo prominently displayed on signage throughout the event, including the backdrop to the main conference stage
- 1 item of promotional literature or widget to be inserted into the conference bag distributed to all delegates on arrival
- 100 word company description (in both English and Japanese) and logo featured on the sponsorship page of the conference website.
- 100 word company description (in both English and Japanese) and logo included within the conference guide, which will be distributed to all delegates on arrival.
- Company name or company logo listed on all promotional emails distributed announcing the event, which will be sent to a target audience of more than 15,000 market participants and printed mail materials that will be sent to a target audience of more than 5,000
- 50 event brochures for mailing to your top prospects (all mailing costs included in sponsorship price)

Networking opportunities exist throughout the event day at the FPL Japan Electronic Trading Conferences



All buy-side firms: JPY 105,000 + 5% sales tax

Would you like to find out more?

We look forward to your firm's participation in the 2010 FPL Japan Electronic Trading Conference and welcome any questions you may have about the event. If you would like to find out more about the sponsorship opportunities available for this event, please contact Richard Messer, the event manager working closely with FPL to organise this event by email at Richard_Messer@ics-inc.co.jp or telephone +81-03-3219-3561.

Contact Details

Event Manager: Richard Messer

G-MAC

Email: Richard_Messer@ics-inc.co.jp

Tel: +81-03-3219-3561

www.fixprotocol.org