

October 5th 2016 | Tokyo

*The event created by the industry, for the industry*

## Welcome to the 2016 Japan Electronic Trading Conference

The Japan Electronic Trading Conference 2016 will provide an unrivalled opportunity for industry representatives to participate in a forum where the real issues, challenges and opportunities impacting the region's electronic trading community will be addressed. Building on the success of the last event held in Japan in 2014, this one day conference will provide a series of industry-focused presentations and panel sessions and will offer informative experience for local market participants who can expect:

- An interactive program that truly addresses market needs, providing impartial, high quality content
- The knowledge and experience of industry leading speakers
- Separate business and technical streams promoting education and debate
- Ample networking opportunities throughout the day and into the evening at the post-event cocktail party

## Become part of the 2016 Japan Electronic Trading Conference

Choosing to exhibit or sponsor at the Japan Electronic Trading Conference will provide your firm with the unrivalled 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.

## What is FIX Trading Community?

FIX Trading Community is the non-profit industry standards organization at the heart of the global electronic trading community, dedicated to the development of standards that address the real business issues impacting the global trading community. FIX Trading Community currently has over 280 member firms from across the electronic trading spectrum.

## 2014 Conference Facts

- 499 senior representatives from the buy and sell-side, vendor, regulatory and exchange/ECN community attended this event
- 70 buy-side delegates attended the event
- Ratio of sell-side attendees to buy-sides in 2014 was 3:1
- 44 speakers shared their industry knowledge at this event
- 35 firms sponsored the conference of which 15 firms showcased their products and services within the packed exhibit hall

## 2014 Conference Sponsors & Exhibitors included:



Contact:

Event Manager: Kazuhiko Takasaka

JTB Communication Design, Inc.

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Tel: +81 3 5657 0606

[www.fixtradingcommunity.org](http://www.fixtradingcommunity.org)

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#### Companies who attended the 2014 Japan Electronic Trading Conference included:

Acadian Asset Management (Japan)	Fujitsu Limited
Accenture Japan Ltd	Fukoku Capital Management, Inc.
AllianceBernstein Japan Ltd.	Fusion System Japan
Amundi Japan Ltd	Futures Industry Association Japan
Ando Securities Co. Ltd	FXCM Japan Securities Co. Ltd.
Aoyama Investment Advisory	Goldman Sachs Japan Co. Ltd
Apex Fund Services (Singapore) Co. Ltd	Hibiki Securities Co. Ltd
APG Asset Management Asia	Horizon Asset International
ARK	Ichiyoshi Securities Co. Ltd
Asuka Asset Management Co. Ltd	Informatica Japan K.K.
Barclays Capital Asia Limited	Information Services International – Dentsu Ltd
Barclays Securities Japan Limited	Interactive Brokers Securities Japan, Inc.
Blackpearl Partners Ltd	Interactive Data Japan K.K.
Bloomberg Global Limited	International Solution Group
Bloomberg L.P.	Intertrade Co. Ltd.
BNP Paribas Securities (Japan) Limited	ION Trading
Broadridge (Japan) Ltd	ITOCHU Techno-Solutions Corporation
BT Japan Corporation	J.P.Morgan
Celent, a division of Oliver Wyman, Inc.	J.P.Morgan Securities (Asia Pacific) Limited
Central Tanshi FX Co. Ltd.	J.P.Morgan Securities Japan Co. Limited
Central Totan Securities Co. Ltd.	Japan Exchange Regulation
Charles River Development	Japan Securities Dealers Association
Chi-X Japan Limited	Japan Securities Finance Co. Ltd.
Citibank Japan Ltd.	Japan Securities Research Institute
Citigroup Global Markets Japan Inc.	Japan Trustee Services Bank Ltd.
CQG International Ltd	JARC
Credit Suisse Securities (Japan) Limited	JBond Totan Securities Co. Ltd
Daiwa Asset Management Co. Ltd	Kokusai Asset Management Co. Ltd.
Daiwa Institute of Research Ltd.	KVH Co. Ltd
Daiwa SB Investments Ltd.	Liquidnet Australia Pty Ltd
Daiwa Securities Co. Ltd.	Liquidnet Japan Inc.
Deutsche Asset Management (Japan) Limited	MarketPrizm Japan Co. Ltd.
Deutsche Bank Group	Markit
Deutsche Securities Inc.	Markit Group Japan K.K.
Devexperts Japan	Marusan Securities Co. Ltd.
DIAM Co. Ltd.	Matsui Securities Co., Ltd.
Dimensional Japan Ltd.	McGill MBA Japan
Dow Jones (Japan) K.K.	Meiji Yasuda Asset Management Company Ltd.
EBS	Meiji Yasuda Life Insurance Company
Equinix	Merrill Lynch Japan Securities Co., Ltd.
Equinix Japan	Mita Securities Co. Ltd
Evolution Research Institute Co. Ltd	Mito Securities Co. Ltd
Eurex	Mitsubishi UFJ Asset Management Co., Ltd.
Eze Software Group	Mitsubishi UFJ Morgan Stanley Securities Co. Ltd
Fidel SofTech Pvt Ltd.	Mitsubishi UFJ Trust and Banking Corporation
Fidessa KK	Mizuho Asset Management Co. Ltd
Finnwave Investments Inc.	Mizuho Securities Co. Ltd

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#### **Companies who attended the 2014 Japan Electronic Trading Conference included (cont'd):**

Mizuho Trust & Banking Co. Ltd  
Morgan Stanley Asia (Singapore) Securities Pte Ltd  
Morgan Stanley Asia Limited  
Morgan Stanley MUFG Securities Co., Ltd  
MUS Informations Systems Co. Ltd  
Musashi Securities  
MUTB/Japan Shareholder Services  
National Pension Fund Association  
Newedge Financial Hong Kong Limited  
Newedge Japan Inc.  
Nikkei Inc.  
Nikko Asset Management  
Nissan Century Securities Co. Ltd  
Nissay Asset Management Corporation  
Nomura Asset Management Co. Ltd  
Nomura Research Institute Ltd.  
Nomura Securities Co., Ltd.  
NTT Communications Corporation  
NYSE Euronext  
Okasan Asset Management Co. Ltd  
Okasan Online Securities Co., Ltd.  
Okasan Securities Co., Ltd.  
Okato Shoji Co. Ltd.  
Okayasu Shoji Co. Ltd.  
Osaka Exchange Inc.  
Oumi Co. Ltd.  
Patsystems Japan  
Phillip Securities Japan Ltd.  
Portfolia Inc.  
QES  
Quantlab Financial LLC  
Quick Corp.  
Rakuten Securities, Inc.  
Resona Bank, Ltd.  
Rheos Capital Works Inc.  
Rogers Investment Advisors K.K.  
Russell Investments Japan Co. Ltd.  
Sanko Securities Co. Ltd.  
Sankyo Securities Co. Ltd.  
Sawakami Asset Management Inc.  
SBI Japannext Co. Ltd.  
SBI Liquidity Market Co. Ltd.  
Schroder Investment Management (Singapore) Ltd  
Shinko Asset Management Co. Ltd.  
Shinsei Bank Limited  
Simplex Inc.  
smartTrade Technologies

Smart Waves Japan LLC  
SMBC Friend Securities Co. Ltd.  
SMBC Nikko Securities Inc.  
Societe Generale Securities, Tokyo Branch  
Solarflare Communications, Inc.  
Sompo Japan Nipponkoa Asset Management Co. Ltd.  
SPARX Asset Management Co., Ltd.  
State Street Global Markets (Japan)  
Sumitomo Mitsui Asset Management Company Limited  
Sumitomo Mitsui Trust Asset Management Company Ltd  
Susquehanna Pacific Pty Ltd.  
T&D Asset Management Co. Ltd.  
Takachiho University  
The Bank of Tokyo-Mitsubishi UFJ Co.Ltd.  
The Dai-ichi Life Insurance Company Limited  
The Financial Futures Association of Japan  
The Hyakujushi Bank Ltd  
The NASDAQ OMX Group  
The Tachibana Securities Co.,Ltd.  
The Totan Information Technology Co. Ltd.  
Thomson Reuters  
Thomson Reuters Markets K.K.  
TMJ Partners Y.K.  
TNS Japan K.K.  
Tokai Tokyo Securities Co., Ltd  
Tokio Marine Asset Management Co. Ltd.  
Tokyo Financial Exchange Inc.  
Tokyo Forex & Ueda Harlow Ltd.  
Tokyo Stock Exchange, Inc.  
Totan Holdings Co. Ltd.  
TOYO Securities Co. Ltd.  
Tradeweb Europe  
Trading Technologies  
TradingScreen Japan K.K.  
UBS Securities Japan Co. Ltd.  
Ullink  
Urban Renaissance Fund Managing Company Ltd.  
Utsumya Securities Co. Ltd.  
Vanguard Investments Australia Ltd.  
Windsor & Williams, Japan  
XNET Corporation  
Yamawa Securities Co. Ltd.  
Yutaka Securities Co. Ltd.

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## Cocktail & Exhibitor Sponsorship Package

### Cocktail Sponsor Benefits Include:

- The placement of up to 3 banners (1m x 2m) 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

### Plus Exhibitor Benefits:

- 3m x 2m exhibition space, including 1 table, 2 chairs and electricity
- 20 complimentary delegate passes

### Plus Marketing Benefits:

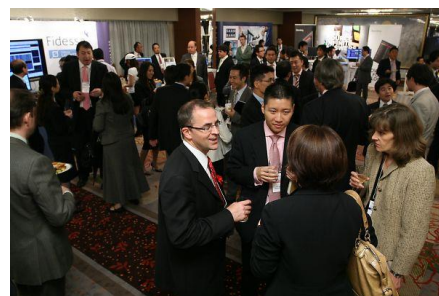
- Insert into the Delegate Guide
- Sponsor logo prominently displayed on signage throughout the event, including the backdrop to the main conference stage
- 1 item of promotional literature or widget to be inserted into the conference bag distributed to all delegates on arrival
- 100 word company description (in both English and Japanese) and logo featured on the sponsorship page of the conference website and 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.
- A copy of the event attendee list 1 week post-event (including delegate name, company name and physical mailing address)



Post-event cocktail reception provides an opportunity for delegates to unwind, network and continue discussions on the key topics raised throughout the event day.



Significant networking opportunities throughout this event



**FIX Trading Community Member firms**

**JPY 1,300,000 + 8% sales tax**

**Non-member firms**

**JPY 1,625,000 + 8% sales tax**



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## Exclusive Luncheon Sponsorship Package

### Luncheon Sponsor Benefits Include:

- Table signage in the luncheon area
- The placement of up to 3 banners (1m x 2m) 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

### Plus Exhibitor Benefits:

- 3m x 2m exhibition space, including 1 table, 2 chairs and electricity
- 20 complimentary delegate passes

### Plus Marketing Benefits:

- Insert into the Delegate Guide
- 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 and 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
- A copy of the event attendee list 1 week post-event (including delegate name, job title, company name and physical mailing address)



Delegates enjoying a networking lunch at the last Japan conference



Significant business and networking opportunities throughout all FIX Trading Community events



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**JPY 1,300,000 + 8% sales tax**

**Non-member firms**

**JPY 1,625,000 + 8% sales tax**

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## Exhibitor Sponsorship Package

### Exhibitor Benefits Include:

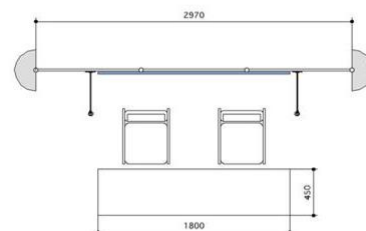
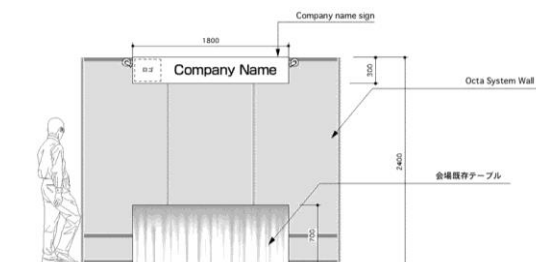
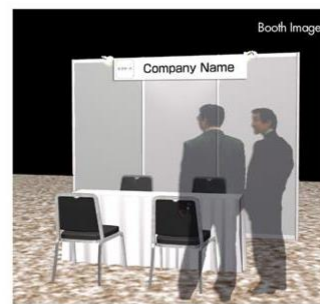
- 3m x 2m exhibition space, including 1 table, 2 chairs and electricity
- 20 complimentary delegate passes

### Plus Marketing Benefits:

- 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 and 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
- A copy of the event attendee list 1 week post-event (including delegate name, job title, company name and physical mailing address)



Delegates learnt about the latest industry offerings in the exhibit hall



**FIX Trading Community Member firms**

**JPY 1,000,000 + 8% sales tax**

**Non-member firms**

**JPY 1,250,000 + 8% sales tax**

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## Lanyard Sponsorship Package

### Lanyard Sponsor Benefits Include:

- Your firm's logo being exclusively featured on the lanyards that will be worn by all delegates throughout the event day. Lanyards will be provided by the event organiser.
- 20 complimentary delegate passes

### Plus Marketing Benefits:

- 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 and 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
- A copy of the event attendee list 1 week post-event (including delegate name, job title, company name and physical mailing address)



Every delegate is given a branded lanyard.



**FIX Trading Community Member firms**

**JPY 1,000,000 + 8% sales tax**

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## Brand Sponsorship Package

### Brand Sponsor Benefits Include:

- 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 and 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
- A copy of the event attendee list 1 week post-event (including delegate name, job title, company name and physical mailing address)



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



**FIX Trading Community Member firms**

**JPY 500,000 + 8% sales tax**

**Non-member firms**

**JPY 700,000 + 8% sales tax**