

## FIA Japan Financial Market Conference 2015

~Japan Mission Primed to be the Top Market in Asia~

### Sponsorship Opportunities

Date : May 12-13, 2015

Venue: Palace Hotel

Host: Future Industry Japan (FIA Japan)

Special Cooperation: ICS Convention Design Inc.

#### 1) Overview

On May12th-13th Future Industries Association Japan(FIA Japan) welcomes you to join industry leading experts at the FIA Japan Financial Market Conference 2015. Building upon the tremendous success of the previous event held in 2012, which attracted more than 400 attendees from the Japanese financial market community, including more than 350 financial institutions, the 2015 conference will address the key issues, challenges and opportunities impacting both the global and Japanese trading environment today.

This event will aim to deliver an exceptional conference driven by a high quality, educationally focused agenda, created by the FIA Japan Conference Task Force. The conference will focus on the following points: "Japan's Unique Position in Asia – the Growth Region" (Japan is the only Mega Economic center in Asia meeting global standards with the size of its economy, its open markets, its totally reliable legal system and "rule-of-law". All of the significant requirements are present) and the "New Government Attitude" (the government and regulators have a "new attitude" and are working to take the actions for Japan to assume its proper role as a Financial Center. International financial business is welcome to this marketplace).

#### 2) Delegates

**Number of Delegates :400 - 500 (expected )**

**Target audience:** Institutional Investors, senior management of investment firms, pension and other trusts, and professional traders including HFTs.

Based on our Conference held two years ago, we anticipate that we will attract 400-500 market players from not only Japan but from the US, Asia and Europe.

In addition to inviting Japanese financial market users, we are emphasizing the interests and the critical issues of the "buy-side".

#### 3) Sponsor Target

Exchanges(domestic and international)/Financial Service Firms/Securities Firms/IT Companies, etc.

#### 4) Support from

Financial Services Agency (FSA), Ministry of Economy, Trade and Industry (METI) and Ministry of Agriculture, Forestry and Fisheries (MAFF), Tokyo Metropolitan Government

※2012 Photos



## ● About Futures Industry Association Japan (FIA Japan )



The Futures Industry Association Japan (FIA Japan) is organized in Japan as an “Ippan Shadan Hojin” a non-profit industry association. It was formed 26 years ago in 1988.

FIA Japan is the only organization in Japan with a membership drawn from the entire cross section of the futures industry. Our members include both futures and securities exchanges, FCMS, security firms, banks and other users of the markets, as well as legal, technology and other professionals that provide services to the industry. We focus on both financial and commodity markets and we stay abreast of both domestic and international development in this global industry.

Our Mission is to promote Japan as a regional and global financial center with a focus on the derivatives markets. In this regard, our activities include providing a forum for discussion and study of issues and developments related to derivatives market activities. We provide education and information to members and to the Japanese regulators and others. We plan and organize various events and seminars and issue research papers as part of our activities.

### **Relationship to Futures Industry Association in Washington DC**

FIA Japan is an independent organization with our own Articles of Incorporation and Board of Directors representing our members. We were originally organized with the encouragement of the Futures Industry Association based in Washington DC (FIA Washington), and we continue to liaison with FIA Washington, cooperating and sharing information about the global markets. Many of our members are also members of FIA Washington.

## ● About FIA Washington



FIA Washington is the leading industry association for derivatives markets founded 60 years ago in the US. It has over 250 members including international exchanges and members from the financial markets globally. Its mission is to support open transparent and competitive markets, protect and enhance the integrity of the financial system and promote high standards of professional conduct. Its affiliates include FIA Europe and FIA Asia which seek to address the common issues facing their collective memberships.

## Confirmed Sponsors (3/5)

### <Special Sponsor>



Asia's Information Delivery Platform

### <Host Sponsor>



### <Gold Sponsor>



### <Silver Sponsor>



### <Lunch Sponsor>



### <Coffee Break and Delegate Bag Sponsor>



### <Exhibition Sponsor>



### <Brand Sponsor>



## Sponsorship Package

● **Special Sponsor : JPY5,000,000 approx. US\$41,700** \* not including 8% Japanese consumption tax

- 30 complimentary conference registrations
- 1 table top booth ( 1 Back panel and Table \*Please refer to Page 5)
- Full-page ad in official program
- One-page profile in official program (300 words)
- Full-page (190x277mm) advertisement in FIAJ Newsletter
- Insert in delegate bag
- Delegate List of all attendees
- Logo on event website
- Logo on event lanyard
- Named as the cocktail sponsor (night before event).
  - Logo placed on napkins, table tent cards, special signage at cocktail event
  - Placement up to 3 banners in the venue area ※be provided by the sponsor.

Sold out

● **Platinum Sponsor : JPY3,000,000 approx. US\$25,000** \* not including 8% Japanese consumption tax

- 20 complimentary conference registrations
- 1 table top booth ( 1 Back panel and Table \*Please refer to Page 5)
- Full-page ad in the official program
- One-page profile in official program (300 words)
- Full-page (190x277mm) advertisement in FIAJ Newsletter
- Insert in the delegate bag
- Delegate List of all attendees
- Logo on event website

● **Host Sponsor : JPY2,000,000(Limited to Exchange) approx. US\$16,700**  
\* not including 8% Japanese consumption tax

- 20 complimentary conference registrations
- 1 table top booth ( 1 Back panel and Table \*Please refer to Page 5)
- One-page profile in official program (300 words)
- Half-page (190x135mm) advertisement in FIAJ Newsletter
- Insert in the delegate bag
- Delegate List of all attendees
- Logo on event website

● **Gold Sponsor : JPY1,500,000 approx. US\$12,500** \* not including 8% Japanese consumption tax

- 15 complimentary conference registrations
- One-page profile in official program (300 words)
- 1/4 page (90x135mm) advertisement in FIAJ Newsletter
- Insert in the delegate bag
- Delegate List of all attendees
- Logo on event website

(1 table top booth is available for an additional **JPY300,000 approx. US\$2,500** )

● **Silver Sponsor : JPY1,000,000 approx. US\$8,300 \* not including 8% Japanese consumption tax**

- 10 complimentary conference registrations
- One-page profile in official program (300 words)
- Insert in the delegate bag
- Delegate List of all attendees
- Logo on event website

(1 table top booth is available for an additional **JPY300,000 approx. US\$2,500** )

● **Exhibition Sponsor : JPY750,000 approx. US\$6,300 \* not including 8% Japanese consumption tax**

- 5 complimentary conference registrations
- 1 table top booth (1 Back panel and Table \*Please refer to Page 4)
- One-page profile in official program (300 words)
- Insert in the delegate bag
- Logo on event website

● **Lunch Sponsor : JPY1,000,000 approx. US\$8,300 \* not including 8% Japanese consumption tax**

- 5 complimentary conference registrations
- Logo placed on napkins, table tent cards, special signage (be provided by the sponsor) at buffet lunch
- One-page profile in official program (300 words)
- Insert in delegate bag
- Logo on event website

Sold out

● **Coffee Break Sponsor: JPY1,000,000 approx. US\$8,300 \* not including 8% Japanese consumption tax**

- 5 complimentary conference registrations
- Logo placed on napkins, table tent cards, special signage (be provided by the sponsor) at TWO coffee breaks
- One-page profile in official program (300 words)
- Insert in delegate bag
- Logo on event website

Sold out

● **Delegate Bag Sponsor : JPY1,000,000 approx. US\$8,300 \* not including 8% Japanese consumption tax**

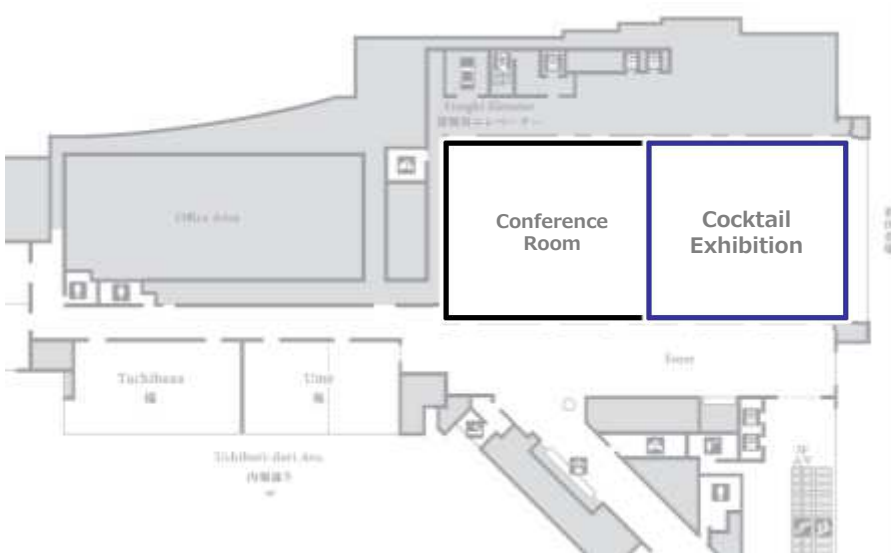
- 5 complimentary conference registrations
- Your logo will be printed onto the front of the delegate bag given to every delegate on arrival
- One-page profile in official program (100 words)
- Logo on event website
- Insert in delegate bag

Sold out

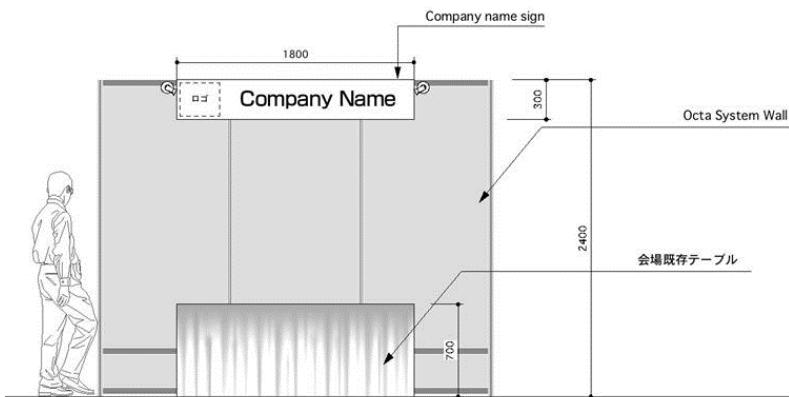
● **Brand Sponsor : JPY350,000 approx. US\$2,900 \* not including 8% Japanese consumption tax**

- 3 complimentary conference registrations
- Insert in delegate bag
- Logo on official program
- Logo on event website

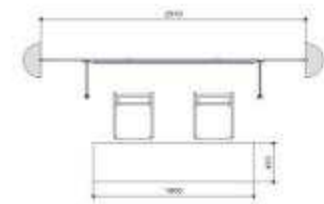
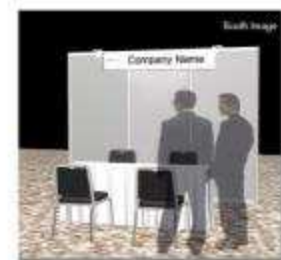
<Venue>  
 Palace Hotel Tokyo 2F Aoi  
 1-1-1 Marunouchi Chiyoda-ku ,Tokyo



## <Exhibition Specification >



Electricity : 0.5Kw/2 Outlets



## Where to call

FIA Japan Conference Secretariat  
 ICS Convention Design, Sales Department 2  
 Chiyoda Bldg., 1-5-18, Sarugakucho , 6th Floor, Chiyoda-ku, Tokyo 101-8449  
 fiaj@ics-inc.co.jp TEL:+81(0)3-3219-3587 FAX:+81(0)3-3219-3627  
 Kazuhiko Takasaka /Tadaaki Nishida

## Day 1 - Tuesday May 12, 2015

17:30-18:30	<p>Preopening session: "Exchanges Show Case"</p> <p><b>Introduction and updates of products and services</b></p> <p>&lt;Panelists&gt; Japan Exchange Group, Inc. (JPX), Tokyo Commodity Exchange, Inc. (TOCOM), Tokyo Financial Exchange Inc. (TFX)</p>
18:30-19:00	<p>Keynote Speech</p> <p><b>Tokyo Global Financial Center</b></p> <p><b>Nobuhiro Maeda</b> Vice Governor, Tokyo Metropolitan Government</p>
19:00-	Welcome Reception (Sponsored by KVH Co., Ltd.)

## Day 2 - Wednesday May 13, 2015

9:00-9:30	<p>Opening Remark</p> <p>FUTURES INDUSTRY ASSOCIATION JAPAN (FIA JAPAN)</p>
9:30-10:00	<p>Keynote Speech</p> <p><b>Government policy - Promote the Japanese Financial Market</b></p> <p>Senior Official, Financial Service Agency : Invited</p>
10:00-11:15	<p>Panel Discussion</p> <p><b>Investment Funds and Prop. Traders: Welcome back to Japan</b></p> <p>&lt;Panelists&gt; Mr. Hisashi Ono Deputy Director-General, FSA J Mr. Brett Fairclough MD APAC Virtu Financial MC: Mitch Fulscher FIA Japan</p>
11:15-11:45	Coffee Break (Sponsored by TFX, TOCOM, JPX)
11:45-12:15	<p>Keynote Speech</p> <p><b>Challenges of Japanese Economy and Financial Market</b></p> <p><b>Takehiro Sato</b> Member of the Policy Board, Bank of Japan</p>
12:15-12:45	<p>Speech</p> <p><b>Beyond Abenomics -- Japan's Competitive Edge</b></p> <p><b>Jesper Koll</b> JPMorgan Securities Japan Co., Ltd.</p>
12:45-13:45	Lunch (Sponsored by CME Group)
13:45-14:15	<p>Keynote Speech</p> <p><b>Energy and Commodity Market</b></p> <p><b>Tatsuya Terazawa</b> Director-General for Commerce Distribution and Industrial Safety Policy, Ministry of Economy, Trade and Industry</p>
14:15-15:00	<p>Speech</p> <p><b>US / EU Regulatory Challenge and its Impact on Japan</b></p> <p><b>Walter L. Lukken</b> FIA Global President &amp; CEO and Former Acting CFTC Chair</p>
15:00-15:30	Coffee Break (Sponsored by TFX, TOCOM, JPX)
15:30-16:30	<p>Panel Discussion</p> <p><b>Market Structure in Japan/FX, Fixed Income, Swaps</b></p> <p>&lt;Panelists&gt; Hiroshi Matsubara Co-Chair, FIX Trading Community Marketing Director - Japan, Marketing Group, Fidessa kk /Mr. Shinichi Yamashita Director Margin Contracts Market Development Dept. Tokyo Financial Exchange Inc., /Mr. Kaz Shiotani Managing Director, Japan Tradeweb Europe, Limited.</p>
16:30-17:15	<p>Panel Discussion</p> <p><b>Cloud Technologies in the Financial Services Industry: the business benefits and challenges</b></p> <p>&lt;Panelists&gt; Technology Committee, FUTURES INDUSTRY ASSOCIATION JAPAN (FIA JAPAN) Mr. Pieter Franken CTO, Monex, Inc. and others</p>
17:15-18:15	<p>Panel Discussion</p> <p><b>Outbound Business</b></p> <p>&lt;Panelists&gt; Dr. Izumi Kazuhara Executive Director, Head of Japan Representative Office CME Group/ Mr. Roland Schwinn Executive Director, Eurex, Deutsche Boerse, Group Head of Business Development Asia and Middle East/ Mr. Ulf Carlsson General Manager, NASDAQ OMX North Asia &amp; Europe</p>
18:15-18:25	<p>Closing Remark</p> <p>FUTURES INDUSTRY ASSOCIATION JAPAN (FIA JAPAN)</p>

**FIA Japan Financial Market Conference 2015**  
**May 12-13, 2015 / Palace Hotel**  
**Sponsorship Booking Form (FAX: 03-3219-3627)**

**Booking Date**

**Due Date: Feb 13<sup>th</sup>, 2015 (First Closing Date)**

**Company Name:** Please fill out your official company name you want to be listed on the event marketing material such as brochure, and/or website.

In Japanese:

In English:

URL: <http://www.>

**Address:**

**Contact for Booking:**

Name		Signature	
Title		Dept.	
Tel.		Fax.	
E-mail			

**Contact for Logistics:**

Name			
Title		Dept.	
Tel.		Fax.	
E-mail			

**Sponsorship Package** \* Below fees don't include Consumption tax (8%).

Special Sponsor : JPY5,000,000		Exhibition Sponsor : JPY750,000	
Platinum Sponsor : JPY3,000,000		Lunch Sponsor : JPY1,000,000	
Host Sponsor : JPY2,000,000		Coffee Breaks (x2) Sponsor : JPY1,000,000	
Gold Sponsor : JPY1,500,000		Delegate Bag Sponsor : JPY1,000,000	
Silver Sponsor : JPY1,000,000		Brand Sponsor : JPY350,000	
[Billing Cycle] (Cutoff Date) :		Exhibition Booth (Gold/Silver) : JPY300,000	

**Comment and/or Request**

**Payment Terms:** Payment for sponsorship fee must be made by the end of the month following the month of your cutoff date specified in the "Billing Cycle" above (or by the day preceding the conference if earlier). Upon ICS Convention, Design, Inc. receipt of this booking form, an invoice will be issued to the attention of the contact for booking filled out above. The payment is due 30 days after the invoice date unless your cutoff date states otherwise. In case the invoice should be sent to the attention of someone different from the contact for booking, please specify the correct contact in the "Comment and/or Request" field above.

**Privacy Policy:** The personal information filled out on this form will be used only to prepare the conference and to notify related information. It will not be released to any third party without the person's consensus. Please note that the personal information might be passed to our business partner with whom we signed a nondisclosure agreement upon the Sponsor's express written consent. For our privacy policy, please visit our website.

**ICS Convention Design, Inc. (Sales Department 2)**  
**Chiyoda Bldg., 1-5-18 Sarugaku-cho, Chiyoda-ku, Tokyo 101-8449 JAPAN**  
**TEL: 03-3219-3587 FAX: 03-3219-3627 E-mail: fiaj@ics-inc.co.jp**



## Sponsorship Contract

### 1. Completion of a contract

You agree to be a sponsor at the conference (Sponsor) by submitting this booking form filled out with the necessary information to ICS Convention Design, Inc. (Organizer). This contract becomes effective and upon the Organizer accepting this booking form.

Also, FIA Japan (Host) reserves a discretionary right to refuse accepting the booking form when the host considers that the sponsorship is not appropriate for the conference.

### 2. Guaranty

Sponsor guarantee to the Organizer that the presentation, exhibits, the related printed matters or other media released/presented at the conference do not infringe any third party's copyrights, trademark rights, design rights, patent, utility model rights or any other intellectual property rights.

### 3. Sponsor's obligations

If any third-party assertion to the Organizer that Sponsor's acts related to its presentation and/or exhibition at the conference infringe third party's copyrights, trademark right, design right, patent, utility model right or other intellectual property right, the Sponsor shall have sole responsibility to settle such dispute with such third-party, and not to hinder the normal and smooth proceedings of the conference.

### 4. Compensation for damage:

(1) The Sponsor shall be responsible for any damage to the conference facilities, building structures or injury accidents due to any acts or omission of acts made by the Sponsor or its agent.

(2) The Sponsor shall indemnify the Organizer and the Host for any damages, legal costs, debts (including attorney's fee), necessary expenses, and other damages arising from a lawsuit based on the claims in the following cases:

(a) A lawsuit is filed against the Organizer and/or the Host based on the assertion that a Sponsor's acts or omission of acts related to its presentation/exhibition infringe a third party's copyrights, trademark right, design right, patent, utility model right or other intellectual property rights (including the case where the Organizer and/or the Host becomes accused together with the sponsor).

(b) The Organizer and/or the Host is found liable to damages as a result of court judgment, or reconciliation whether judicial or non-judicial, with respect to the lawsuit as specified in (a) above. (In case of reconciliation, the Organizer shall not be bound by the Sponsor's intention.)

### 5. Booth allocation

Workshop session and exhibition booth will be allocated by the Organizer based on booking date, contents of the presentation and/or exhibition, exhibition size and sponsorship records in the past. Please note that there may be cases where the Organizer is not able to reflect all the Sponsor's preference even though the Organizer aims to respect such Sponsors' preference.

### 6. Installation and removal of exhibits

The Sponsor shall decorate and move-in/move-out all exhibits and displays within the period stipulated by the Organizer. If the Sponsor needs to move in and out or transfer the exhibits during the conference period, The Sponsor shall conduct such work upon obtaining the Organizer's approval.

### 7. Prohibited transfer of booths

The Sponsor cannot lend out, sell, exchange, or transfer usage rights of its own booth without the permission of the Organizer.

### 8. Conference cancellation

The organizer, solely on its own discretion, may change the period of or cancel the exhibition if the conference facilities, or building structures used for the venue becomes inappropriate for use, or if the conference is interrupted due to any uncontrollable event including such case that new influenza becomes a pandemic. In these cases, the Organizer shall not be held liable for any damages, cost increases, or any other problems associated with such change or cancellation.

### 9. Payments

The Sponsor is make payment of the sponsorship and other options by the date as stipulated on the invoice. Payment is to be made by wire transfer, in Japanese yen with all the transfer charges and bank charge being paid by the Sponsor. Promissory notes or personal/company checks are not accepted. This contract will be terminated if the payment of the sponsorship and/or other options is not confirmed by the due date. In such case, the cancellation fee specified in the article 10 shall be applied.

### 10. Cancellation

In principle, cancellation will not be accepted after this contract becomes effective. Only when the Organizer deems it unavoidable ,cancellation will be accepted, and in such cases the following penalties will be incurred based on the date when written notice of cancellation is received by the Organizer.

- Before and up to March 11<sup>th</sup>, 2015: 50% of the invoiced amount (including service charge and taxes).

- March 12<sup>th</sup>, 2015 and after: 100% of the invoiced amount (including service charge and taxes).

### 11. Observance of Contract

The Sponsor hereby agrees to observe the contract set by the Organizer. In addition, the Sponsor shall interpret all the terms and conditions of the contract set by the Organizer as aiming to preserve the benefits of the conference and agrees to cooperate in the execution of said contract.

### 12. Changes and additions of terms

Sponsors agree to observe any decision made by the Organizer with respect to any matters not provided in this contract. The Organizer reserves the right to change or add any terms by notification to the Sponsor when the Organizer judges it to be necessary for the success of the conference.

### 13. Governing Law

This sponsorship contract shall be governed by, and construed and interpreted in accordance with the laws of Japan.

### 14. Jurisdiction

In case any disputes arise out of or in connection with the sponsorship contract, the Tokyo District Court in Japan shall have the sole and exclusive jurisdiction.