

Thursday 4<sup>th</sup> October 2018 | Tokyo

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

### Welcome to the 2018 Japan Electronic Trading Conference

The Japan Electronic Trading Conference 2018 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 conference held in Japan in 2016, 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 2018 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.

### 2016 Conference Facts

- 620 senior representatives from the buy and sell-side, vendor, regulatory and exchange/ECN community attended this event
- 100 buy-side delegates attended the event
- Ratio of sell-side attendees to buy-sides in 2016 was 2.5:1
- 50 speakers shared their industry knowledge at this event
- 35 firms sponsored the conference of which 16 firms showcased their products and services within the packed exhibit hall

### 2016 Conference Sponsors & Exhibitors included:



Thursday 4<sup>th</sup> October 2018 | Tokyo*The event created by the industry, for the industry***Companies who attended the 2016 Japan Electronic Trading Conference included:**

360 Trading Networks  
Accenture Japan Ltd  
ACTIV Financial Systems, Inc.  
Aflac  
AH Investments Pte. Ltd.  
Aino Investment Corporation  
AlpacaDB  
Amundi Japan Ltd.  
Ando Securities Co. Ltd  
Anicom Insurance, Inc.  
Aoyama Investment Advisory  
Aozora Bank, Ltd.  
Ark Securities Co., Ltd  
Asset Management One Co., Ltd.  
AXA Life Insurance Co., Ltd  
Bank of Japan  
Barclays Securities Japan Limited  
BayCurrent Consulting, Inc.  
Blackrock Japan Co., Ltd  
Bloomberg L.P.  
BNP Paribas Securities (Japan) Limited  
BNY Mellon Asset Management Japan Limited  
Brown Brothers Harriman Investment Services (Japan) Inc.  
BT Japan Corporation  
C3I Systems  
CBRE Clarion Securities Pty Ltd  
Central Tanshi FX Co. Ltd.  
Central Totan Securities Co. Ltd.  
Chibagin Asset Management Co.,LTD  
Chi-X Japan Limited  
Citigroup Global Markets Japan Inc.  
Clear Markets Japan Inc.  
CME Group  
Colt (MarketPrizm)  
Colt Technologies Services Co., Ltd.  
CQG Australia  
CQG International Ltd.  
Credit Suisse Securities (Japan) Limited  
CSC Japan LLC  
Daiwa Asset Management Co. Ltd  
Daiwa Capital Markets Hong Kong  
Daiwa Institute of Research Ltd.  
Daiwa SB Investments Ltd.  
Daiwa Securities Co. Ltd.  
Dealogic  
Deposit Insurance Corporation of Japan  
Deutsche Bank Group  
Deutsche Boerse Group  
Deutsche Securities Inc.  
EBS Dealing Resources Japan Limited  
Esprow K. K.  
FactSet Pacific Inc.  
Fidessa KK  
FIL Investments (Japan) Limited  
Financial Services Agency  
FIS Japan KK  
Fujitsu Limited  
Fukoku Capital Management, Inc.  
Fukoku Life Insurance  
Fusion System Japan Co., Ltd.  
Futures Industry Association Japan (FIA japan)  
Gakushuin University  
GMO Click Securities, Inc.  
Goldman Sachs Asset Management Co., Ltd.  
Goldman Sachs Japan Holdings, Ltd.  
Good Way  
HEROZ, Inc.  
Hikari Securities  
Hitachi Solutions Create, Ltd  
Horizon Asset International Limited  
Ichiyoshi Securities Co. Ltd  
Intelligent Wave Inc.  
Intercontinental Exchange  
International Bankers Association of Japan  
Intertrade Co., Ltd.  
Invesco Asset Management (Japan) Limited  
Itiviti  
ITOCHU Techno-Solutions Corporation  
Japan Bond Trading Co., Ltd.  
Japan Exchange Group, Inc.  
Japan Exchange Regulation  
Japan International Cooperation Agency (JICA)  
Japan Securities Dealers Association  
Japan Securities Finance Co. Ltd.  
Japan Trustee Services Bank Ltd.  
JARC  
JPMorgan Asset Management (Japan) Limited  
JPMorgan Securities Japan Co., Ltd.  
JSF Trust and Banking Co., Ltd.  
KIMCO International Pte. Ltd.  
Kosei Securities Co., Ltd.  
Leading Securities Co., Ltd.  
Liquidnet Japan Inc.  
LMAX Japan K.K.

**Contact:**

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Macquarie Capital Securities (Japan) Limited  
Marusan Securities Co. Ltd.  
Matsui Securities Co., Ltd.  
Meiji Yasuda Asset Management Company Ltd.  
Meiji Yasuda Life Insurance Company Ltd.  
Merrill Lynch Japan Securities Co., Ltd.  
Microsoft  
Milestone Asset Management Co., Ltd.  
Mita Securities Co. Ltd  
Mito Securities Co. Ltd  
Mitsubishi Electric Information Systems Corporation  
Mitsubishi UFJ Kokusai Asset Management Co., Ltd.  
Mitsubishi UFJ Morgan Stanley Securities Co., Ltd  
Mitsubishi UFJ Securities Holdings Co., Ltd.  
Mitsubishi UFJ Trust and Banking Corporation  
Mitsui & Co., Ltd.  
Mitsui Life Insurance Company Limited  
Mitsui Sumitomo Primary Life Insurance Co., Ltd.  
Mizuho Bank, Ltd.  
Mizuho Information & Research Institute, Inc.  
Mizuho Securities Co. Ltd  
Mizuho-DL Financial Technology Co., Ltd.  
Monex, Inc  
Money Design Co., Ltd.  
Morgan Stanley Japan Group Co., Ltd.  
Morgan Stanley MUFG Securities Co., Ltd  
Mountain Pacific Investment Advisors Co., Ltd.  
Musashi Securities Co., Ltd.  
Naito Securities Co., Ltd  
Nasdaq  
National Future Protection Fund  
National Pension Fund Association  
Nexture Technology Corporation  
NICE Actimize  
Nikkei CNBC Japan, Inc.  
Nikkei Inc.  
Nikkei Media Marketing, Inc.  
Nikkei Quick News, Inc.  
Nikko Asset Management Co., Ltd.  
Nikko Global Wrap Ltd.  
Nikko Systems Solutions, Ltd.  
Nippon Life Insurance Company  
Nissan Securities Co., Ltd.  
Nissay Asset Management Corporation  
Nomura Asset Management Co. Ltd  
Nomura Holdings, Inc.  
Nomura Research Institute Ltd.

Nomura Securities Co., Ltd.  
NTT Communications Corporation  
NTT Data Corporation  
OGIS-RI Co., Ltd  
Okasan Online Securities Co., Ltd.  
Okasan Securities Co., Ltd.  
Okato Shoji Co. Ltd.  
Omgeo K.K.  
Orbis Investments K.K.  
Osaka Exchange, Inc.  
Phillip Securities Japan, Ltd.  
Pictet Asset Management (Japan), Ltd.  
Portfolia Inc.  
PricewaterhouseCoopers Aarata LLC  
Principal Global Investors (Japan) Ltd.  
Protiviti LLC  
PwC Consulting LLC  
PwC Tax Japan  
Quantlab Financial LLC  
QUICK Corp.  
Rakuten Securities, Inc.  
Resona Bank, Ltd.  
Resona Holdings, Inc.  
Rheos Capital Works Inc.  
Rockhampton Management  
Sanko Securities Co. Ltd.  
Sawakami Asset Management Inc.  
SBI BITS Co., Ltd.  
SBI Japannext Co. Ltd.  
SBI Securities Co., Ltd.  
Schroder Investment Management (Japan) Limited  
Secom Corporate Pension Fund  
Shinsei Bank Limited  
Sigma Technology Co., Ltd.  
Simplex Asset Management Co., Ltd.  
Simplex Inc.  
SIX Financial Information Japan Ltd  
SMBC Friend Securities Co. Ltd.  
SMBC Nikko Securities Inc.  
Societe Generale Securities Japan Limited  
Sompo Japan Nipponkoa Asset Management Co. Ltd.  
Sompo Japan Nipponkoa DC Securities Inc.  
SPARX Asset Management Co., Ltd.  
Stats Investment Management Co., Ltd.  
Sumitomo Life Insurance Company  
Sumitomo Mitsui Asset Management Company, Limited  
Sumitomo Mitsui Banking Corporation

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**Companies who attended the 2016 Japan Electronic Trading Conference included (*cont'd*):**

Sumitomo Mitsui Trust Bank, Limited  
Superfund Japan Co., Ltd.  
T&D Asset Management Co. Ltd.  
Tecotec Inc.  
The Bank of Tokyo-Mitsubishi UFJ Co.Ltd.  
The Kosei Securities Co., Ltd.  
The Shimizu Bank, Ltd.  
The Tokyo Tanshi Co., Ltd.  
The Tokyo Tomin Bank, Ltd.  
The Yutaka Securities Co., Ltd.  
Thomson Reuters Markets K.K.  
Tokai Tokyo Securities Co., Ltd  
Tokio Marine & Nichido Life Insurance Co., Ltd.  
Tokio Marine Asset Management Co. Ltd.  
Tokyo Commodity Exchange, Inc.  
Tokyo Metropolitan University  
Tokyo Stock Exchange, Inc.  
Tokyo Syoken Credit Union  
Tools For Brokers  
TORA Trading Service K.K  
Toshiba  
Tosho Computer Systems Co., Ltd.  
Tower Research Capital LLC  
Toyo Securities Co., Ltd.  
Tradeweb  
Trading Technologies  
TradingScreen Japan K.K.  
Trust & Custody Services Bank, Ltd.  
UBS Securities Japan Co., Ltd.  
ULLINK Japan K.K  
United Managers Japan Inc.  
Wil, LLC.  
Windsor & Williams Co., Ltd  
WisdomTree Japan Inc.  
Xebral Co., Ltd.  
XNET Corporation

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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, job title, company name, physical mailing address, email address and telephone number)



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, physical mailing address, email address and telephone number)



Delegates enjoying a networking lunch at the last Japan conference



Significant business and networking opportunities throughout all FIX Trading Community events



**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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## Exhibitor Sponsorship Package

### Exhibitor Benefits Include:

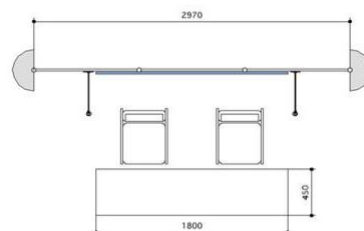
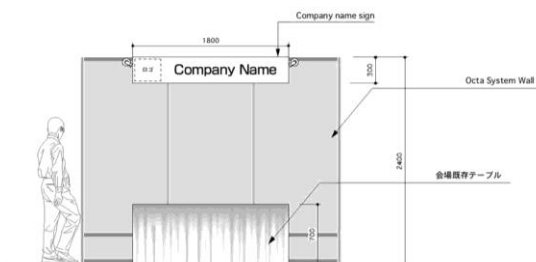
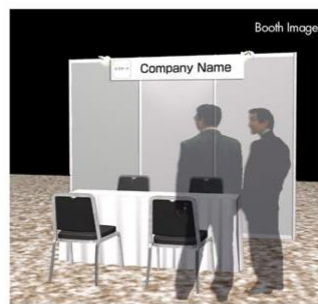
- 3m x 2m exhibition space, including 1 table, 2 chairs and electricity
- 20 complimentary delegate passes

### 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, physical mailing address, email address and telephone number)



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, physical mailing address, email address and telephone number)



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**