



FIX EMEA TRADING
CONFERENCE



Thursday 4th March, 2027
Convene Sancroft, St Paul's, London

**Sponsorship
Opportunities**

Created by the industry, for the industry

Produced by the **FIX Trading Community**, the non-profit, industry standards organisation at the heart of the global trading community, this conference is known for its **high-quality speakers, topical issues** under debate and being a **neutral platform** for market participants, policy makers and regulators to interact and discuss.



Designed to
**bring our
community
together** and
educate, not
for profit



Agenda
formulated
**100% by senior
representatives**
of member
firms



Speakers
selected **by
our members**
for their
expertise –
no pay to play



FIX Trading
Community
members
receive an
**allocation of
free passes**



The event is
CPD-accredited:
attendance
qualifies for
CPD hours

Event Theme - The Finance Industrial Revolution

Industrialising the
trade lifecycle

From manual
intervention...

...To managed
automation

Financial markets have made enormous progress in electronification over the past three decades, yet many critical workflows still depend on manual processes. What were once occasional exceptions have become costly bottlenecks — limiting scalability, reducing efficiency and increasing operational risk.

The FIX EMEA Trading Conference will focus on the next stage of the industry's evolution: transforming trading through **automation, interoperability, standards** and **data-driven control**.

Building on FIX's **30 years of experience** and **ongoing standards development and regulatory work**, and leveraging insights from **industry-leading practitioners**, these events will provide practical guidance on how firms can industrialise trading and investment operations—making them more **efficient, scalable, resilient** and **ready for the future**.

Event Topics & Highlights

- **Buyside breakfast** and **'buyside desk of the future'** keynote
- **Regulatory panel** with Europe's leading policymakers
- **Buyside plenary stream** on liquidity and data – the issues and opportunities
- **Digital assets 101** – what it all means, what's happening and where it's going
- **Deep-dive interactive multi-session streams**
 - Trading insights
 - Fixed income focus
 - Market mechanisation
 - The AI lab
 - Technology & standards
 - FIX next gen
- **Debate** – man vs. machine: will dealing require humans, or would we be better off leaving it to computers?

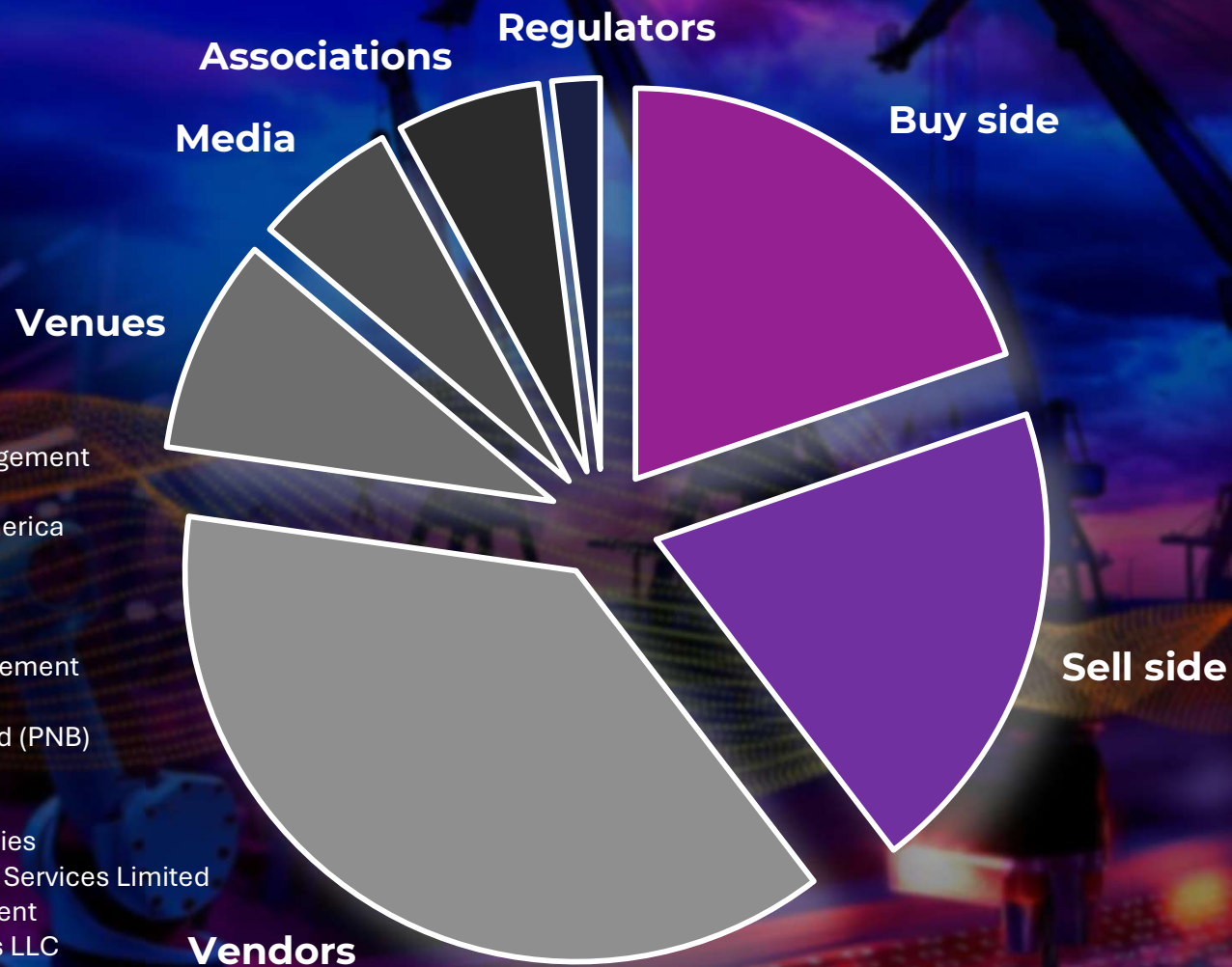
Recent Attendance

750 attendees across **280 firms**
with **over 50%** of delegates in
senior/leadership roles

Buyside firms in attendance:

Aberdeen Standard
AllianceBernstein
Allianz Global Investors
American Century Investments
Arb Asset Management
Aspect Capital
AustralianSuper
AXA Investment Managers
Azimut Investment Management
Baillie Gifford & Co.
Barings
Bayforest Technologies
BlackRock Inc.
BNY Investments Newton
Brevan Howard AM
Capital Group Companies Inc.
Carlson Capital
Columbia Threadneedle Investments
DWS Investments
Equilent
Evelyn Partners
Evenlode Investment
Farallon Capital Management LLC
Federated Hermes
Fidelity International
Fidelity Investments
Fidelity Management & Research Co
GAM Investments

Granite
Inner Circle Capital
Invesco
JP Morgan Investment Management
Jupiter Asset Management
L&G Asset Management, America
Longview Partners
M&G Investments
Man Group
Marshall Wace Asset Management
Millennium Management
Permodalan Nasional Berhad (PNB)
PGIM Investments
Pictet Asset Management
Qube Research & Technologies
Raymond James Investment Services Limited
RBC Global Asset Management
Schonfeld Strategic Advisors LLC
Schroders
Skerryvore
State Street Investment Management
T.Rowe Price
The Vanguard Group
Thesis Asset Management Limited
Three Body Capital
Trinity Street Asset Management LLP
Two Sigma IM
Union Investment
Wesleyan Assurance Society



Who is the event for?

- Heads of Trading
- Chief Technology Officers
- Chief Financial Officers
- Sales & Relationship Managers
- Algorithmic Traders
- Institutional Investors
- Trading Support Staff
- Support Application Developers
- Low Latency Traders
- Portfolio Managers
- Connectivity Managers
- Compliance Officers
- Chief Information Officers
- Market Data Management
- Consultants
- Market Structure and Strategy Managers
- Business Development Managers



Recent Conference Sponsors

Lead Sponsors



Other Sponsors

Adaptive Financial Consulting
AiMi
Baader Bank AG
Behavox
BMLL Technologies
BMO Capital Markets
Broadridge
Cboe
Chronicle

CMC Markets
Deutsche Boerse
Equiduct
Esprow
etrading Software
FlexTrade
Foconis Trading
Genesis
Hoptroff

Imandra
Instinet
Liquidnet
LSEG
Market Axess
Nasdaq
Options IT
Pico
QuantHouse

Rapid Addition
S3
SIX
Sosuv
Swissquote
Tradeweb
TradingHub
TS Imagine
Vintech

Our Packages

Choose your base package, then customise your sponsorship with add-ons:

BASE PACKAGE BENEFITS	LEAD	EXHIBITOR	BRAND
Exhibitor space (including 1x table and 2x chairs)	6m (w) x 2m (d)	3m (w) x 2m (d)	N/A
Option to sponsor a session or stream <i>(details later in this pack)</i>	Plenary session and/or Focus stream	Focus stream	Focus stream
Branding – logo placement	Event website sponsor page Conference holding slides and venue displays; Email communications, social media and adverts		
Number of complementary tickets	10 – staff or clients/prospects	6 - staff	3 – staff
A copy of the delegate list* prior to the event containing delegate name, job title, firm name and physical address	3 weeks prior to event + weekly in run up to event	2 weeks prior to event + weekly in run up to event	1 week prior to event
Post event delegate list*, including email addresses and telephone numbers			
Digital marketing	Digital sponsor promo card for social media Logos/names on email/social media communications and advertisements		
FIX member Price	£14,500	£10,500	£6,250
Non-member Price	£18,500	£13,500	£8,000

*All contact details subject to delegate permission

Session Sponsorship

Lead sponsors have the exclusive option to sponsor one of the main stage plenary sessions:

- **Regulatory panel:** Building more transparent, resilient and scalable markets
- **Keynote address:** The buy-side dealing desk of the future
- **Buy-side panel:** Accessing liquidity
- **Buy-side panel:** Better execution through better data

PLENARY SESSIONS

FIX Member Firms	+ £7,000
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Non-Member Firms	+ £10,000
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BENEFITS

5-minute session introduction slot on main stage

Branding on digital displays/slides in main auditorium for duration of the session

Name and logo on the agenda

Branding on dedicated page on the event website with content opportunity

All sponsors have the option to sponsor one of the breakout focus streams:

- Digital assets primer
- Trading insights
- Fixed income focus
- Market mechanics
- AI lab
- Technology & standards

FOCUS STREAMS

FIX Member Firms	+ £5,000
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Non-Member Firms	+ £7,500
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BENEFITS

5-minute stream introduction slot

Branding on digital displays/slides in stream room for duration of the session

Name and logo on the agenda

Branding on dedicated page on the event website with content opportunity

Add-Ons

Customise your sponsorship package with add-ons*

* To choose an add-on package, you must first choose a base package

REGISTRATION



FIX Member Firms + **£5,000**

Non-Member Firms + **£7,500**

BENEFITS

Branding on registration front desk and badge-printing machines

Name and logo on the agenda

LANYARD



FIX Member Firms + **£8,000**

Non-Member Firms + **£12,000**

BENEFITS

Your firm's logo exclusively featured on the lanyards worn by delegates throughout the day

(Lanyards provided by the event organiser)

NETWORKING DRINKS RECEPTION



FIX Member Firms + **£5,000**

Non-Member Firms + **£6,250**

BENEFITS

Digital and physical branding during the cocktails

Name and logo on the agenda

(Other food and drinks options available –please contact us)

Registration + lanyard combination:

FIX member firms £12,000

Non-member firms £17,000

Add-Ons

Customise your sponsorship package with add-ons*

* To choose an add-on package, you must first choose a base package

BARISTA COFFEE STATION



FIX Member Firms	+ £3,600
Non-Member Firms	+ £4,500

BENEFITS

Staffed coffee stand with branded cups (to 4pm), co-located with your stand



SPONSORED BREAKS & LUNCH



FIX Member Firms	+ £5,000
Non-Member Firms	+ £6,250

BENEFITS

Digital and physical branding during all three breaks

Logo and name on agenda and promotional materials

Brand exposure throughout venue at key networking times



BOARDROOM RENTAL



FIX Member Firms	
Breaks (AM OR PM)	+ £1,500
Lunch	+ £2,500
Non-Member Firms	
Breaks (AM OR PM)	+ £1,875
Lunch	+ £3,125

BENEFITS

Exclusive rental of boardroom during morning/afternoon break or lunch



Pre-Event Drinks Reception

**EVENING
RECEPTION**
3rd MARCH



FIX Member Firms **£5,000***

Non-Member
Firms **£6,250***

*Exclusive sponsorship at £20,000 for FIX member firms, £25,000 for non-member firms

BENEFITS

Branding in the reception venue
(location to be determined)

Branding on dedicated pre-event
communications

Ability to invite up to 20 (or 80 for
exclusive sponsorship) priority guests
-other attendees will be admitted
subject to venue capacity



Conference App & Polling

APP HEADLINE SPONSORSHIP

FIX Member Firms	+ £10,000
Non-Member Firms	+ £12,500

BENEFITS

Branding of the full app
Sponsored push notifications promoting your company
Name and logo on agenda and event promotional material



POLLING SYSTEM

FIX Member Firms	+ £3,000
Non-Member Firms	+ £3,750

BENEFITS

Name and branding on polling pages and venue screens
Access to summary poll data
Sponsorship credit on post-event write-up

DIGITAL BAG INSERT

FIX Member Firms	+ £1,000
Non-Member Firms	+ £1,250

BENEFITS

A digital showroom where you can showcase your products, share branded content, and interact with attendees.

The Lounge

An open area adjacent to the main exhibitor room suitable for meetings and general networking throughout the day

Options available for bespoke branding, catering and activities

LOUNGE SPONSORSHIP

FIX Member Firms **+ £5,000**

Non-Member Firms **+ £7,500**

BENEFITS

Sponsors name and branding throughout the lounge space

Options to source catering and activities (please enquire for details, will be priced separately)



Marketing & Promotion



e-marketing

Regular email blasts promoting the conference, giving your brand exposure to both our regional and global members.

>13,000

industry professionals



Social Media

Strategic campaigns targeting the electronic trading community on LinkedIn, both pre and post events.

>16,000

active followers on the
FIX trading community
LinkedIn group



Website

Promotion via FIX Trading Community's conference website.

Across all
our events,
we average

10,000

website views per quarter



Advertising

The event will be advertised in our media partners' industry publications, providing sponsors with excellent opportunities to extend your market reach.

Testimonials

“

The FIX Trading Community continues to be a **cornerstone of innovation and collaboration** in financial markets. At Aquis Exchange, we value the standardisation, transparency, and efficiency that FIX brings to our trading infrastructure. Being part of this community enables us to stay ahead of evolving market needs and contribute meaningfully to the future of electronic trading.”

”

Thomas Downes
Head of Markets, **Aquis Exchange**



“

FIX events consistently provide **excellent agendas** created by the industry, for the industry.”

”

Scott Charity
Senior Market intelligence Specialist & Regulatory Affairs, **Berenberg**



“

A **must-attend event** of the trading calendar, bringing together the industry to discuss the current trading landscape.”

”

Naomi Hoad
International Events Manager, **Broadridge**



2027 Event Schedule & Global Pricing Summary

Event Name	Location	Month *	Currency	Lead **	Exhibitor **	Brand **
India FIX Conference	Mumbai	April	USD	15,000	9,800	7,000
EMEA Trading Conference	London	March	GBP	14,500	10,500	6,250
Asia Pacific Trading Summit	Hong Kong	May	USD	15,000	11,500	7,300
Nordic Trading Conference	Stockholm	May	GBP	9,500	7,250	3,650
France Trading Conference *	Paris	September	GBP	9,000	6,750	3,800
Americas Trading Conference *	New York	October	USD	15,500	12,500	6,250
Australia FIX Conference	Sydney	October	USD	14,400	9,500	7,000
South-East Asia FIX Conference	Singapore	November	USD	14,400	9,800	7,250

** Some events and dates are not yet confirmed and may change*

*** Pricing is for FIX member firms; non-member firms subject to a 25% surcharge*

Bulk discounts available: \$1,000 off for 2, \$2,000 for 3, \$3,500 for 4

\$500 early bird discount for purchases made before 31 Jan 2027

Full sponsor package details (including additional packages not listed here) can be found in event-specific materials – please ask for details

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CONFERENCE



Thank you for reading

For further information or to discuss other
opportunities, please contact:

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