

TradeTech

Middle East 2009

Over
200 attendees
in 2009!

26th-27th May 2009,
Emirates Towers, Dubai, UAE

www.tradetechme.com

Sponsorship Prospectus 2009

"You get to meet the big players in the electronic trading space, which after all is a new business in the region ... TradeTech Middle East is an excellent way to network."

Racha Al Khawaja, Fidessa

"In years to come, I think this will become the premier forum in the Middle East, and a real stage from which to advance opportunities in the region."

Kish Desai, G-Trade, BNY ConvergEX Group



Sponsors and Exhibitors at TradeTech Middle East 2009 so far:

Strategic sponsors:



Associate Sponsors:



Exhibitor:



Brought to you by:



Please contact: **Marie-Eve Cote**, Business Development Manager, TradeTech Middle East
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What is TradeTech?

Introduction & Overview

Why is TradeTech such an important conference in the equity trading global calendar?

- **Unmatched quality of speaking faculty delivers the audience that really counts**

Every year TradeTech delivers the most cutting edge insight into the sector's development, prospects and opportunities from the key innovators and practitioners in the world's leading buy-side and sell-side organisations. The quality of the speaker line ups are instrumental in delivering the most impressive delegate audience available – packed with real decision makers and senior level influencers from the top finance houses.

- **Genuinely top-level content and insight makes the event highly influential in shaping future business strategy**

The conference delivers insight into all the cutting edge developments in this rapidly evolving marketplace. It is a "must attend" event for those who need to know the future directions equity trading will take, and who wish to meet with the people instrumental in steering it there.

- **THE event of choice for senior buy-side traders**

TradeTech is established as THE industry conference that brings together Global Heads of dealing and senior buy-side traders from all the major investment houses worldwide. Over 200 senior buy side professionals attended TradeTech Middle East 2008, and for many of them, TradeTech Middle East was the only conference they will attend this year.



"The conference was very useful and I had a good time. It was well organized and the sessions were of good value."

*Dhinakar Chandran, Technology Manager,
Rasmala Investments*

The Middle East's Only Institutional Equity Trading and Technology Summit

TradeTech Middle East is the region's leading industry forum dedicated to high-level discussion on the major challenges facing the institutional equity trading market, with a particular focus on the rapid development of trading technology and constantly evolving market structure. Since 2001, the TradeTech series has become established as the most important event in the diary for hundreds of individuals, companies and organisations globally who are spearheading innovation and development in the equity trading world, generating buzz in both the industry and general media long after the events ended.

About the Programme

TradeTech Middle East 2009 will examine how the Middle Eastern trading marketplace is evolving, and how the latest technologies are being exploited to deliver superior investment performance.

In May 2009 the industry wants to hear the hard reality on key issues such as managing higher volatility across the regional bourses, understanding the new market initiatives from exchanges and industry regulators and how to evaluate the future of retail trading and brokerage in the region.

These three issues are set against a background of an increasingly competitive market where both buy-side and sell-side are constantly seeking a solution driven advantage.

Building on the Innovations from TradeTech Middle East 2008

TradeTech Middle East 2009 will feature the most senior international speaker faculty to date, including CEOs from banks and exchanges, global heads of trading from across the trading landscape, pension fund trustees, investment consultants and leading journalists, economists and authors in the field.

We will be building on the success of TradeTech Middle East 2008 which included interactive panels, regional and international media coverage, evening networking reception and numerous conversations and debates.

Leading TradeTech Speakers included:

- Soliman Demir, Ph.D, Head of Economics & Strategy, **Gulf Investment Corporation**
- Salah Al Fulaij, Chief Executive Officer, **NBK Capital**
- Robert Flatley, Managing Director, **Global Head - Autobahn Equity**
- Hatham Al Mubarak, Head of Asset Management, **ANB Invest, Saudi Arabia**
- Imran Ahmed, Managing Director, **Asset Management-Treasury & Capital Markets, Mashreqbank, UAE**
- Robert Moxon, Executive VP, Investments, **BMB Investment Bank, Bahrain**

What is TradeTech?

Agenda Highlights:

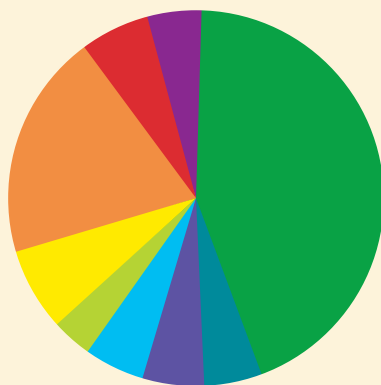
Key topics to be addressed at the May 2009 conference include:

- Assessing the implications of the global meltdown and how you can successfully navigate the rising volatility in the regional bourses
- UAE Panel A focus for trading and investment in the region
- Saudi Arabia Panel: Accessing and trading the Middle East's biggest capital market
- Electronic Trading in the Arab world: Assessing recent developments in technology and trading systems for buy side and sell side traders
- Examining the latest developments within regional exchanges and their role in facilitating market access, liquidity and greater transparency
- Streamlining trade processing to optimize the front, middle and back office
- Applying technical analysis as the basis of a successful trading strategy
- Roadmap to effective multi-asset class trading
- Forecasting the future of the regional and emerging markets
- Optimising risk management through diversification and hedging successfully post credit crisis

The Audience

TradeTech is the buy side destination of choice. This year we anticipate over 200 senior buy side trading professionals from leading institutions and hedge funds.

The following charts show the distribution of delegates for TradeTech Middle East 2008 by type of organisation and geographical location.



- | | | |
|--------------------------|-------------------|----------------------------------|
| 42% United Arab Emirates | 7% Rest of GCC | 53% Buy side |
| 10% Bahrain | 11% UK | 35% Sell side |
| 7% Kuwait | 8% Rest of Europe | 9% Exchanges & Regulatory Bodies |
| 6% Oman | 4% USA | 3% Other |
| 5% Saudi Arabia | | |

What Our Partners Thought of TradeTech

"Over the last 2 days we have had 40 really good conversations and of these 40, we have 5 new clients who are going to sign with us. That's really why we come to TradeTech"

Paul Scott, FIX City

"I've been coming to TradeTech ever since it started. Its a great chance to meet everyone you want to meet and its great fun to be here"

Alasdair Haynes, ITG Europe

"I would venture to say we made 20, 30 or 40 new contacts, of the new leads we made, about half were decision makers"

Sean Klinkowize, Bloomberg Tradebook

"The conference was very useful and I had a good time. It was well organized and the sessions were of good value"

Dhinakar Chandran, Technology Manager, Rasmala Investments

"TradeTech is the perfect opportunity to meet key people in the equity trading industry and share views and opinions about the future of the industry"

Johan Erikson, Head of Global Trading, DnB Nor Asset Management

The Benefits of Sponsorship

A Unique Opportunity

TradeTech Middle East 2009 represents a unique opportunity for a limited number and select group of sponsoring organisations. Those firms sponsoring the event will be able to highlight their expertise and thought leadership in the field, and introduce their executives to an audience composed of potential customers and partners.

Through its status as the sector's leading business intelligence firm, as well as its extensive track record in organising and running successful conferences in the field, WBR has achieved a reputation with TradeTech Middle East 2009 of a conference that addresses key subjects in an objective and timely manner. Delegates expect a comprehensive and dispassionate assessment of trends, opportunities and issues that matter for their business. As a result sponsors benefit greatly from their contributions being received in the authoritative context supplied by such an environment.

There are many ways in which sponsors can become involved, offering numerous points of contact and interaction between sponsors and the audience. The event provides an effective and high-quality platform for business development with both existing and potential clients.

What TradeTech Middle East 2009 Offers...

Direct access to an elite audience: demonstrate capabilities and expertise to customers and prospects

The conference will provide sponsors with direct access to an elite audience of important decision makers. The conference is carefully structured and designed to provide sponsors with a valuable opportunity to showcase their capabilities and expertise and to develop valuable new business relationships.

Identify Your Business As A Leader In The Field

Partnering with TradeTech Middle East 2009 as a sponsor enables your organisation to take a leadership role in the conference and brands your company as a key provider of services and solutions for the institutional equity trading marketplace. The high quality of the speaker line up and the level of the debate offers a first rate context in which to present your organisation and its offerings to the sector and the market.

Targeted Business Development

We will arrange particular meetings with the people you want to talk to at the event, should you wish. By sponsoring TradeTech Middle East 2009, you can be confident that you will walk away with qualified leads that lead to new business now and well into the future.

Unmatched marketing coverage: delivering pre-event exposure and post event continuity

WBR's contact network and database is second to none in the field, ensuring that sponsors are able to leverage considerable marketing resource through their sponsorship. Depending on your needs, we will be able to produce and deliver tailored marketing initiatives in the run up to the conference that will highlight key messages, as well as post event exposure to reinforce relationships and visibility.

Long Term Partnership, Flexibility & Opportunity

In sponsoring you will be establishing a long-term relationship with WBR - the producers of TradeTech Middle East 2009 in which we will continue to put you together with decision makers and business opportunities long after the conference ends. WBR will collaborate closely with your team to ensure you exceed your new business development objectives. You have complete control to create any customised package for your sponsorship.



Sample Sponsorship Packages

There are a wide range of sponsorship packages open to you at TradeTech Middle East 2009, including exhibiting, speaking or even chairing/moderating part of the conference agenda, high profile branding opportunities, sponsoring one of the bars at our TradeTech Middle East 2009 drinks reception and much more besides. I have enclosed some sample sponsorship packages below to give you a clearer idea of what we can offer.

The Basic Exhibition Package

Two free delegate places for members of your staff to attend the conference and associated entertainment. This does not include your speaker who is also welcome to attend. These delegate places give you enough people on site to network effectively with the attendees.

A 3m by 2m exhibition space. This acts as a focal point and a place to conduct meetings.

Access to a full delegate list, with contact details, two weeks before the event takes place. This allows you to premarket to the attendees and to contact people in advance and arrange meetings with them. This is of course only available to sponsors.

A customised mailing for up to **500 people**, on your letterhead, telling them about your role at TradeTech Middle East 2009. This is paid for and organised by us. This is a very powerful profile raising tool.

An insert in to the delegates documentation pack. This is handed out to all delegates on the morning of Conference. This ensures that everyone at the event has your contact details and corporate information.

We will include your **logo and speakers details in the TradeTech Middle East 2009 conference brochure.** The brochure has a print run of around **10,000 copies** and will be sent out to Heads of Dealing and Trading from all over Middle East.

We will also include your **logo on the TradeTech Middle East 2009 website** with a link through to your site. The website will receive significant traffic in the run up to the event, this represents a very high value publicity vehicle for your business.

A full and final delegate list after the event. This is for you to follow up with people, and again is only available to our sponsors.

The Double Sized Exhibition Space

With over 25 exhibiting companies expected at TradeTech Middle East 2009 it is important to make sure that you stand out from the crowd. One powerful way to achieve this is to take a double sized exhibition space (6m by 4m) which acts as a very powerful meeting space.

Stream Speaking Slot and Exhibition Stand

A senior (CEO level) member of your team will deliver a 35-40 minute stream presentation in the Conference Agenda. This is a powerful way to show thought leadership and get your message across directly to the audience. The exact timing and nature of your speaking slot must be agreed with the Conference Director. All presentations must submitted 4 weeks before the conference takes place and may be vetted by our panel of independent industry experts to ensure that they are suitably relevant and educational.

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Other Sponsorship Opportunities:

These are a small sample of the dynamic sponsorship options that we have available at TradeTech Middle East 2009. Maybe take advantage of some of our high profile branding opportunities such as sponsored lap top bags for the delegates, sponsored water bottles for the conference sessions or sponsored lanyards for the delegate badges. These are very effective ways to ensure that your brand is "front of mind" at the conference. We also have space for a small number of ads in the official TradeTech brochure.

Sample Sponsorship Packages

Please feel free to contact me directly to discuss how we can help you achieve your business development objectives at TradeTech Middle East 2009. Don't delay as many of these sponsorship packages are unique and will be sold on a first come first serve basis.

The Programme

- Plenary speaking slots
- Plenary panel slots
- Stream speaking slots
- Stream panel slots
- Stream chairing slots
- Sponsoring of the guest speaker
- Chairing of 2 leading academics
- Seat drops

Entertainment

- Welcome cocktail
- Main Day Cocktail Reception Bars
- Food stations
- Breakfast for buy side heads of desk
- Lunch – private dining with guest speaker

Branding Opportunities

- WaterScreen
- Fresh Gourmet Coffee Bar
- Coffee Break
- Water Bottles
- Lap Top Bags
- Pens
- Paper
- Inserts in mailing pieces
- Poster advertising at the event on revolving tech screens
- Adverts in the show guide
- Water path
- Simulators
- Massage area

Exhibition Opportunities

- Single and Double-Sized Exhibition stands

Marketing Opportunities

- Email broadcasts
- Advertising in the brochure
- White papers on emails
- Wrap for the brochure

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Marketing

Pre-event marketing:

With the marketing communications campaign already begun, TradeTech Middle East 2009 will have maximum exposure throughout the financial market place, and secure TradeTech as the leading trading and technology summit. As a sponsor or exhibitor of TradeTech you will benefit from increased visibility to a massive target market pre-event and the biggest meeting of senior buy side trading professionals from leading institutions and hedge funds in Middle East at the event.

How:

We have an experienced and highly professional Marketing Team with a massive outreach to Middle Eastern markets, activating high frequency, multi-channel campaigns incorporating Direct Mail, Web, E-mail, Fax, and above the line advertising. This enables sponsors to tap into 34 weeks of a pre-event multi demand generation programme.

WBR has a first rate in-house database with over 15,000 senior buy side and sell side names across Middle East. We are printing a glossy A4 brochure as the main mailing piece, as well as sending out teaser direct mailings, newsletters and postcards etc...

The campaign runs over 34 weeks, includes 5 mailings, 20 email broadcasts, 2 newsletters. The principal mailing will take place 15 weeks before the conference at the end of May.

Historical and prospective media partners:

Historically partners for the event have included magazines, newsletters, websites and associations such as:

- A-Team consulting
- Bloomberg
- Bob's Guide
- City AM / City PM
- CNBC Arabia
- Dealing with Technology
- EdHec Asset Management Research
- Euromoney Magazine
- EurekaHedge
- Financial News
- Financial-I .com
- FINEXTRA
- FT
- FT Mandate
- FTSE Global Markets
- Fund Action
- Funds Europe
- Global Custody
- Global Investor
- Global Money Management
- Gulf States Newsletter
- Hedge Fund
- Hedge Fund and Investment Technology
- Hedge Wire
- IMD
- Inside Market Data
- Institutional Investor
- Investor Services Journal
- IPE - Investment and Pensions Europe
- Journal of Finance
- Journal of Trading
- Money Management Letter (Institutional Investor)
- Moneyworks
- Risk
- Securities Industry News
- Stocks and Commodities
- STP Magazine
- The Economist
- The Gulf
- The Trade
- TNT - A Team
- Trader Monthly
- Trader Middle East
- Traders Mag
- Wall Street and Technology
- Wall Street Letter
- Waters
- Zawya



Online:

In addition to this, we will be coordinating a significant online presence through media partners, our own in-house e-marketing campaign and a sizable investment into search engine marketing. Thus driving key members of the financial community to the TradeTech website. TradeTech Middle East 2009 is already receiving over tens of thousands of hits per week, giving you huge potential traffic for your own website.

Telemarketing:

We have an in-house telemarketing team who over 24 weeks will make around 42,000 calls and 6,000 pitches. Many of the TradeTech team have over 7 years of experience working with the financial market and have developed over time, great relationships with key clients. You can tell us exactly who you want to meet at the event, and we can leverage the marketing resource free of charge to invite your key clients to attend the event.



Sample Sponsorship Packages

Sponsors and Exhibitors at TradeTech Middle East 2009 so far:

Strategic sponsors:



Associate Sponsors:



Exhibitor:

Bloomberg

Brought to you by:



A Note about Urgency

Demand for sponsorship and exhibition opportunities at TradeTech Middle East is always high. It is clear we will sell out of sponsorship opportunities so please contact me as soon as possible to avoid disappointment.

Get Involved! Become a Sponsor of TradeTech Middle East 2009

Start benefiting from the business development and marketing opportunities now!

Sponsorship of TradeTech Middle East 2009 will generate a highly attractive return on the resources invested.

Please contact: Marie-Eve Cote, Business Development Manager, TradeTech Middle East
Email: marie-eve.cote@wbr.ae Call: +971 (4) 360 2901