

TradeTech¹⁰

The 10th Equity Trading & Technology Summit

20th – 22nd April, 2010 EXCEL Exhibition Centre, London

Sponsorship & Exhibition Prospectus



Market Your Solutions & Influence Top Level Buy & Sell Side Executives In Europe

- **Exchanges & MTFs** – show your customers how they can best access liquidity and manage trading in the fragmented market.
- **Streamline trading** – give your clients and future clients effective best execution & trading solutions
- **New Technology For Finding Liquidity** – bring your technology for best trading strategies to buy and sell side firms
- **Agency brokers** – enable effective market access for your long only firms and hedge funds
- **Enable effective post trade reporting** – give your clients the post trade data they need
- **Algos & Dark Pools** – demonstrate new algos and dark liquidity trading solutions to your clients
- **New Trading Tools** – show new trading strategies to your customers – get new business
- **Managing Risk** – give your customers the latest solutions and tools for effective risk management
- **Market Data** – deliver your market data solutions to your clients and future clients
- **Future Economic Outlook** – get your Chief Economist to give their views on the future of the economy to the European trading community
- **Trading Desk Valuation** – demonstrate to your buy side clients how your solutions can grow the value-add of their trading desk

Sponsors And Exhibitors At TradeTech 2010 So Far Include:

Lead Sponsor



Principles Sponsors



Sponsors and Exhibitors:



Please Contact:

Henry Wallis, *Commercial Director*, TradeTech 2010
Tel: +44 (0) 20 7368 9559
Email: Henry.wallis@wbr.co.uk

Organised by



What Is TradeTech?

“Great to know our thoughts are being listened to. Really encouraging”

Head of Trading, Martin Currie Investment Management

Why Is TradeTech So Important To The Trading Community?

- 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 500 senior buy side professionals attended TradeTech 2009, and for many of them, TradeTech was the only conference they will attend all year.



“...Happy to speak at TradeTech in London, will probably not join you in Paris”

Head of Trading, Schroders

“...Great idea to move the event to London. Would save money and time spent on travel”

Head of Advisory and Order Fulfilment, Credit Swiss

BUY SIDE HEADS OF DESK VIEWPOINT:

Majority of buy side head traders are adamant about NOT LEAVING TOWN and being able to send MORE TRADERS to the exhibition and conference.

Introduction & Overview

TradeTech is Europe'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. TradeTech is recognised as THE annual meeting for the entire equity trading industry.

Since 2001, the conference has become established as the most important event in the diary for hundreds of individuals, companies and organisations who are spearheading innovation and development in the equity trading world, generating buzz in both the industry and general media long after the events takes place.

TradeTech 2010 Moves To London To Help You Get More Business & Save Money. The move to London will mean:

- **More buy side will attend TradeTech 2010!** - Buy side desks have shrunk, less people run the trading desks. They don't like to leave London and can only afford to send 1-2 people abroad. In London, they would be able to send the entire trading desk to the event on a rotating basis.
- **More Heads Of Desks At Major Buy Side Firms at TradeTech 2010** - Heads of desks want to go to TradeTech 2010 in London to get information and to find new technologies and partners. They don't want to leave London to avoid the risk of missing a crisis and not covering desks. A London venue means they are only a taxi ride away from the trading desk.
- **More Customers Visiting Your Exhibition Stand At TradeTech 2010** - Buy side head traders would like to send more people to the exhibition. The only way for them to achieve this is to rotate them from day to day, ensuring that their desks are covered. This means more visitors to the exhibition from buy side.
- **The unwanted “Paris party time” element** – many of our delegates and sponsors would like to rid TradeTech of the “Party time in Paris” element, making it into a more focused and serious event, where delegates get important information and forge new relationships with brokers, technology vendors and solution providers. London can achieve this as it is viewed as the most logical venue for the event.
- **Save Money – London is cheaper!** - there is a great deal of sense in spending less money on travel and hotel, and perhaps sending more sales people to meet those all important customers at the TradeTech 2010 exhibition floor. Remember Sterling is a lot cheaper for you and your clients!

Buy Side Advisory Board

TradeTech 2010 would like to thank the following individuals for their time and input into the conference agenda. The ideas, topics & discussions given to us by the TradeTech 2010 Advisory Board will form the core of the conference agenda this year.



Dale Brooksbank
*Head of European Equity and
Currency Trading*
State Street Global Advisors



Mary McCave
Head of Trading
**Legal & General Investment
Management**



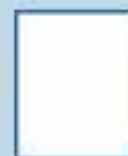
Carl James
Global Head of Trading
Fortis Investments



Adrian Fitzpatrick
Head of Investment Dealing
Aegon Asset Management



Charles Henderson
Head of Operations & Dealing
Invesco Perpetual



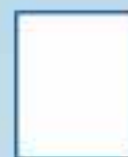
Huw Gronow
Head Trader
Principal Global Investors



Steve Wood
Global Head of Trading
**Schroder Investment
Management**



Ian Firth
Head of Trading
Aviva Investors



John Rigler
Head of Trading
Artemis Fund



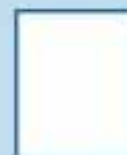
Juan-Carlos Nieto
Founding Partner
Index Intelligence



Christophe Roupie
*Global Head of Trading and
Securities Financing*
AXA Investment Managers



Steven Grady
Head of Global Dealing
Barclays Wealth



Brian Mitchell
*Head of Dealing & Transaction
Cost Analysis*
Baring Asset Management

6 Solid Business Reasons For You To Sponsor & Exhibit At TradeTech 2010

1. **Address an audience of senior decision makers** – traders and their IT colleagues from the Long only buy side firms, hedge funds and institutional investors. Giving hundreds of key trading executives your ideas, solutions and strategies will reinforce your position in the market and bring you new customers.
2. **Show your new products to the trading community in Europe** – TradeTech is where you meet every head of desk and senior trader in Europe. They will be looking for new solutions and technologies to help them improve their price discovery, execution, trade cost analysis, value of trading desk, liquidity access and market data availability.
3. **Reinforce your brand and thought-leadership** position in the trading community around the world – nowhere else will you find 1800+ top trading professionals under one roof looking for solutions, strategies and ideas.
4. **The TradeTech 2010 conference and exhibition offers limitless networking opportunities.** TradeTech 2010 is where you meet all the Heads of Desks, Senior Traders, Hedge Fund Traders as well as their architects, IT risk analysts and strategists. These senior decision makers are in the process of allocating budgets and looking for new solutions. Take advantage of a first class opportunity for your company to win new business.
5. If you are looking to develop a **strategic partnership** with a buy or a sell side firm – then TradeTech 2010 is your best chance to do so. The breadth and range of organisations attending TradeTech 2010 is outstanding – YOU WILL FIND NEW CUSTOMERS!
6. **Bring future technologies & solutions to the market.** TradeTech 2010 conference agenda and speakers are very focused on looking into the future of trading in Europe and globally. If you have a new product or solution, which you believe will sweep the market in some years to come, then TradeTech 2010 is an ideal place for to give this product a start!



Nowhere else will you meet as many of your customers and your future customers

TradeTech 2010 – Where You Meet Your Customers – Trading Executives From The World’s Leading Buy & Sell Side Institutions!

TradeTech consistently delivers the most impressive buy and sell side audience in Europe. Packed with real budget holders and decision makers who are looking to invest in new technologies & solutions that can help them improve the way their trading desks operate.

“My prospects choose to meet me at TradeTech”

Kunle Babarinde, *Solutions Sales, Reuters*

“TradeTech – where all the equities movers and shakers sharing first hand information and insight.”

Andy Hughes, *Director, Investment Management Solutions, Worldwide Financial Services Group, Microsoft Corporation*

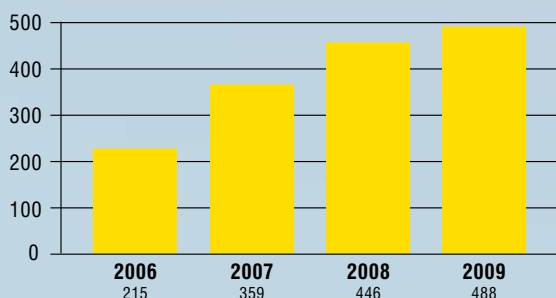
“TradeTech is the best place to go to meet key people in the equity trading industry.”

Serkan Aran, *Head of Sales, IS Investment*

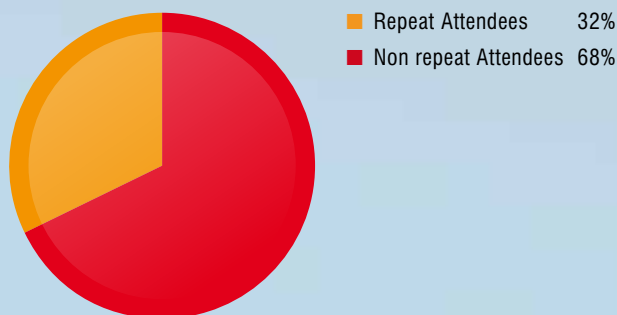
“TradeTech is a very valuable get together of people in the industry”

Eli Lederman, *CEO, Turquoise*

Audience Growth Buyside/attendees in the room

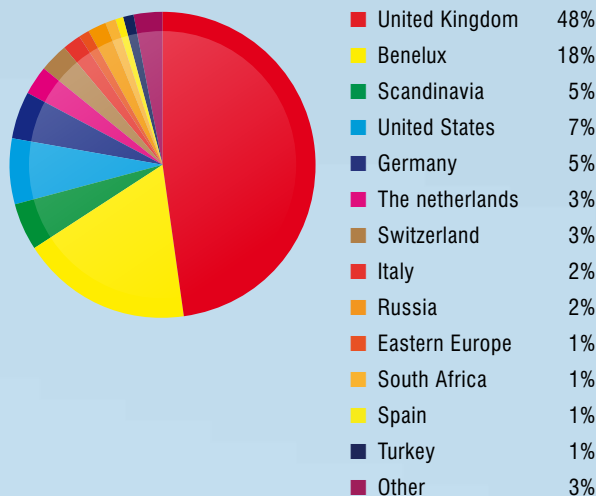


Always Getting You New Customers



GEO Analysis

Top counties in attendance by person (in the room)



Conference Agenda Highlights

TradeTech 2009 will examine in depth how the global equity trading marketplace is evolving, and how the latest technologies are being exploited to deliver superior investment performance.

TradeTech 2010 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 the new interactive formats and innovations from the past few years, which included the webcast, live voting on key topics during sessions, interactive industry surveys, The TradeTech Blackberry anonymous question facility, the onsite TradeTech Daily Newspaper, the Buy Side only heads of desk Roundtables, The TradeTech newsletter, CNBC live coverage, the always popular cocktail party, and numerous in conversation sessions and debates.

For 10 Years TradeTech Has Been Giving Its Sponsors & Exhibitors Access To Top Executives. Regular Participants Include:

Numbers Asset Management • Union Panagora Asset Management • Cadiz African Harvest Asset Management • AEGON Asset Management • Ahorro Corporacion • AIB Investments • Amplitude Capital • Axa • First Private Investment Management KAG mbH • AIB WBK Fund Management • THS Partners • OSSIAM • Vivienne Investissement • Franklin Templeton • Caisse Des Depots • Goldman Sachs • Abc Arbitrage • Gartmore Investment Limited • Legg Mason Intl Equities • Pelerin Investment Management • Alpha Asset Management • Dynamic Decisions • Public Investment Corporation • TSG Asset Management • Cal Investments Limited • Cantab Capital Partners • Bank Vontobel • Folketrygdfondet • Natixis Asset Management • Arca Partners • BNY Mellon • Susquehanna Growth Equity • Aviva • DZ Bank • CM - CIC Asset Management • Allion Capital • Eczacibasi-UBP Asset Management • Lazard Freres • Electrabel SA • Employees Retirement System of Texas • J.M.Finn & Co • Millenium Capital Partners • BBSP Partners • RCM Allianz Global Investors • Swedbank Robur • W&W Asset Management GmbH • Henderson Global Investors • Aberdeen Asset Management • Resolution Asset Management • Swiss Reinsurance Company • Oxford Asset Management • Landesbank Berlin AG • Shore Capital • Interepansion • Nylon Capital LLP • Pohjola Asset Management Ltd • Boyer Alan Investment Management • Swisscanto Asset Management • Insight Investment • SEM Invest AG • Oddo Asset Management • Molinero Capital Management • Aspect Capital • Brewin Dolphin Holdings • Santa Fe Partners LLC • Cohen and Steers • Altigefi • Invesco Perpetual • Arrowgrass Capital • Enterprise Ireland • Societe Europeenne De Banque Sa • Marble Bar Asset Management • Estlander & Rönnlund • Andra AP-fonden • Walter Capital Management LLP • Panmure Gordon UK • AMF Autorité des marchés financiers • Silchester International Investors LTD • BBVA • Baring Asset Management Limited • River and Mercantile LLP • Capita Financial Group • MPC Capital Privatbank AG • Japan Invest • Ignis Asset Management • Ligeva Fund • Sarasin Chiswell • ING Investment Management • Societe General Asset Management • Sycomore Asset Management • Tower Research Capital LCC • BCEE • ATP • Orbital Partners • Delta Alternative Management • Moore Capital Management London • ION Capital Management • NLB dd Ljubljana • Petercam • Planhold • Berenberg Bank • Government of Singapore Investment Corporation • Sanlam Investment Management • BGPI • Dexia Asset Management • Dimensional Fund Advisors • Hermes Investment Management • Alliance Trust Savings • DNB NOR Asset Management • Etoile Gestion • Cedar Rock Capital • TOBAM SAS • JL Investments • JM Finn & Company • Bhf Bank • Axa Sun Life • City Fund Management • Etrali Asset Management • Mignon Geneve • Metzler Asset Management GmbH • Tibra Capital • Tufton Oceanic • Nordea Investment Management • Saxo Bank A/S • The Boston Company Asset Management • Columbus Asset management • JMG Capital Ltd • Systeia Capital Management • Medvesek Punsnik • Norges Bank Investment Management • F&C Asset Management • Capital Fund Management • AP1 • Tinbergen-am • Unigestion • ComInvest • Wehner & Cie Ag • Groupama AM • Sinopia Asset Management • HET Associates • Abp Investments • IKOS CIF Limited • CFM • Cazenove Capital Management • Corniche Group • IPM Informed Portfolio Management • Anglo Irish Bank • San Paolo Bank • SEB Wealth Management • Tudor Capital Management • Capital Group International • APG Asset Management • GLC • Banca Fideuram • BT&T Asset Management LTD • Old Hill Capital • The Local Government Pensions Institute • Asset Value Investors • M&G Investment Management • Coutts & Co • Bank Degroof • Omni Partners • Bank Sarasin & Co • Banque Privee Espirito Santo SA • Martin Currie Investment Management Limited • Capital Research & Management Co • Otus Capital Management • HSH Nordbank Privee AG • FGS Capital • Pentagon Investment Management • 360 Asset Managers • John Locke Investments • Wikane Asset Management • Arbitragis • Lombard Odier Darier Hentsch • KIT Finance Ltd • Anderen Capital • Art Hedge Fund • Centaurus Capital • IS Asset Management • Carmignac • Banque De Luxembourg • Old Mutual Asset Managers • Winton Capital Management • Liverpool Victoria Asset Management • Lynx Asset Management AB • Carnegie Asset Management • Rivoli Fund Management • Saxon Asset Management Ltd • JP Morgan Asset Management • Storebrand Investments • SGAM Alternative Investments • ML Capital SA • Marshall Wace Asset Management • Bank Am Belle Vue • Institut de la Bourse • Robeco Asset Management • RS Investment • Fidelity Investments International • Ruppert Trading BV • Principal Global Investors • GLG Partners • Quonian AM • Nevastar Finance • Old Brompton Capital Management • Lyxor • GMO • Andbanc Grup Agricol Reig SA • Jupiter Asset Management • Kairos Partners SGR Spa • S&G AG für Investment Management • OFI Quant Asset Management • Sabre Fund Management • Shell Asset Management Company • Sector Asset Management • T Rowe Price • DWS Investments France • Morley Fund Management • KAS Bank • Millennium Management • Liberty Square Asset Management • Newton Investment Management Ltd • MMA Asset Management • Framlington Investment Management Ltd • Credit Suisse Asset Management • CAAM • TA Associates • Baillie Gifford & Company • GSIC • Blackrock • KBC Asset Management NV • AXA Investment Managers • Francisco Partners • Schroder Investment Management • New Star Asset Management • HSBC Investments • Prusik Investment Management Ltd • Kempen Capital Management • FMS 04 Asset Management • State Street Global Advisors • Al Midas International Group • Asset Alpha • Danske Bank • Sal Oppenheim & Cie • BlueCrest Capital • Close Brothers Seydlr AG • Ata Invest Asset Management • Scottish Widows Investment Partnership • Artemis Investment Management Ltd • Claridan Leu • Halbis Capital Management • Pictet & Cie • Pitanbo Investments • ADI Gestion • BNP Paribas AM • Union Asset Management • Landsbanki • Threadneedle Asset Management • Atlas Capital Management • OKO Asset Management Ltd • Arisen Partners • Frankfurt Trust Investment-Gesellschaft • Atrium Network • BZ WBK AIB Investment Fund Corporation • First Ap Fund • MAN Investments • Lansdowne Partners Limited • Alliance Bernstein • Generali IM • Amalgamated Metal Trading Limited • Union Bancaire Privee • Atticus Capital • Merrion Capital • Nyenburgh Beheer BV • Barclays Wealth Management • bnp paribas wealth management • Allianz GI France • CQS Management Ltd • Deka Bank • Intercapital • Tech4Quant Asset Management • Zeus Private Equity • Northern Trust • KLP Asset Management • LCFR • Austin Friars Capital • Credit Agricole Asset Management • Legal and General

The Benefits Of Sponsorship

A Unique Opportunity

TradeTech 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 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 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 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, 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 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**.

There are a wide range of sponsorship packages open to you at TradeTech 2010, including exhibiting, speaking, chairing/moderating part of the conference agenda, high profile branding opportunities, sponsoring one of the bars at our ever popular 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.. Delegate places usually cost £1599 per person.

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 2010. 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 also include your logo on the TradeTech 2010 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 100 exhibiting companies expected at TradeTech 2010 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 2m) which acts as a very powerful meeting space.

Stream Presentation or Stream Panel Speaking Slot and Exhibition Stand

A senior member of your team will take part in a 30-35 minute stream presentation or stream panel 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 stream slot must be agreed with Diane Mekie the Conference Director.

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. Delegate places usually cost **£1979 per person**.

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 2010. 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 also include your logo on the TradeTech 2010 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.

Other Sponsorship Opportunities

These are a small sample of the dynamic sponsorship options that we have available at TradeTech 2010. You might want to consider sponsoring the webcast, an excellent way to be seen to be giving something back to the industry. Or maybe take advantage of some of our high profile branding opportunities such as a sponsored lunch or coffee break for the delegates, a sponsored Cyber Café or a sponsored Bar at the Drinks Reception. These are very effective ways to ensure that your brand is “front of mind” at the conference.

The Programme

- Chairman of Focus Day
- Chairman of a conference stream
- Stream presentation
- Sponsor of Interactive Voting Panel on Focus Day
- Sponsor of Interactive Voting Panel at Main Conference
- Focus Day panel session
- Solutions Zone presentation at Main Conference
- Roundtable Host on Stream C Day Two

Branding Opportunities

- Registration Desk
- Chill Out Zone
- Cyber Café
- Lunch
- Fresh Gourmet Coffee Bar
- Coffee Break
- Extra Signage in exhibition hall or other conference areas
- Decals/Footprints
- Lanyards
- Water Bottles



Delegates uncovering solutions in the exhibition hall



Senior buy side delegates at Merrill Lynch's exhibition booth

Entertainment

- Welcome Cocktail on the evening of 21st April 2010
- Entertainment at the Drinks Reception
- Private breakfast meeting with guest speaker Martin Wolf, Chief Economics Commentator at the Financial Times

Exhibition Opportunities

- Single and Double-Sized Exhibition stands

Marketing Opportunities

- Bookmark within the conference guide at the event
- Advert within the conference guide at the event
- Webinar sponsorship

Please feel free to contact me directly to discuss how we can help you achieve your business development objectives at TradeTech 2010. Don't delay as many of these sponsorship packages are unique and will be sold on a first come first serve basis.

“Many thanks for an excellent event last week at TradeTech Europe. BNP Paribas values the partnership we have with WBR and TradeTech, which enables us to continue to push our brand and product offering at a high quality event.”

Alexandra Foster, *Global Execution Services*, **BNP Paribas**

Pre-event marketing:

With the marketing communications campaign about to begin, TradeTech 2010 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 Europe at the event.

How:

We have an experienced and highly professional Marketing Team with a massive outreach to European 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 Europe. 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 December.

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
- Dealing with Technology
- EdHec Asset Management Research
- Euromoney Magazine
- Euroweek
- Extra french buyside names
- Financial News
- Financial-I .com
- FINEXTRA
- FT
- FT Mandate
- Fund Action
- Funds Europe
- Global Custody
- Global Investor
- Global Money Management
- Google
- 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)
- Risk
- Securities Industry News
- Stocks and Commodities
- STP Magazine
- The Economist
- The Trade
- TNT - A Team
- Trader Monthly
- Traders Mag
- Wall Street and Technology
- Wall Street Letter
- Waters



A Note about Urgency

Demand for sponsorship and exhibition opportunities at TradeTech is always very high indeed and opportunities are limited. With over 80 exhibitors and sponsors already confirmed, there are limited opportunities left. Please contact me as soon as possible to avoid disappointment.

Get involved! Become a Sponsor of TradeTech 2010

Start benefiting from the business development and marketing opportunities now!

Sponsorship of TradeTech 2010 will generate a highly attractive return on the resources invested.



Please Contact:

Henry Wallis, *Commercial Director, TradeTech 2010*

Tel: +44 (0) 20 7368 9559

Email: Henry.wallis@wbr.co.uk