

RFP for the FPL Americas and Canadian Conference Management

RFP Deadline: Friday, February 5th, 2010

Company Profile

FIX Protocol Ltd. (FPL) is a non-profit organisation that owns the intellectual property rights of the Financial Information eXchange (FIX) Protocol, an industry driven messaging standard developed specifically for the real-time exchange of securities transactions.

FPL's member base is comprised of almost 200 of the world's leading banks, broker-dealers, exchanges, industry utilities and associations, institutional investors, and information technology providers from across the globe. Business and technical professionals from these member firms volunteer their time and effort, working together in a collaborative manner to help define, manage and promote the use of the FIX Protocol for electronic trading. Our members proactively influence the future direction of the FIX Protocol to ensure that it continues to meet the evolving business needs of the industry. For further information about FPL please visit www.fixprotocol.org.

Project Overview

Since 2004, FPL has held annual conferences in New York and since 2005, in Toronto. Each of these events have been organised by external firms based in each region, that have since decided to focus on their core businesses which relate to management and technology consulting. Both events were originally developed by the FPL Americas Regional Committee which includes participation from senior representatives of leading firms active within the electronic trading space. These events were created to provide an educational forum where the key opportunities and challenges impacting the growth of electronic trading practices and FIX adoption in the markets could be addressed and they have evolved to also provide market participants with important networking opportunities.

Developing an increased understanding of the benefits that electronic trading and the FIX Protocol offer to the marketplace is of importance to FPL and the organisation plans to continue conducting further initiatives, including hosting further events in the Canadian and American regions. Although FPL has the capacity to arrange small seminars itself, resources are limited and therefore FPL is interested in receiving proposals from companies / individuals that specialise in organising conferences and seminars in the financial services and financial technology sector.

FPL has been instrumental in supporting the growth of electronic trading globally but there is still much to be done by all market participants. FPL will continue to be a key supporter of this growth. A major area of focus will be providing the buy-side with information that will assist them in benefiting from the pools of liquidity and lower spreads created by high frequency trading, as well as achieving higher end-to-end operational efficiencies through electronic trading. Additional to this, FPL is also focused on increasing awareness of the benefits that increased use of the FIX Protocol offers to the exchange/ECN and regulatory community.

In organising the 2010 FPL Americas and Canadian conferences, FPL will seek to achieve the following goals:

- To deliver events that provide a platform where the key issues impacting the electronic trading community can be addressed by impartial and knowledgeable speakers in an educational manner
- To provide all event participants with significant networking opportunities throughout the event day and into the evening at the post-event networking drinks
- To deliver events that prove financially viable, specific details will be communicated to the chosen conference organiser on appointment
- To deliver an event that achieves strong delegate numbers, the target for the US event is 350-450 delegates and the target for the Canadian event is 300-400 delegates
- To achieve a delegate mix that includes strong buy-side attendance, representation from the exchanges/ECNs and the regulatory community active within each market, in addition to representatives from the sell-side and vendor community

The following points provide a guideline of what FPL wishes to achieve in terms of these events. It is not a “check list”, and is not exhaustive – our aim is to try to help to the extent possible, any companies that wish to make proposals to FPL. The chosen event organiser will work closely with the FPL Americas Regional Committee and the FPL Marketing and Communications Manager in the delivery of these events. Attached is an evaluation form.

Number of events: 2 annual conferences

Duration of event: 1 day, including coffee breaks, lunch and post-event networking drinks

Format of event: This full day event will feature an exhibition hall, 2-3 streams featuring presentations, panel sessions and workshops. Each event will then close with post-event networking drinks

Locations: US (potentially New York or Boston) and Canada (Toronto)

Target audience: Senior management of buy-side firms (at least 20%), broker firms, exchanges /ECNs and financial technology vendors. FPL would specifically like to focus on gaining high participation levels from key representatives from buy-side firms.

Event Format: The conference sessions will be planned through collaboration with representatives from the FPL Americas Regional Committee. The event will feature 2-3 streams that will run consecutively to address a range of business and technically orientated topic areas.

The chosen venue should offer an exhibition space that will accommodate 25-30 exhibitors in an area that will receive maximum delegate traffic. The agenda will be formulated in a manner that grants exhibitors maximum time with delegates.

The post-event cocktail party should take place in an area separate to the exhibit hall and should seek to attract maximum attendance from the conference

delegates, as such methods of delegate retention should be employed.

- Agenda:** The agenda will be formulated by FPL and all speakers will be chosen by the organisation (to ensure maximum speaker neutrality event sponsorship will not include speaker opportunities). The conference organiser will then be tasked with a range of responsibilities including securing speaker participation, ensuring all speaker information is received, that the speaker is fully informed of all requirements and the organisation of pre-event speaker meetings.
- Outreach:** FPL can provide names and addresses of potential invitees on a one-time usage basis. However, the chosen conference organiser will be expected to conduct additional research to ensure that these lists are up-to-date and include the key representatives from the firm's targeted for attendance, to deliver the desired audience mix.
- The conference organiser will be expected to conduct a range of activities to achieve the event's target delegate numbers, this will include the development of an event marketing campaign, event adverts, the formulation of media partnerships, the creation of targeted emails, telemarketing and the effective use of social media tools.
- Exhibition:** The event will offer a range of sponsorship and exhibitor opportunities. The opportunity to secure a sponsorship or exhibition space will not be limited to members of FPL alone, but FPL members will be given preference. Member firms will be granted an exclusive period within which they can sponsor or exhibit at the event, prior to these packages being made available to the wider community. Additionally, they will also benefit from a reduced cost.
- All exhibition and sponsorship pricing will be agreed by FPL following discussion with the organising company, which will be tasked with the sale of these opportunities (including the creation of suitable marketing materials to encourage sales). A sales target will be set by FPL.
- Networking drinks** The event organiser will be asked to also deliver a post-event networking drinks party, in addition to suggesting and implementing further networking activities that encourage event participants, to meet with existing and prospective clients throughout the event day
- Venue management:** The conference organiser will be responsible for handling all aspects of venue management, including venue and supplier search, the management of the venue, supplier relationships and overall logistics.
- Post-event tasks** The event organiser will be requested to collate feedback from event delegates, exhibitors, sponsors and speakers and prepare a post-event report. This report should provide a summary of the event and the feedback collated, so it may be used to plan events in future years.



Financial models: The pricing of delegate passes and sponsorship and exhibitor opportunities will be agreed following discussion between FPL and the event management firm. However the vast majority of event funding should be secured through sponsorship and exhibitor sales and delegate pricing kept to a minimum. Please note that representatives from FPL Member firms will receive reduced pricing and also potentially an allocation of free passes, as will representatives from specific industry sectors.

Please find an evaluation form below. For proposals to be considered please complete the form and send this document to the FPL Program Office fpl@fixprotocol.org in addition to your proposal by Friday, February 5th. Any additional information that you feel is relevant may be added at the end of this form.

Thank you for your participation.

Conference Organiser Evaluation Form

Please complete the below evaluation form ensuring that you respond to all questions raised.

Vendor Details

Name:

Primary location:

Other locations:

Vendor industry(s):

Years in operation:

Please provide a company profile:

Experience

Event management experience within the financial services sector, please specify event size, number of sessions / consecutive streams, location and achievements against client event goals:

Other industries:

What level of experience do you have in generating suitable invitation lists of target delegates?

Do you have relationships with relevant media and/or other industry associations in the financial services sector?

What is your firm's sales experience in selling sponsorship and exhibitor packages and delegate passes?

Please provide short bios of the proposed event management team

Fee structures

What would be your proposed fee structure?

What are your refund policies?

How do they work with sponsorship packages?

Vendor Responsibilities

How would you seek to achieve event awareness amongst the target audience? Please detail proposed media methods, e.g. direct mailing, email, telemarketing

What type of follow-up would you provide to then turn this increased awareness into sponsorship/exhibitor and delegate pass sales for this event?

Both of these conferences will take place in markets heavily populated by events, how would your firm work with FPL to communicate the differentiating factors of our events to potential delegates?

What capabilities do you have in securing suitable venues?

What is your experience of handling the following at the venue:

- Catering arrangements/management

- Liaising with venue staff

- Audio-visual requirements

- Event receptions

- Attendee registration

What is your design capacity/experience in creating marketing collateral? Please describe.

Additional Information

As previously stated, the mission of FPL is to improve the global trading process by defining, managing, and promoting an open protocol for real-time, electronic communication between industry participants, while complementing industry standards. One way to achieve this goal is through education and marketing. Please explain how your services will specifically help FPL with this particular mission. Please feel free to provide any additional information.