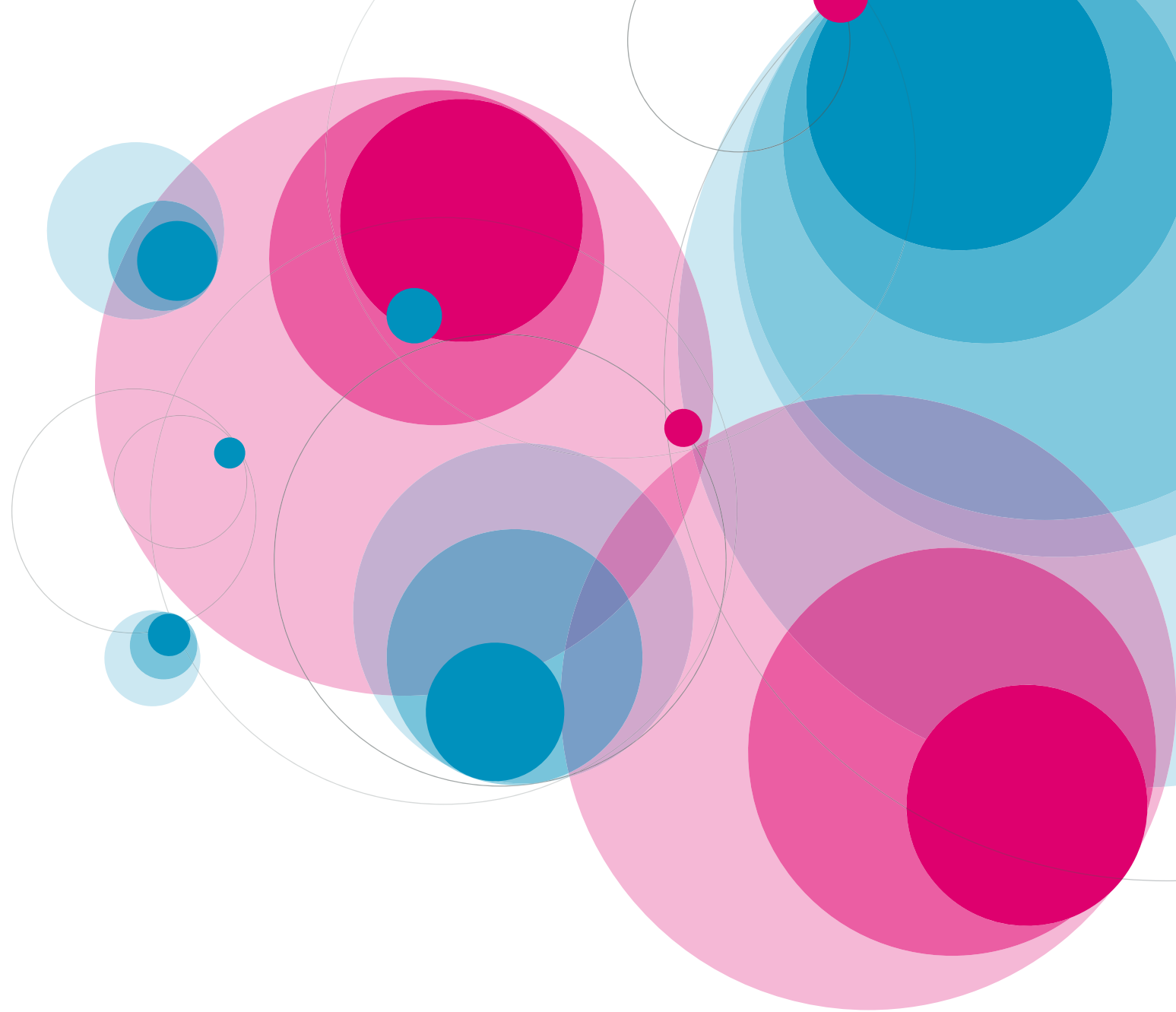


Sponsorship
Opportunities

Asia Pacific Financial Information Conference

11-12 June 2019
Ritz Carlton Hong Kong



APFIC: Where leaders connect

350

Technology and data leaders will participate APFIC 2019

The Asia Pacific Financial Information Conference (APFIC) is one of the leading financial information events in Asia. It is the leading incubator for technology, data, information and innovation practitioners in finance to share the latest updates data strategy and evaluate potential technology investments.

Each year, our exhibitors and sponsors play a major role in the success of Asia Pacific Financial Information Conference. Each builds on the learnings shared and the relationships formed, leading to collaboration and business opportunities that can't be found anywhere else.

Sponsor to Educate & Influence:

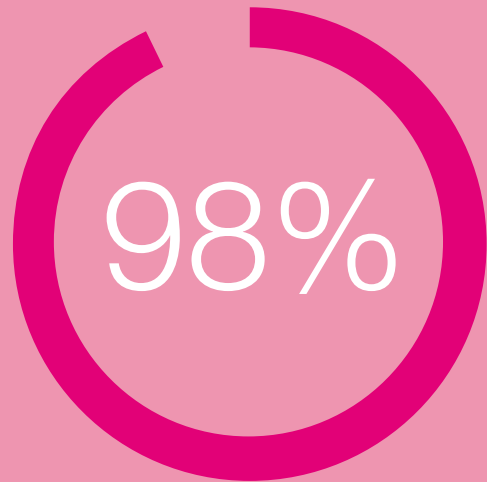
- ▶ Raise your profile as an industry thought-leader
- ▶ Provide actionable take-aways and make an impact
- ▶ Share your organization's latest innovations
- ▶ Collaborate with strategic partners and influencers

Who will you meet?

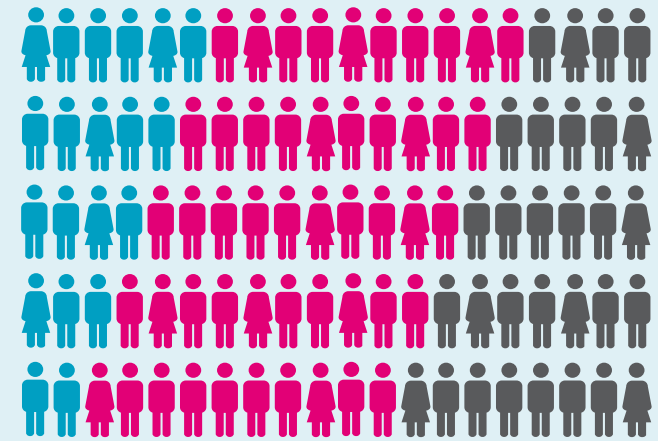
In addition to the hundreds of financial services firms you'll meet, here's just a handful of the top firms you can expect to see at Asia Pacific Financial Information Conference 2019.



Asia Pacific Financial Information Conference Audience Breakdown



satisfied attendees
in the past

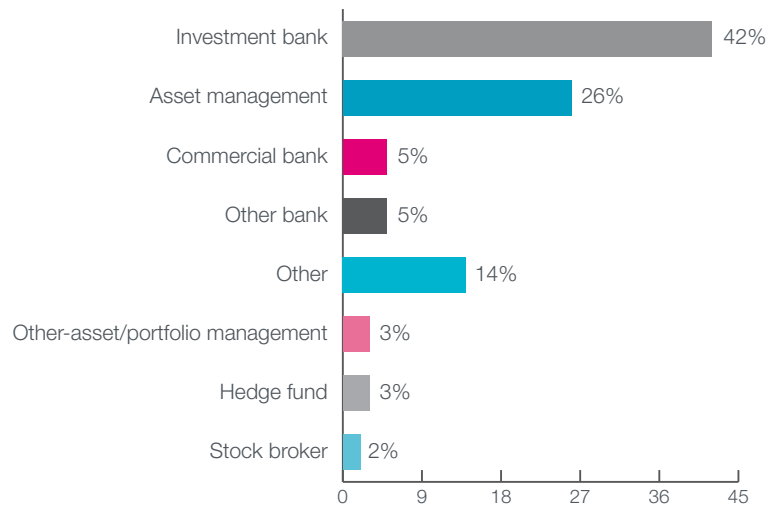


20%
c-suite

50%
MD

30%
senior-level

Sector breakdown



Senior attendees:

- ▶ CTO COO and CIO
- ▶ Chief
 - Data Officer
 - Analytics/AI Officer
 - Data Scientist
 - Compliance Officer
 - Information Officer
 - Technology Officer
 - Operating Officer
- ▶ Head of/Global/Director/Vice President
- ▶ Infrastructure Services
- ▶ Information Technology
- ▶ Information Security
- ▶ Cloud Computing
- ▶ Compliance Technology
- ▶ Risk Technology
- ▶ Head of
 - Investment Systems
 - Trading Systems
 - Portfolio Analytics
 - Electronic Trading
 - Market/Reference Data
 - Data Strategy
 - Regulation/Compliance
 - Machine Learning and AI
 - Innovation and FinTech

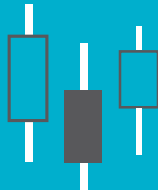
Key Themes



Data Analytics



Data Governance



Trading Technology



Cyber Security



Blockchain



Innovation



Market Surveillance



Liquidity

APFIC is a great opportunity to meet industry peers, customers, and partners from the Asia/Pacific region. This event provided us with the opportunity to present our data solutions to the regional financial community, to gather their input, and find out more about their specific requirements. We can definitely recommend attending this event to anybody who has any market data involvement.

Virginie Barbot
Head of Business Development Asia, DEUTSCHE BOERSE AG

APFIC offers a great opportunity to meet with key players within the financial information industry. This is the event that cannot be missed especially for those focusing on the Asia-Pacific region.

Issei Iwata
Information Services, TOKYO STOCK EXCHANGE INC.

Our 2018 Advisory Board members are:



Ashok Krishnan
Chief Data Officer, Head of
Customer Experience
AXA HONG KONG



Peter Clark
Regional Chief Information Officer
Greater China & North Asia
Information Technology and
Operation
STANDARD CHARTERED



Peter Ton That
Head of Investment and
Dealing Technology APAC
SCHRODERS



Allan Reyes
Managing Director – Head of
Technology Solutions
NIKKO ASSET MANAGEMENT



Stuart Roberts
VP – Head of Market Data &
Trade Floor Infrastructure
DBS



Alan Ross
Global Head of Market Data
Services
UBS



Denny Honess
Senior Vice President Market Data
Technology & Services
BANK OF AMERICA MERRILL
LYNCH



Richard Turrin
Author and Innovation
Consultant



Stuart Gurr
CTO APAC Transformation &
CTO APAC Branches
DEUTSCHE BANK

It was a great opportunity to get a number of key players from the industry to talk about their key data management priorities and the vendors showcasing some of their offerings addressing some of the key challenges. Well coordinated and conducted.

Srini Venkataramani
Regional Head APAC Reference Data / Global Head Reference Data Governance & Control, CREDIT SUISSE

APFIC is one of the core events in Asia-Pacific for financial institutions executing or evaluating Enterprise Data Management strategies. A topical program for GoldenSource, our clients, and prospects results in a stimulating conference and forum for sharing best practices. I'm continually impressed with the breadth of participants in attendance.

Nassar Ahmad
VP Client Operations, Asia Pacific, GOLDENSOURCE CORPORATION

How Asia Pacific Financial Information Conference works for you

We're with you every step of the way, promoting you to all the right audiences to help boost your business. Take advantage of a variety of tools and insights we can provide.

Digital promotion

- ▶ Dedicated sponsor web profile showcasing your brand and products
- ▶ Social media support
- ▶ Email promotion to 20,000 industry professionals
- ▶ Digital banners to promote your presence at the show.

Pre-event & onsite support

- ▶ Insightful, supportive newsletters on sponsoring best practice
- ▶ Personalised digital tickets for your customers
- ▶ One-on-one assistance from our dedicated support team.

We also offer bespoke packages for all budget levels

Tailor-make your package today!

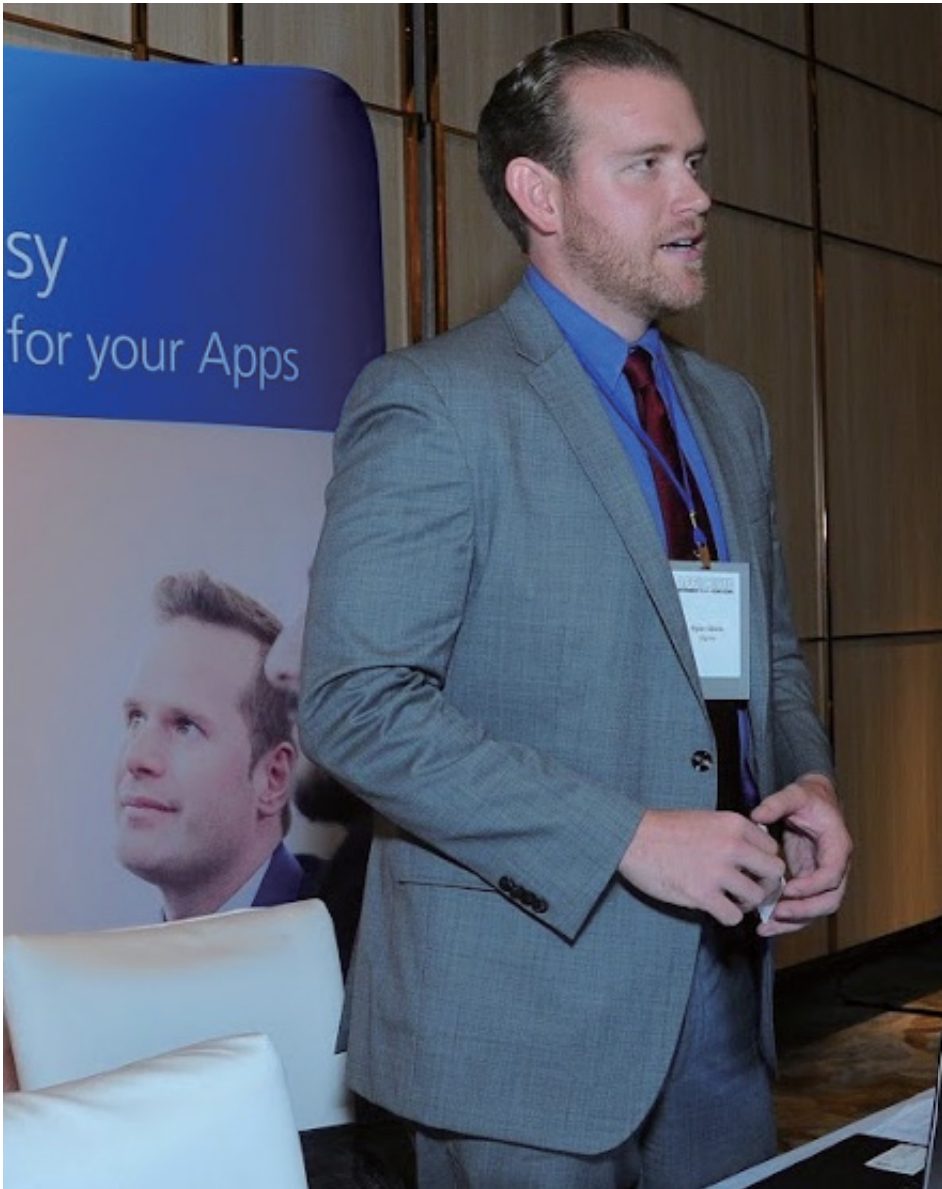
Branding, Demand Generation & Thought Leadership: how to engage with Waters Asia high profile audience.

Participate to:

- ▶ Meet with senior decision makers and influencers
- ▶ Gain exposure and get to know your clients
- ▶ Fill your sales pipeline with qualified and targeted leads
- ▶ Launch new products to industry and media.



2019 OPPORTUNITIES



Host Sponsor - US\$25,000

- One-page color advertisement in Inside Data Management
- Collaboration with conference organizers on topics and content development
- Priority speaking opportunity for company executive (moderate or speak on a panel; organizers reserve the right to determine)
- Prime placement of one-page color advertisement in conference program (based on first-come, first-served)
- 1st choice exhibit table space located in conference break area. Includes 6' table, linen, 2 chairs, wireless Internet and electricity.
- 6 staff comp registrations and 10 complimentary guest passes for consumer delegates
- Extended Visibility: Own conference lunches
 - Your company will receive exclusive sponsorship acknowledgement of lunch on conference website, in conference program and at a lunch
 - Your company senior executive invites people to attend your sponsored-lunch at the conclusion of the morning program and immediately prior
- The additional opportunity to facilitate a roundtable, ideally in collaboration with a customer of yours.

events.waterstec.com/apfic

2019 OPPORTUNITIES

Welcome Reception Sponsor - US\$22,000

The Welcome Reception takes place on the Monday evening before the main conference and is hosted at the Ozone bar in the Ritz-Carlton hotel, atop the International Commerce Centre in Kowloon. This a great opportunity for conference delegates to network and catch up with colleagues and is an ideal opportunity for a sponsor to gain high visibility and goodwill.

- Speaking opportunity for company executive (moderate or speak on a panel; organizers' reserve the right to determine)
- Half-page color advertisement in conference program
- Exhibit table space located in conference break area. Includes 6' table, linen, 2 chairs, wireless Internet and electricity.
- 4 staff comp registrations and 8 comp guest passes for consumer delegates.
- The additional opportunity to facilitate a roundtable, ideally in collaboration with a customer of yours.



events.waterstechnology.com/apfic

2019 OPPORTUNITIES

Closing Night Sponsor - US\$22,000

Race Night has become a bit of an APFIC tradition. We head out after conference day on busses to the racing track where we enjoy drinks and a buffet in our private suite overlooking the track – a truly spectacular and enjoyable evening. This is another ideal opportunity for a sponsor to gain high visibility and goodwill.

- Speaking opportunity for company executive (moderate or speak on a panel; organizers' reserve the right to determine)
- Half-page color advertisement in conference program
- Exhibit table space located in conference break area. Includes 6' table, linen, 2 chairs, wireless Internet and electricity.
- 4 staff comp registrations and 8 comp guest passes for consumer delegates.
- The additional opportunity to facilitate a roundtable, ideally in collaboration with a customer of yours.

events.waterstechnology.com/apfic



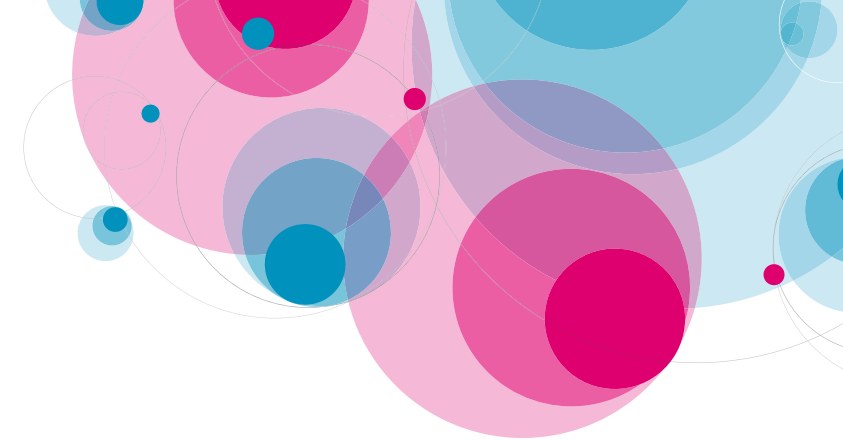
Program Partner Sponsor - US\$22,000

Promoted as lead sponsor for an intensive two-hour program segment that will focus on a topic acceptable to the sponsor, developed in collaboration with event organizer. This segment will address the chosen topic with a combination of presentations, panel discussions and audience break-out sessions. Program Partner sponsor will have the opportunity to participate through presentations, panel participation and facilitate a roundtable discussion.

- Speaking opportunity for company executive (moderate or speak on a panel; organizers' reserve the right to determine)
- Half-page color advertisement in conference program
- Exhibit table space located in conference break area. Includes 6' table, linen, 2 chairs, wireless Internet and electricity.
- 4 staff comp registrations and 8 comp guest passes for consumer delegates.
- The additional opportunity to facilitate a roundtable, ideally in collaboration with a customer of yours.



2019 OPPORTUNITIES



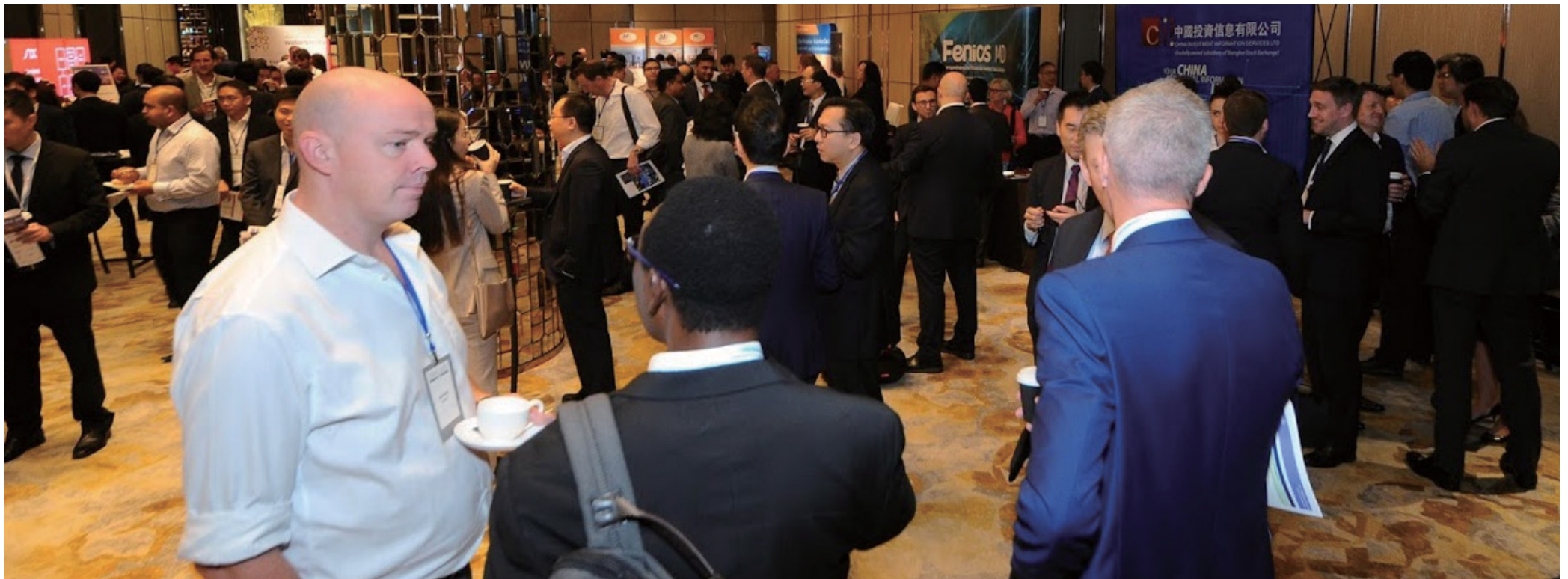
Visibility Sponsor - US\$18,500

- Speaking opportunity for company executive (moderate or speak on a panel; organizers' reserve the right to determine)
- Exhibit table space located in conference break area. Includes 6' table, linen, 2 chairs, wireless Internet and electricity.
- 3 comp staff registrations and 6 Complimentary guest passes for consumer delegates
- The additional opportunity to facilitate a roundtable, ideally in collaboration with a customer of yours.

2019 OPPORTUNITIES

Exhibitor Sponsor - US\$14,500

- Exhibit table space located in conference break area. Includes 6' table, linen, 2 chairs, wireless Internet and electricity.
- 6 Complimentary guest passes for consumer delegates and 3 comp staff registrations.



55,000

impressions a month

120+

articles published
per month

Waters Asia is produced by WatersTechnology, the leading financial market technology information provider.

A global audience of banks, buy-side firms, regulators and other leading market participants rely on WatersTechnology to distil complex issues into usable insights. From digital to print, thought leadership to demand generation, market research to events, join the growing number of clients who use WatersTechnology to enhance reputations and drive business.



10+

Conferences

90+

Sponsors

5,243

Delegates



Our events are designed to showcase the latest technologies and services available to a broad range of capital markets firms, while also providing attendees with valuable insights into the advantages and pitfalls associated with innovation and the adoption of new technologies through a series of panel discussions, presentations, delegate sessions and Q&As

Victor Anderson

Editor-in-Chief
WatersTechnology

WatersTechnology global portfolio

The WatersTechnology series of events are the leading financial data management and technology conferences for information and systems professionals working at financial trading firms around the world.

These conferences deliver expert analysis and commentary through interactive panel discussions, case studies and keynote addresses. We look forward to welcoming you to our events next year!

May

European
**Buy-Side
Technology
Summit**

May 2019
London, UK

North
American
**Financial
Information
Summit**

21-22 May 2019
New York, USA

June

Toronto
**Financial
Information
Summit**

June 2019
Toronto, Canada

Asia Pacific
**Financial
Information
Conference**

12 June 2019
Ritz Carlton, Hong Kong

July

**waters
EUROPE**

2 July 2019
London, UK

Tokyo
**Financial
Information
& Technology
Summit**

4 July 2019
Tokyo, Japan

September

European
**Financial
Information
Summit**

September 2019
London, UK

October

**waters
ASIA**

22 October 2019
Hong Kong

December

**waters
USA**

December 2019
New York, USA

For more information on all our events, please visit: events.waterstechnology.com

Want to know more about sponsorship and exhibition opportunities at Asia Pacific Financial Information Conference, please contact:

Kelvin Andrews

Kelvin.Andrews@infopro-digital.com

T: +852 3411 4853

events.waterstechnology.com/apfic