

FOW Managed Event Services

***Exchange Launches, Product Launches and Roadshows
Roundtables to target market specific user groups or locations***

FOW have been hosting must-attend events for executives in the futures, options and OTC derivatives sectors for almost 20 years. As the markets have developed **FOW** has been there to record, analyse and debate the workings of the industry we are proud to be a part of.

The birth of new exchanges, products and cutting edge technology; cycles of growth; regulatory changes and challenges – all have been discussed and interpreted by industry leaders at **FOW Derivatives World** events.

FOWEvents has become an essential part of **FOW's** mission to stimulate communications in the derivatives market – keeping the industry informed and providing a networking arena where new business relations are forged and old ones nurtured. We present events aimed at a senior audience of decision makers, which will enable them to debate and tackle the challenges for the derivatives sector worldwide.

Along side the scheduled programme of events **FOW** is now able to offer a bespoke event management service. **FOWEvents** can provide the opportunity to position your brand as an innovative, exciting company, driven by executives who are thought leaders in the industry. With a **FOWEvent** you can target the right audience for your business in any city you choose.

FOWEvents can offer a full event management service or break down the elements most important to you:

- **Targeted marketing campaigns for delegate acquisition:** FOW has an extensive database of derivatives contacts, and as part of the Euromoney group access to a database of 4.5mil contacts. Whether you are interested in heads of desks from banks and brokerage houses, senior IT professionals, hedge fund managers or corporate treasury, it's simple - tell us who you want to see at your event and FOW will get them there.
- **Conference programme production:** FOW can enhance the credibility of your event by developing conference themes in line with your marketing message.
- **Speaker recruitment:** FOW can invite speakers to take part in the programme from your potential clients, regulators and other important industry figures.
- **Event logistics:** FOW can provide a full event logistics service – venue arrangement, audio visual contractors, signage/onsite branding requirements, even staff travel and accommodation requirements
- **Public relations:** FOW can invite local and international media to cover the event, help to write and manage press releases and generate press attention around the event(s).

Previous FOW Managed Events

Case Study 1: Exchange Launch

Client: New Commodities Exchange

Objective: To official launch a new exchange as a surprise announcement as part of a high level discussion forum, with senior speaker and audience of potential clearing members.

Event Location: Singapore

Format: 'CEO discussion forum' - half-day conference programme followed by lunch (ca. 09:30-14:00)

Audience: Restricted to on senior level attendees: CEO, CFO, COO, CIO, Managing Director, Head of Asia Region, Head of Commodities/Derivatives or equivalent level. Pre-qualification required.

Target attendees: 100-150

Actual attendees: 225

Conference programme: Overall theme developed with client by FOW, focus on commodity markets global trends and specifically the Asian market. FOW provided a chairperson. Key-note addresses from various members of management board of client, followed by two FOW panels of potential clients, topics and speaker recruitment managed by FOW.

Event marketing: The event was marketed to allow suitable delegates to apply for an invitation, with their status being subject to approval, marketing included:

- Advertising in FOW monthly and FOW weekly newsletter
- Targeted email marketing – copy written by FOW, to a targeted list from FOW/Euromoney database
- Brochure mailing to FOW targeted lists, and some client contacts
- Targeted delegate acquisition calls from FOW Hong Kong office



Case Study 2: Roadshow

Client: Exchange

Objective: To showcase new developments at the exchange to a wider audience

Event Location: Hong Kong, Singapore & Tokyo

Format: Roadshow – half day in each city, afternoon conference programme followed by reception (ca. 14:00-17:00 in each city)

Audience: Clearing members, potential clearing members and investors – banks, brokers, funds, proprietary trading firms and independent traders.

Target attendees: 80 in each city

Actual attendees: Average 105 per city

Conference Programme: Keynote address and presentation by client, followed by presentation by complimentary service provider (platform provider).

Event marketing: The event was marketed to allow suitable delegates to apply for an invitation, with their status being subject to approval, marketing included:

- Targeted email marketing
- Targeted delegate acquisition calls

TAIFEX ASIA ROAD SHOW 2006
HONG KONG
SINGAPORE
TOKYO

TAIWAN FUTURES EXCHANGE IS ON THE RISE

Dear Colleagues,

TAIWAN FUTURES EXCHANGE (TAIFEX) and FOW are delighted to invite you to the "2006 TAIFEX Asia Road Show" to be held in Hong Kong on May 29 2006, in Singapore on May 31 2006 and in Tokyo on June 2 2006.

Over the past two years, Taiwan has been one of the rising stars in the international derivatives markets. TAIFEX is implementing several initiatives to expand foreign participation in the Taiwan futures market and to ensure that the exchange keeps in line with international trends. On March 27 2006, TAIFEX introduced omnibus accounts and allowed trading by foreign investors for non-hedging purposes. On the same day, TAIFEX also launched three U.S. dollar-denominated products including Gold Futures, MSCI Taiwan IndexSM Futures and MSCI Taiwan IndexSM Options. These new products provide foreign investors with greater flexibility when exploring investment opportunities in Taiwan.

Join us for this exclusive event and learn how you can access these and a growing number of investment opportunities. An afternoon spent with TAIFEX will give you the chance to ask questions and provide you with a better understanding of the futures market in Taiwan.

To attend this special event for FREE, please complete and return the attached registration form. We look forward to seeing you.

Best wishes for your success and prosperity.

Yours faithfully,
Foo-Shang Ho
President & CEO
Taiwan Futures Exchange

TAIFEX FOW

2006 TAIFEX Asia Road Show Singapore

Date: May 31 2006
Host: The Marina Convention Centre (Civic Road) Address: 1 Marina Blvd, Singapore

Agenda	
14:00-14:30	Registration & Reception
14:30-14:50	Welcoming Address
	Keynote Address:
	TAIFEX, Your Key to a Bright Future in Taiwan
	• Chairman of TAIFEX
	• Key success of TAIFEX Options
	• Overview of TAIFEX
14:50-15:50	New resources and new products
	• The liberalization of trading for non-hedging purpose & omnibus account
	• U.S. dollar-denominated products
	• TAIFEX prospects & future developments
	Speaker: Dr. Foo-Shang Ho, President & CEO of Taiwan Futures Exchange
16:00-16:30	Topic: Understanding Taiwan in the context of Emerging Markets
	Speaker: Representative from MSCI Barra
16:30-17:00	Cocktail & Networking

Case Study 3: Roundtable for proprietary trading houses

Client: 1 exchange, 1 broker and 1 ISV

Objective: To target the proprietary trading house community – increase exposure with this user group, learn more about their needs and build relationship to further business in this area.

Event Location: London

Format: ‘Propping up the bar’ - roundtable discussion followed by cocktail reception (ca. 18:00-20:30)

Audience: Restricted to on senior level attendees (decision makers) from proprietary trading houses

Target attendees: 35

Actual attendees: 48

Conference programme: The theme was developed through research by FOW with the prop’ house community – so to ensure that the event looked at topics that they considered to be most relevant. A speaker was nominated from each client company and the session moderated by an independent. The discussion was done in an informal atmosphere with audience participation actively encouraged.

Event marketing: The event was marketed on a

- Targeted email marketing – copy written by FOW, to a targeted list from FOW/Euromoney database
- Brochure mailing to FOW targeted lists, and some client contacts
- Targeted delegate acquisition calls from FOW London editorial team

Tuesday 8 July • 6pm-8.30pm
Andaz, Liverpool Street (formerly the Great Eastern), London

PROPPING UP THE BAR

Briefing and drinks reception exclusively for independent proprietary trading firms

Join FOW and your peers for a one hour briefing focusing on the most important issues for your business, followed by drinks and canapés for informal networking.

For more information contact - Natalie Coomber, Editor, FOW
ncoomber@fow.com • tel: +44 (0) 20 7779 8362 or register at www.fowevents.com/prop

Propping up the bar is sponsored by:

EXurex **MF**Global **ROLFF & MOLAN**

Your FOW Managed Event:

To see what FOW can do for your organisation please contact:

Amir Hezareh, Global Head of Sales, Email: ahezareh@fow.com, Tel: +44 (0) 20 7779 8351. Complete the form on page 5, or simply call for a chat.

Detailed Requirements Form

Event Objective:

Target Audience:

Company types:

Suggested job titles:

Target number of attendees:

Location(s):

Timing (exact date or preferred time period):

Format: (delete as appropriate)

Length of programme: Half day / Full day

Social functions: None / Lunch / Cocktail / Dinner

Conference programme development and speaker recruitment:

FOW to develop programme theme and topics Yes/No

FOW to build panel discussion Yes/No If yes, how many:
(Panels usually have 3-5 members and can be moderated by FOW, the client or an independent moderator)

FOW to recruit key-note speakers Yes/No
If yes, please give details if known:

Advertising and Public Relations Requirements:

(Targeted email campaigns, banner advertising online on FOW sites and telephone delegate acquisition is included with all events, print advertising and public relations management will be priced separately)

Advertising:

Full page advertising in FOW Magazine Yes/No

Full page advertising in FOi weekly newsletter Yes/No

Public Relations:

FOW to inviting local media to attend Yes/No

Post event press-release to media in attendance Yes/No

One-to-one interviews organised onsite at the event Yes/No

Event Logistics:

FOW to manage event logistics Yes/No

Standard package – venue contract negotiation, including standard catering package, basic a/v requirements, welcome signage and registration desk management.

More complex requirements can be quoted on request – for example additional branding signage, production, stage sets, travel arrangements, themed social events etc.