

IFTA2014



Unravelling the DNA of the Market

27th Annual Conference

9–11 October 2014

The Waldorf Hilton Hotel, London

Exhibition and Sponsorship Prospectus

IFTA
International Federation of Technical Analysts



WELCOME

The Society of Technical Analysts (STA) is delighted to be hosting the 2014 International Federation of Technical Analysts' Conference in London.

We have deliberately widened the scope of this conference to appeal to the broad financial community and not just technical analysts. We will be using our relationships with other financial organisations here and abroad to market the conference globally and are looking to attract delegates from all over the world. In addition to the delegates that will attend the conference, there will be a considerable video audience for some of the presentations and we have already had significant interest in our keynote speakers, Professor Marcus du Sautoy OBE (the Simonyi Professor for the Public Understanding of Science and Professor of Mathematics at the University of Oxford) and Dr Alexander Elder.

London is quite simply the most popular tourist destination in the world. It is a fascinating combination of the old and the new – 21st century technology and architecture nestle among buildings that reflect the city's 1000 year history. Delegates will have the opportunity to explore world-class museums and galleries as well as to see spectacular theatres and shows.

The organising committee is looking for innovative sponsors to participate in a ground-breaking conference. You will have the opportunity of being involved in an exciting line-up of eminent speakers and panel sessions. The commercial exhibition will form the central hub of the conference facility and there will be a very buzzy social programme. This is a great opportunity for the industry to join together and showcase the best that London has to offer.



Deborah Owen
Conference Director
Society of Technical Analysts

General Information and Key Facts

Venue

The Waldorf Hilton
Aldwych
London WC2B 4DD

Date

9–11 October 2014

Host

Society of Technical Analysts

STA/IFTA Committee

Deborah Owen, Investment Research of
Cambridge (Chair)

Jeff Hochman, Fidelity Worldwide Investment

Jeremy du Plessis, Updata

Susan Marmor, Private Investor

Charles Newsome, Investec Wealth
and Investment

Axel Rudolph, Commerzbank

Number of Delegates

Approximately 200 participants

Delegate Accreditation

Technical Analysts, Financial
Technicians, Portfolio
Managers, Trading System
Consultants

Exhibition Costs

Table top stands at £1,200

Sponsorship Costs

From £500

Contact Details

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What is IFTA?

The International Federation of Technical Analysts was incorporated in 1986 and is a global organisation of market analysis societies and associations. IFTA is an international non-profit organisation with member societies in 27 countries. The International Federation of Technical Analysts offers certification to technical analysts around the world.

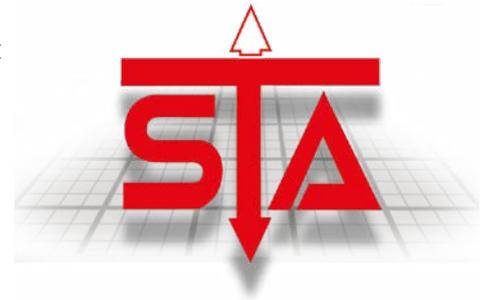


IFTA Member Societies

Society	Acronym	Country
American Association of Professional Technical Analysts	AAPTA	United States
Asociatia Analistilor Tehnici din Romania	AATROM	Romania
Asosiasi Analisis Teknikal Indonesia	AATI	Indonesia
Association Francaise des Analystes Techniques	AFATE	France
Association Tunisienne des Analystes Technique	ATAT	Tunisia
Australian Technical Analysts Association	ATAA	Australia
Canadian Society of Technical Analysts	CSTA	Canada
Croatian Technical Analysis Association	CTAA	Croatia
Dutch Commission of Technical Analysis	DCTA	The Netherlands
Egyptian Society of Technical Analysts	ESTA	Egypt
Instituto Español de Analistas Tecnicos y Cuantitativos	IEATEC	Spain
Lebanese Society of Technical Analysts	LSTA	Lebanon
Nippon Technical Analysts Association	NTAA	Japan
Saudi Society of Technical Analysts	SSTA	Saudi Arabia
Scandinaviens Tekniska Analytikers Förening	STAF	Scandinavia
Societa Italiana di Analisi Tecnica	SIAT	Italy
Society for Market Studies	SMS	Bosnia and Herzegovina
Society of Technical Analysts	STA	United Kingdom
Society of Technical Analysts New Zealand	STANZ	New Zealand
Society of Technical Analysts Pakistan	STAP	Pakistan
Swiss Association of Market Technicians	SAMT	Switzerland
Technical Analyst Society, Nigeria	TASN	Nigeria
Technical Analysts Society Singapore	TASS	Singapore
Technical Analysts' Society of Southern Africa	TASSA	South Africa
Technical Security Analysts Association of San Francisco	TSAASF	USA
The Association of Technical Analysts	ATA	India
Vereinigung Technischer Analysten Deutschlands e.V.	VTAD	Germany
Vereinigung Technischer Analysten Österreichs	VTAO	Austria

What is STA?

The Society of Technical Analysts (STA) is the UK association for technical analysts. Its main aim is to promote technical analysis and its use in the investment community. It is one of the largest technical analysis organisations in the world with more than 1200 members. Originally founded in 1969 as the Association of Chart & Technical Analysts, the STA was incorporated in 1986. It is a not-for-profit organisation with a membership consisting of analysts, fund managers, traders, advisers and academics covering all markets including fixed income, foreign exchange, equity and commodities. The STA is a founder member of, and UK representative for, the International Federation of Technical Analysts.



Why IFTA 2014?

- Contact new prospects and generate leads
- Market your product to delegates and leading industry professionals globally
- Showcase new innovations to the technical analysis community
- Promote company image and maximise market exposure
- Discuss the needs of your clients first-hand and demonstrate the solutions
- Gain insight into market trends to aid in your strategic planning

Involvement in IFTA 2014 will ...

- Promote your company/organisation as a leading supporter of IFTA
- Provide you with a platform to develop high level, long term contacts with key opinion leaders
- Strengthen your brand and existing relationships
- Differentiate you from your competitors
- Allow you to maximise the gains from our extensive local and global marketing activities

Marketing and PR

Enjoy worldwide publicity with our global advertising and press coverage campaign. Exhibitors and sponsors will enjoy heightened brand awareness by being connected to the IFTA and STA names and events. Coverage and advertising will be included in industry press and journals as well as relevant websites.

Social Media

The Conference is active on Twitter, Facebook and LinkedIn. Please join our sites for the latest event information.



Recent History

The first annual IFTA conference was held in Tokyo, Japan in 1988. This intellectual exchange was followed by a second conference in London in October 1989, under the tutelage of host, Robin Griffiths, President of the British Society of Technical Analysts (STA) at the time. Since then IFTA has continuously held an Annual Conference in different locations throughout the World, hosted by the member society of that country. STA are delighted to once again host IFTA 2014 in London, the UK's capital.

Previous supporters, IFTA 2013, San Francisco

Main Sponsors

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Stocks & Commodities Magazine

The Technical Analyst

Traders' Media GmbH

Tradesignal

Destination London

London has always been a cosmopolitan, vibrant and bustling city and never more so than in 2014. Having hosted the Olympics, the Queen's jubilee in 2012, the celebratory atmosphere is set to last! London has some of the finest museums in the world, including the world famous Natural History Museum, the British Museum, Victoria and Albert, Tate Modern and 900 years of London's history at the Tower of London. There is also world class theatre and music – shopping to suit all budgets and much more. Amidst the bustle the quiet havens of the Royal Parks and other natural habitats can be enjoyed. London truly has something for everyone.



IFTA 2014 Conference Programme

Unravelling the DNA of the market

The title of the conference “*Unravelling the DNA of the market*” will allow us to explore some of the underlying causes of market behaviour.

Finance has a long history of borrowing ideas from science – the astronomer Edmund Halley was constructing mortality tables for the life assurance industry back in the 17th century. In the 1970s and 1980s physics was the science that was believed to offer the most useful input into models explaining how markets worked. The financial crisis in 2007-08 has discredited the efficient market hypothesis and academics are increasingly switching to biology and the natural world to build new models to explain the more adaptive dynamics of the financial system.

Technical analysis is an empirical discipline. Dow, Gann and Elliott spent a lot of time studying price action and from their observations formulated a set of precepts. It is always taken as a given by technical analysts that markets move in trends and, within these trends, certain patterns and ratios reoccur more often than the laws of chance would allow for. Long term trends reflect the underlying rhythms of business cycles but, although many different pattern-recognition techniques have been developed to predict future market behaviour within these trends, very little work has been done by the technical analysis community into looking at why clearly defined patterns and ratios keep on reappearing. The STA thought this conference would be a good opportunity to spend some time analysing the underlying drivers of price behaviour.

Themes for the different days:

Thursday 9 October

Picking up on the geometric patterns that rule our universe

Confirmed Speaker: Marcus du Sautoy, OBE

Charles Simonyi Professor for the public understanding of science and Professor of mathematics, University of Oxford. Presenter of *The Code* on BBC2. Professor du Sautoy will analyse the code that unlocks the laws of the universe. Certain patterns and ratios are interwoven into the natural world including our own biology. These patterns are subconsciously embedded into our brains and affect all aspects of our behaviour including how we react in the financial markets.

Friday 10 October

Behavioural analysis

Saturday 11 October

The biology of trading

Confirmed Speaker: Dr Alexander Elder

Dr Alexander Elder is a professional trader based in New York City. He is the author of a dozen books, including *Come into My Trading Room* (Barron's 2002 Book of the Year) and *Trading for a Living*, considered modern classics among traders. Dr Elder was born in Leningrad and grew up in Estonia, where he entered medical school at the age of 16. At 23, while working as a ship's doctor, he jumped a Soviet ship in Africa and received political asylum in the United States. He worked as a psychiatrist in New York City and taught at Columbia University. His experience as a psychiatrist provided him with unique insight into the psychology of trading. Dr Elder's books, articles, and software reviews have established him as one of today's leading experts on trading.

Sponsorship Programme

Sponsorship recognition will be rewarded based on financial threshold which an individual's package of sponsorship meets or exceeds. Thus, when the total of sponsorship meets or exceeds a certain value the sponsor is rewarded with a list of sponsor rewards at no additional cost.

All budgets are catered for and we take a flexible approach to sponsorship therefore ensuring your needs are fully catered for. Our Sponsors are an integral part of the IFTA Conference and we want to ensure you receive the best possible results for your investment.

Involvement in IFTA 2014 will provide sponsors with the exposure and access to around 200 participants who have the capacity to influence the selection of products and services within their organisation.

Exhibition

A commercial exhibition will be held in conjunction with the IFTA conference and will be open from the morning of Thursday, 9 October until Saturday, 11 October. The exhibition will be held in the famous Palm Court. This area will be utilised for serving refreshments and lunch in order to maximise the amount of time delegates spend within the exhibition area. There are only 10 exhibition stands available (table top only space is provided). The cost of exhibiting at IFTA 2014 is £1,200 per stand.

IFTA 2014 Sponsorship Opportunities

It is the express intention of the Conference Organising Committee to ensure that the participating companies receive the highest recognition in return for their generous support.

General benefits will include the following:

- Company name and logo on sponsored item(s)
- Acknowledgement in promotional materials
- Acknowledgement on the Conference website
- Editorial entry in the Final Programme
- Acknowledgement in the Final Programme against sponsored item with own branding
- Company name and logo on sponsors' acknowledgement boards, which will be prominently displayed throughout the Conference venue
- Acknowledgement with company logo in the Final Programme
- Use of Conference logo on company communications relating to IFTA 2014

Four different levels of sponsorship are being offered.

Platinum: £20,000 (1 Available)

SOLD

Pre-Conference Publicity

- Logo on IFTA website (www.ifta.org) through 2014 with hyperlink to Company website
- Logo on Conference website
- ½ page, 4 colour ad in electronic IFTA Update (2 issues) – (reaches 7,500 colleagues worldwide)
- Acknowledgement in promotional materials
- Full page, 4 colour ad in IFTA journal
- Advance mailing to delegate list
- Use of the IFTA 2014 logo

Conference Publicity

- Priority choice of exhibition space
- Opportunity to have 2 breakfast speaking slots
- 3 complimentary delegate registrations
- 2 invitations to Faculty Dinner
- Company name and logo on sponsors' acknowledgement boards, which will be prominently displayed throughout the Conference venue
- Acknowledgement as Platinum sponsor with company logo in the Final Programme
- Editorial entry in the Final Programme
- Insert in the delegate bag
- Advert in Final Programme, full colour, outside back cover

Gold: £15,000 (3 Available)

Pre-Conference Publicity

- Logo on IFTA website (www.ifta.org) through 2014 with hyperlink to Company website
- Logo on Conference website
- ½ page, 4 colour ad in electronic IFTA Update (1 issue) – (reaches 7500 colleagues worldwide)
- Acknowledgement in promotional materials
- Half page, 4 colour ad in IFTA journal
- Advance mailing to delegate list
- Use of the IFTA 2014 logo

Conference Publicity

- Priority choice of exhibition space
- Opportunity to have one 30 minute speaking slot
- 2 complimentary delegate registrations
- 1 invitation to Faculty Dinner
- Company name and logo on sponsors' acknowledgement boards, which will be prominently displayed throughout the Conference venue
- Acknowledgement as Gold sponsor with company logo in the Final Programme
- Editorial entry in the Final Programme
- Insert in the delegate bag
- Advert in Final Programme, full colour, inside front/inside back cover

1 SOLD

Silver: £10,000

Pre-Conference Publicity

- Logo on IFTA website (www.ifta.org) through 2014 with hyperlink to Company website
- Logo on Conference website
- ¼ page, 4 colour ad in electronic IFTA Update (1 issue) – (reaches 7500 colleagues worldwide)
- Acknowledgement in promotional materials
- Advance mailing to delegate list
- Use of the IFTA 2014 logo

Conference Publicity

- Exhibition space in a key location
- 1 complimentary delegate registration
- Company name and logo on sponsors' acknowledgement boards, which will be prominently displayed throughout the Conference venue
- Acknowledgement as Silver sponsor with company logo in the Final Programme
- Editorial entry in the Final Programme
- Insert in the delegate bag
- Full page colour advert in Final Programme

Bronze: £5,000

Pre-Conference Publicity

- Logo on IFTA website (www.ifta.org) through 2014 with hyperlink to Company website
- Logo on Conference website
- ¼ page, 4 colour ad in electronic IFTA Update (1 issue) – (reaches 7500 colleagues worldwide)
- Acknowledgement in promotional materials
- Advance mailing to delegate list
- Use of the IFTA 2014 logo

Conference Publicity

- Exhibition space in a key location
- Company name and logo on sponsors' acknowledgement boards, which will be prominently displayed throughout the Conference venue
- Acknowledgement as Bronze sponsor with company logo in the Final Programme
- Editorial entry in the Final Programme
- Half page colour advert in Final Programme

Additional Sponsorship Items

EXCLUSIVE ITEM**Smart Phone App****£5,000**

IFTA 2014 will have an official Smart Phone Application available for download in advance and during the Conference. The App will have full interactive features providing delegates with access to conference overview and detailed programme, exhibition floor plan, list of exhibitors and speakers bios. The sponsor's logo will appear as a banner throughout each section.

Delegate Bag**£1,500**

This is a high-profile, much sought after item. The sponsor's logo and branding will be printed on the delegate bag (also include the IFTA 2014 logo).

Hotel Key Card Holders**£1,500**

Unlock new levels of exposure by associating your brand with hotel door key holders that delegates use again and again. This in-demand sponsorship provides an exclusive entry to added value, check-in to check-out. The key card holder will follow the conference theme, including the conference logo, venue and dates and will include the sponsor's company logo on the front and advertisement on the reverse.

Laminated Bookmark**(Plus supply of goods)****£1,500**

This highly visible item will be distributed in the delegate bag. The bookmark must follow the conference theme, including the conference logo, venue and dates and will include the sponsor's company logo on the front and advertisement on the reverse.

Delegate Bag Insert**£500****(Plus supply of goods)**

The major sponsorship packages include a delegate bag insert. Other companies may have a single insert, maximum size one page A4, which will be inserted into the conference delegate bag by the organisers. You must be an exhibitor to have a delegate bag insert.



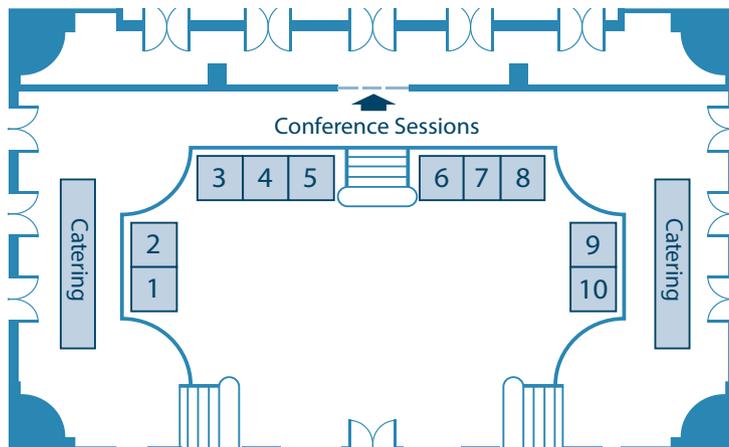
Exhibition

The cost of exhibiting at IFTA 2014 is £1,200 per stand. There are only 10 exhibition stands available (table top space only).

The cost includes:

- 2 × complimentary exhibitor badges
- Participation in the Networking Reception on Thursday, 9th October per badged personnel
- Logo on the IFTA Conference website
- Logo in the IFTA Conference Final Programme
- Company Name on sponsorship and exhibition acknowledgement banners at the venue
- Table and 2 × chairs
- Electrical socket
- Lunch, tea and coffee throughout the conference during the official breaks

Exhibition Floorplan



Allocation of Exhibition Space

Space allocation will be made on a first come first served basis. A completed exhibition booking form and contract should be e-mailed to ensure reservation of a desired location. Upon receipt of the exhibition booking form and contract, space will be confirmed and an invoice e-mailed. Space allocations will be made in the order in which application forms with payment are received.

Exhibitor Registration

All exhibitors are required to be registered and will receive 2 badges displaying the exhibiting company name. Additional exhibitors will be charged at the exhibitor registration fee of £200.00. Exhibitor registrations can only be used by company staff. An exhibitor registration form will be included in the exhibitors' technical manual.

Provisional Exhibition Opening Hours

Day		Hours
Thursday	9 October	07:00 to 09:00 set-up only
Thursday	9 October	09:30 to 17:00
Friday	10 October	08:00 to 17:00
Saturday	11 October	08:00 to 16:00

Additional Networking Opportunities

An Evening Reception will be held "off-site" on Thursday, 9 October. On Saturday, 10 October there will be a Conference Dinner which all exhibitors and sponsors will be able to purchase tickets for.

EXHIBITION ENQUIRIES

To secure your commitment, please complete the enclosed Application Form and Contract or for further information please contact: Katie Abberton

T: +44 (0) 20 7125 0038

E: info@sta-uk.org

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