

# THE TRADING SHOW

WEST COAST 2017

February 7, 2017  
Parc 55 San Francisco Hotel  
San Francisco, CA

Featuring

QUANT WORLD

BIG DATA IN FINANCE

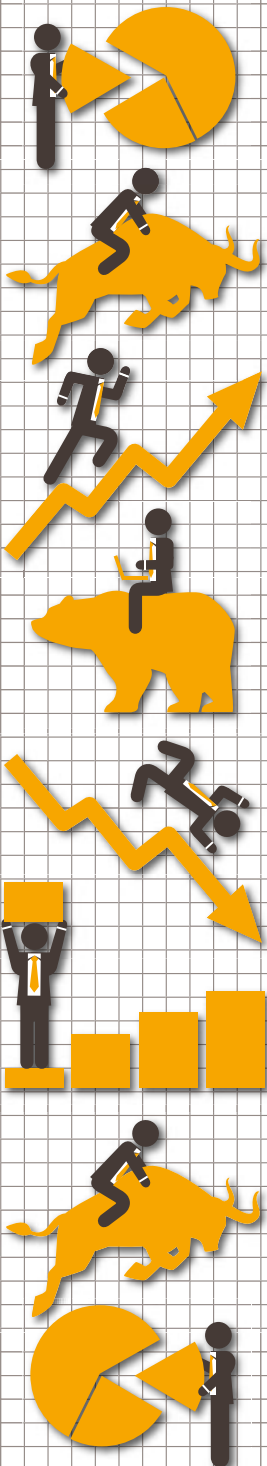
AUTOMATED TRADING

HPC

The West Coast's leading quant,  
automated trading, big data and  
HPC event event

Organized by

**terrapinn**  
use your brain





Whether you're focused on trading in Asian markets or looking to adapt new machine learning techniques, The Trading Show West Coast provides unparalleled opportunities to network and do business with top trading firms, quant funds, investors, and technology providers.

## QUANT WORLD

Quant world explores the latest strategies and innovation across quantitative risk management, portfolio optimization, statistical modeling and systematic asset allocation.

## BIG DATA IN FINANCE

Big Data in Finance focuses on the latest strategies and technologies for leveraging complex data to reduce risk, meet regulatory requirements, optimize operations, identify trading opportunities and drive strategic decision making.

## AUTOMATED TRADING

Automated Trading gives traders everything they need to stay competitive in a market landscape driven by high-performance computers and sophisticated algorithms

## HPC

Capital Markets have always been closely aligned with High Performance Computing, but perhaps never as much as right now. Because of the demand and challenges for financial firms to differentiate themselves and thrive, the relationship has grown even stronger



# Our Story

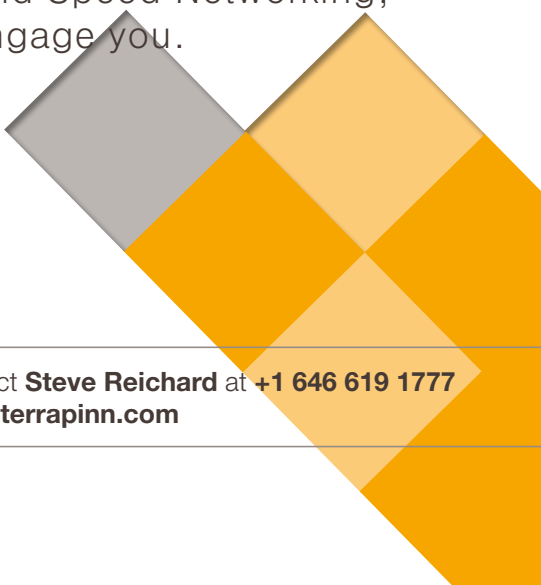
It all started in 2010 with the launching of the first ever high-frequency trading conference in the United States. That pioneering event gave rise to The Trading Show - the most established brand in the Americas electronic trading market.

Terrapinn was the first ever event organizer to recognize the merging of the quantitative investment and automated trading communities in the historic Chicago event in 2011. From these humble beginnings, The Trading Show has grown to serve as a platform for Wall Street legends like **Blair Hull** to share their knowledge and insights with the algorithmic trading community.

After an incredibly well-received inaugural event, the third annual Trading Show West Coast will leverage the solid brand foundation of Automated Trading, Quant World and Big Data in Finance to attract an even bigger following for 2017. In 2016 Trading Show West Coast had an esteemed speaker lineup headlined by **Ludwig B. Chincarini**, Author, **The Crisis of Crowding: Quant CopyCats, Ugly Models, and the New Crash Normal** and **Donald Putnam**, CEO, **Manifold Partners**

What sets Terrapinn's Trading Shows apart from the competition is that consistently, the ratio of trading firms to service providers is by far the best in the sector. If you want to do business with the CTO of an automated trading firm, the head of quantitative analysis of a leading bank or the Chief Data Officer of a financial institution, you cannot miss this event.

Now in 2017, with two conference rooms, 20 stands and dynamic formats including roundtables, panels, 1-2-1 partnering and Speed Networking, you can be assured there is always something to engage you.



# INSPIRATIONAL learning

Our event will feature  
keynote speakers  
like no other.

Speakers who  
we've worked with  
recently including:



**Sridhar Sudarsan**  
CTO & Chief  
Architect, Watson  
Ecosystem  
**IBM Watson Group**



**Judy Posnikoff**  
Co-Founder  
**PAAMCO**



**David Newman**  
SVP,  
Enterprise  
Architecture &  
IT Strategy  
**Wells Fargo**



**George Sokoloff**  
Founder & CIO  
**Carmot Capital**



**Donald Putnam**  
CEO  
**Manifold Partners**



**Katina Stefanova**  
Founder & CIO  
**Marto Capital**



**Pravil Gupta**  
President  
**Quadeye Trading**



**Jonathan Hsu**  
Co-Founder  
**Sigma Squared  
Asset  
Management**



**Ludwig B.  
Chincarini**  
Director of  
Quantitative  
Strategies  
**U.S. Commodity  
Funds**



**Boris Albul**  
Chief Investment  
Officer  
**QSF Capital  
Management**





*"Interesting topics and good representation from our clients and prospects."*

*"Excellent panels and topics. Great attendance with a cross section of domestic US and international players."*



*"The Trading Show is the single most significant event for the North American electronic trading community."*

# Past sponsors & exhibitors



Apsara Networks





# 1-2-1 partnering

## Business partnering opportunities start here

Partnering opportunities are the most efficient and economical way to meet new prospects.

The Trading Show West Coast brings you face-to-face with prequalified buyers who have budget for your solutions.

Key networking platforms you will benefit from include:

- Dedicated networking functions
- Privately hosted meeting areas
- Online partnering portal and free mobile app
- Personal networking managers to help you schedule your on-site meetings

## Access attendees and visitors like never before

Powered by our unique community app, The Trading Show West Coasts web and mobile partnering system helps you initiate business contacts and schedule meetings prior to, during, and after the event.

- Search company and investor profiles
- Evaluate potential collaborations and business opportunities
- Move efficiently from the identification of prospective partners to discussions and negotiations
- Communicate directly with prospective buyers and senior decision-makers
- Pre-schedule private 1-2-1 meetings

## Your personal Networking Manager

Dedicated networking managers help you meet more of the most relevant speakers, attendees and delegates.

- Give your sales team an 'extra man' advantage when requesting meetings
- Gain a head start in setting up meetings with the biggest buyers
- Benefit from a personal onsite introduction service to top up your schedule

Networking Managers combined with our unique community app create a seamless experience for attendees and sponsors before, during and after the event.

# LEAD generation

Sponsoring the The Trading Show West Coast is a much bigger marketing opportunity for your company than just the main two days of the event. As a premium sponsor you'll be able to join our **Lead Generation Program**.

This is a digital inbound marketing program that uses social marketing and marketing automation techniques to create awareness for your products and services, and generate leads that you can add to your sales pipeline.

## It's all about content

You get leads when you publish great content: whitepapers, case studies, research reports, and video.

We'll then distribute this content through our blog, email and social media channels.

## How it works

The number of lead generation campaigns will be determined by your sponsorship level.

Your content will be placed behind a form and dispatched through our targeted channels. When customers download your content from any channel, you'll get copies of all the leads.

Examples include:

- **Sponsor focused e-newsletter** – sent weekly to Total Trading readers
- **Solo content email** – one piece of sponsored content selected and emailed to Total Trading readers
- **Virtual panels** – same as at a conference, only we "hangout" in Google instead of at a hotel.
- **Online bake off** – We'll get one of our community managers to pose a real life problem and invited sponsors will pitch a solution live
- **Online V-book** – like an email but video

## Total Trading

Total Trading is a blog around our series of trading events globally. The content is solution-focused, featuring global case studies and presentations.

The site gets in excess of 5,000 unique page views a month and is supported by a daily newsletter going to 54,000 recipients.

## The earlier you sign up...

We have a confirmed lead generation program and content schedule that runs weekly. Only confirmed premium sponsors will be included in the content schedule. It will fill up fast.

The earlier you join the program, the more leads we can generate together, and the better positioned you will be to secure the content release dates that best compliment your initiatives.

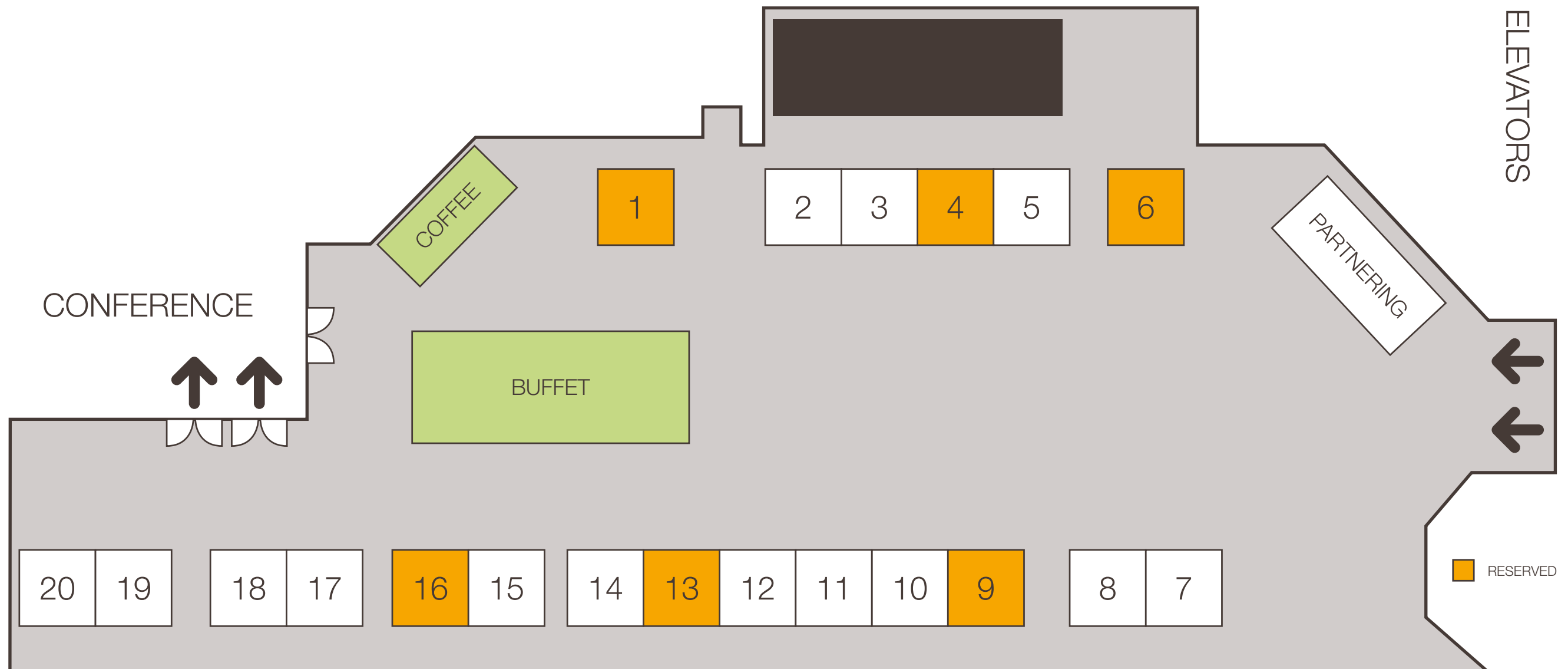


# THE TRADING SHOW

WEST COAST 2016

For more information on showcasing your product or service in the 'Innovation Zone',

call Steven Reichard at +1 646 619 1777 or email [steven.reichard@terrapinn.com](mailto:steven.reichard@terrapinn.com)



## Get involved

- Book exhibition space and showcase your innovative solutions to new customers
- Get updates on the latest trends in quant, big data, and electronic trading
- Become a sponsor and reinforce brand awareness and business growth
- Speak and foster thought leadership
- 1-2-1 meetings
- Promote new services to pre-qualified clients

## Fun on the floor

- Get to know your next client by playing a game of ping pong with them
- Win a prize at the on floor raffle
- Network while enjoying a drink at the mimosa bar
- Pick up some cool extras while getting to know the industry's leading solution providers

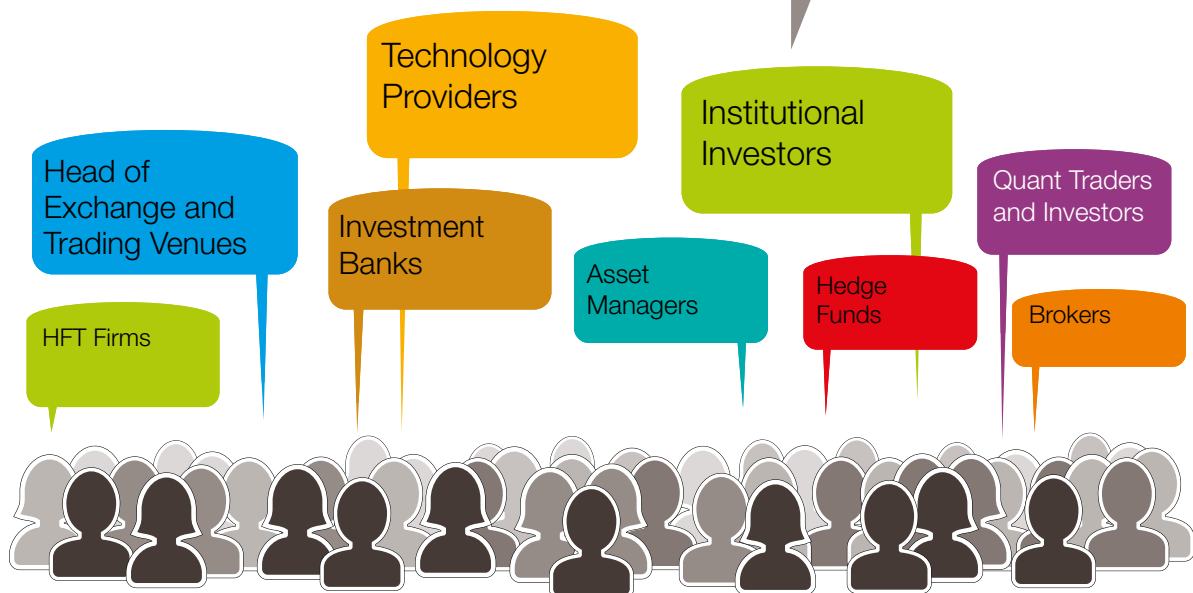
## Who you will meet

- Quants
- Investors
- Algo traders
- Brokers
- Regulators
- Exchanges & trading venues
- Investment banks

# TOTAL TRADING community

## THE audience

Who are they?



## HOW MANY people?

Where are they from?

5,000



Unique Page Views

4,000

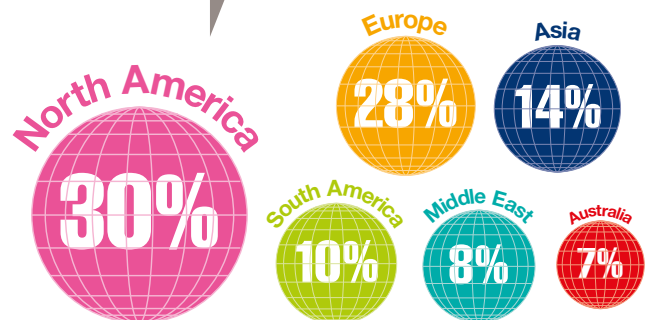


Unique Visitors

54,000



Newsletter recipients



# QUANT WORLD

Quant World explores the latest strategies and innovation across quantitative risk management, portfolio optimization, statistical modeling and systematic asset allocation. From exploring entropy pooling to debating the merits of quantamental strategies, this stream provides unique opportunities to learn from and interact with the leading minds in quant.

## **Speakers include:**

- **Judith Posnikoff**,  
Co-Founder,  
**PAAMCO**
- **Oren Shiran**,  
Partner,  
**Baylight Capital**
- **Todd Hurlbut**,  
Chief Investment Officer,  
**Incline Investment  
Management**
- **Xiang Li**,  
Head of Quantitative  
Research,  
**Rosenblatt Securities**

## **It focuses on everything the quant sector needs to know:**

- How to best use new modeling techniques and quant approaches
- How to develop and manage low volatility strategies
- How to modernize portfolio construction
- How to mitigate risk with dynamic asset allocation and active portfolio management

## **Who attends:**

- Quant Traders
- Hedge Fund Managers
- Asset Managers
- Institutional Investor

## **Who should sponsor or exhibit?**

- Technology providers
- Consultants
- Risk management providers
- Data providers
- Trading venues

# AUTOMATED TRADING

Automated Trading gives traders everything they need to stay competitive in a market landscape driven by high-performance computers and sophisticated algorithms. This stream provides multiple platforms to stay on top of all the latest strategies, technologies and innovation across latency management, market data, network connectivity and high-performance trading infrastructure.

## **Speakers include:**

- **Pravil Gupta**,  
CTO,  
**Quadeye Trading**
- **Conrad Gann**,  
COO,  
**Cerebellum Capital**
- **Corrie Elston**,  
Solutions Architect,  
Cloud Platform,  
**Google**
- **Jim Creighton**,  
Partner,  
**Manifold Partners**

## **It focuses on everything trading firms, funds, banks, exchanges and financial firms need to know:**

- How to create and execute a commercial data strategy
- How to abstract meaning from data
- How to source novel data feeds
- How to uncover promising data start ups
- How to invest in data companies
- How to collect and aggregate data
- How to store and protect data
- How to upgrade existing an data infrastructure

## **Who attends:**

- Trading Firms
- Private Equity Funds
- Venture Capital Funds
- Hedge Funds
- Asset Managers
- Investment Banks
- Exchanges

## **Who should sponsor or exhibit?**

- Data storage/ cloud computing
- Data analytics, NLP, machine learning and visualization companies
- Third party data providers
- Novel data sources
- Recruitment firms
- Law firms & consultants
- Investment banks



# BIG DATA IN FINANCE

Big Data in Finance focuses on the latest strategies and technologies for leveraging complex data to reduce risk, meet regulatory requirements, optimize operations, identify trading opportunities and drive strategic decision making. From state-of-the-art data mining algorithms to behavioral analytics, this stream encompasses big data strategy and innovation in the front and back offices, and everywhere in between.

## Speakers include:

- **Baris Dunder,**  
Co-Founder,  
**Tulip Trading**
- **Mike Bodnyk,**  
Managing Director,  
**Stallia Capital Management**
- **Ben Gum,**  
Director, Portfolio  
Optimization & Risk,  
**AXA Rosenberg**
- **Yan Wu,**  
Founder & Managing  
Partner,  
**Java Bright Capital**

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# INTRODUCING OUR NEW EVENT TECHNOLOGY PARTNER JUBLIA

Trading Show West Coast recognizes the importance of networking. Jublia offers a unique service, combining the latest in networking software with a personal touch to provide an easy-to-use approach for you to facilitate quality networking opportunities.



## So, how does it work?

4 weeks before the event, you will be sent an email containing your personalized link. Click on this link to access the full attendee list. Once here, you can input search criteria. Jublia then uses this information to rank the attendee list in order of their relevance to you!

Simply click on the name of who you would like to meet and securely send them a meeting request. The system acts as your meeting diary, keeping track of your availability and avoiding double bookings. The system will also assign you a "Meeting Table", so you are guaranteed a nice spot onsite to conduct the meeting.

Terrapinn staff will be on hand to help! For more information visit [www.terrapinn.com/tradingwestcoast](http://www.terrapinn.com/tradingwestcoast)



For more information, please contact **Steven Reichard** at +1 646 619 1777 or [steven.reichard@terrapinn.com](mailto:steven.reichard@terrapinn.com) or visit [www.terrapinn.com/chicago](http://www.terrapinn.com/chicago)

# Sponsorship & Exhibition Packages

Benefits	Title	Platinum	Gold	Silver	Associate	Exhibitors
Chairman	1					
Speak in the keynote session	1	1				
Deliver a case study			1			
Moderate a round table	1	1		1		
5-minute showcase					1	
Lead generation (blog, newsletter, email)	Yes	Yes	Yes			
Marketing 1 piece of content (blog and newsletter)	Yes	Yes	Yes	Yes		
1-2-1 Partnering	10	8	6	4		
Exhibition booth	180 SQFT	180 SQFT	120 SQFT	60 SQFT		60 SQFT
Delegate passes	10	7	4	3	2	2
VIP guest passes for customers	20	16	12	8	6	4

# get involved

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If you'd like to become an exhibitor,  
sponsor or speaker at the show call  
Steven Reichard on  
+1 646 619 1777 or email  
[steven.reichard@terrapinn.com](mailto:steven.reichard@terrapinn.com)



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