

THE UK'S #1 EVENT FOR INVESTORS & TRADERS

Friday, 29<sup>th</sup> April 2022

Grand Connaught Rooms, Central London, UK

# EXHIBITOR BROCHURE

*In association with*

*Organised by*



**IX** Media

## London Investment Week

- IX** Showcase your business at the UK's premier event for active investors
- IX** Engage in-person with sophisticated level investors
- IX** Strengthen your bond with existing and new clients face-to-face
- IX** Present your message at your own seminars to pre-booked audience
- IX** Capture hundreds of leads generated via live and virtual events
- IX** Network with industry professionals and form new relationships



**Friday, 29<sup>th</sup> April 2022**

**Central London**

## **Welcome to the IX Investor Show**

Organised by IX Media, the IX Investor Show creates a physical opportunity for motivated retail investors to meet industry commentators and showcase investment opportunities that can help unlock the financial freedom that so many traders and investors are searching for.

For your company, the IX Investor Show offers a prime opportunity to engage face-to-face with this unique and valuable audience of active investors and traders.

Bringing together a handpicked line-up of financial education talent and industry influencers, our attendees are attracted to the event for 3 main reasons:

1. To gain education and guidance on how to self-manage personal investment funds
2. To increase their knowledge of the latest trading tools to help maximise their returns
3. To meet industry influencers and like-minded people to network and build contacts

By participating at the IX Investor Show your company will benefit from three stages of event marketing

1. **BEFORE** – Months of pre-show social media posts, webinar and email campaigns that can help to drive traffic to your company profile on the website [www.ixinvestorshow.com](http://www.ixinvestorshow.com) and raise awareness of your brand.
2. **ON THE DAY** – Creating a positive impression face to face by exhibiting and also presenting a useful seminar will allow your company to build relationships, capture leads and transact new business directly with attendees.
3. **AFTER** - Post-show follow up marketing by phone and email to opted in attendees including email broadcasts and webinar events.

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## History of IX Investor Show

The IX Investor Show has run over ten years previously at venues across London and Dublin. In recent years it has been exclusively online, but relaunches as an in-person event again in 2021 in London.

In total, the event has attracted over 20,000 unique visitors and hosted over 100 exhibiting companies including brokers, stock exchanges, trading platforms, education providers and direct private investment opportunities.

-  20,000 previous attendees
-  100+ Exhibiting companies
-  10 Central London Events

## About Simon Campbell (Organiser)



The IX Investor Show is organised by Simon Campbell who has 25+ years' experience in financial markets and investment education.

Simon is an Associate of the Chartered Institute for Securities and Investment – ACSI - (Level 4 Investment Management) and has performed many roles including growing and selling his own financial company, The Information Exchange, and several years as UK MD for VectorVest, a well-established global company serving investors with an array of portfolio management systems and tools. He's also been the publisher of TRADERS' magazine in the UK, consulted on many broker led education projects, and acted as a compliance officer.

Until re-launching the IX Investor Show in 2021, Simon has been successfully running 'Round the Clock Trader'; a community of 17k short term traders and investors, engaging regularly with them via email newsletters and monthly webinar conference events with educators and personalities from the world of trading. You can learn more at [www.roundtheclocktrader.com](http://www.roundtheclocktrader.com)

Simon also hosts 'London Investment Week' where news and events for longer term investors is published and also offers semi-annual multi-speaker online events. Learn more at [www.londoninvestmentweek.com](http://www.londoninvestmentweek.com)

## Attendee Profile: Who will attend?

The IX Investor Show is marketed to a targeted category retail investor. Likely to have had some experience already but looking for guidance and education, these visitors are serious in their intent to participate in the markets and build their own portfolios of stocks, commodities and cryptocurrencies.

*Based on random survey of 500 attendees of recent online events by IX Media*

### Gender

- IX Male – 76%
- IX Female – 22%
- IX Non-binary – 2%

### Age Group

- IX 20 – 39 6%
- IX 40 – 49 33%
- IX 50 – 60 37%
- IX 61 – 70 17%
- IX 71 – 80 7%

### Assets traded

- IX Indices & Stocks (included futures) 43%
- IX Commodities (Including Oil, Gold, Silver) 12%
- IX Currencies (Including USD, GBP, EUR, CHF) 31%
- IX Cryptocurrencies (Bitcoin, Ethereum) 7%
- IX Other (Bonds, options) 7%

### Typical Portfolio/ Account size

- IX Less than £10k 57%
- IX £10k to £50k 22%
- IX £50k to £100k 12%
- IX £100k and above 9%

## What's on for attendees?

Seminars, workshops, conference panels and networking: Every attendee will gain valuable knowledge, insights and understanding into where the financial markets are heading, which assets offer the best growth prospects, and which service providers can offer them the best opportunity to maximise their portfolio performance.

## Speakers include:

- Justin Urquhart-Stewart – Co-founder of Regionally UK
- Chris Beauchamp - IG Chief Market Analyst
- Stephen Clapham - Founder, Behind the Balance Sheet
- Adam Harris - Professional Fund Trader, Mentor & Coach
- Alpesh Patel O.B.E. - CEO. UK Government Dealmaker, Dept for Intl Trade;
- David Paul - MD, VectorVest UK
- Alex Ong - Founder, The Lifestyle Business School
- Simon Cotterill - Regulated Fund Manager and Co-Founding Partner at SC Trading
- Richard Muller - Algorithmic Proprietary Trader & Research Analyst
- Zaheer Anwari - Co-Founder Sumblime Trading Ltd
- Jane Bayler - Founder of The Smart Connector
- Guy Cohen - Founder of WiseTrades
- Simon Massey - Lead Trader, TradeRoomPlus
- Andy Haynes - Presenter, Property Investors Network
- Glen Goodman – Author and Contributing Expert on Cryptocurrency LSE

## Events features

- IX **Conference and Seminar Programme**
  - 50+ hours of curated content from the financial education industry – with over 20 years' experience in the industry, organiser Simon Campbell is well placed to bring together the most influential and well known financial commentators. With fresh, new ideas and topics to share for investing in the new post pandemic global economy, this is a learning experience no serious investor will want to miss.
- IX **Exhibition Areas**
  - 30 companies have the opportunity to hire a booth space. Your company can interact face to face with your target market.
- IX **Traders' Café**
  - As it sounds, somewhere for the more short term investor trader to grab a coffee, check the markets and even place a trade!

## **Venue Features: Grand Connaught Rooms, Central London**

Standing on Great Queen Street, that connects Covent Garden with Holborn in the West End of London, is the Grade II\* listed De Vere Grand Connaught Rooms. With a history dating back to 1775, the building has long been an important event venue, and was once home to the original Freemasons' Tavern before becoming a hotel in 1909.

Since then, the venue has hosted some of the world's leading politicians, royalty and celebrities with its grand Georgian architecture and art-deco interiors offering 37 exceptional spaces for a wide range of conferences, exhibitions, meetings, training and weddings.

Perfect for guest travel it's just five minutes' walk to Covent Garden and Holborn tube stations, a 30 minute walk or a short taxi ride from Kings Cross, St Pancras and Euston train stations. Heathrow Airport is an hour away by rail or road



## Key Numbers

**2500** – Expected online attendees to pre-show virtual webinar events

**1000** – Expected Registrations for IX Investor Show Virtual Gift Bag

**500** – Expected live attendees on the day of the show

**50** – Expert Speakers and Industry Influencers

**25** – Exhibitor stands and booths

**4** – Feature presentation rooms

## Great Ways to Participate

Participating at IX Investor Show as an exhibitor, sponsor or speaker offers an excellent ROI for your marketing and creates multiple channels to help improve your brand awareness among industry peers and target customer market. Not only will interact with motivated active investors at the event, but you will also build a valuable list of leads for email and telephone follow up.

## Sponsorship and Exhibiting:

### 1 – Booths and Space Only Stands

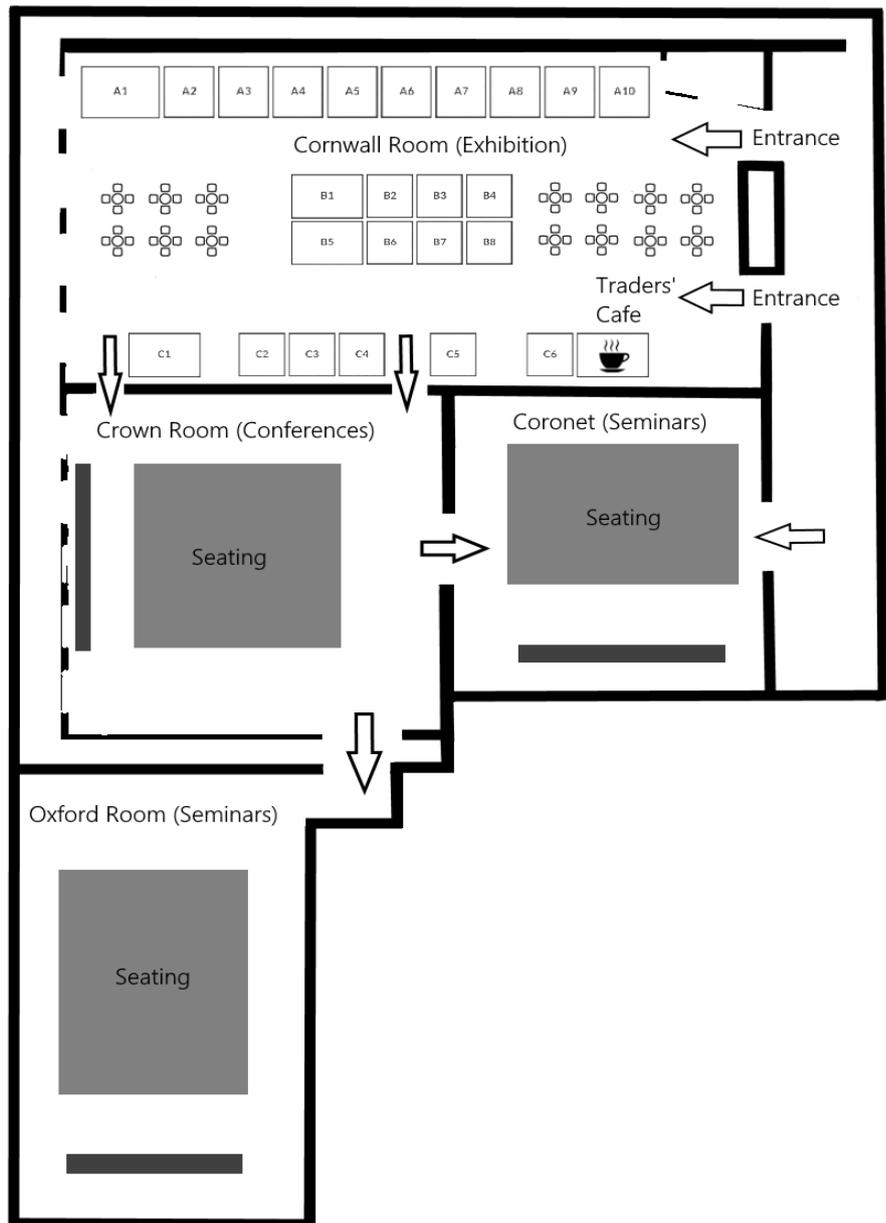
Our standard 3m x 2m stand space comes our complimentary furniture package including 1 x trestle table and 2 x chairs.

We recommend exhibitors to bring self-build pop up banners. If your company does not have its own exhibition banners we would be pleased to arrange with our printers.

We can also hire any specialist furniture or AV equipment for the day that you might require.

Your 3x2 metre space is provided with a table, two chairs, a white or black table cloth and a power socket. WIFI is also freely available.

**Floor Plan - Grand Connaught Rooms 2<sup>nd</sup> Floor**



## 2 – Hosting a Seminar

In addition to your exhibitor stand, hosting a special seminar event in one of the show's three seminar rooms, to a captive audience of up to 80 active private investors, can provide an excellent opportunity to build trust and communicate with your target market in a face-to-face setting. Your seminar title will be advertised as part of the main programme online and social media channels including your company contact/social details, speaker biography and photo.

- IX Host Your Own Seminar Event
- IX Second seminar slot sold at 50% discount

## 3 - Headline Sponsorship

Overall sponsorship of the event including pre-marketing, on the day, and many other features to maximise your opportunities to collect client data, associate your brand with a leading educational investor event, and enjoy high volume legacy marketing online.

Includes:

- Logo and branding on event logo
- Logo and branding on event home page
- Email promotion before and after the event
- Large, premium stand space for on-the-day visibility
- 2 x Seminar sessions
- 1 x Guest speaker on panel
- Opted in registration list for event (approximately 750)
- Opted in attendee list for event (approximately 500)

## 4 – Sponsorship of Traders' Café

The Traders' Café is set within the main exhibitor hall benefitting from excellent visitor traffic throughout the full day. By sponsoring the Traders' Café your company will receive:

- IX Exclusive use of the area for your company brand including 4 x banners (included)
- IX Looping advertising videos on screen with stand (Included)
- IX Conducting live presentations on your own screen to the seated audience
- IX Offering complimentary catering to visitors and capturing leads
- IX Your own branded coffee vouchers handed to every attendee at registration
- IX 1 full seminar slot in seminar room
- IX 1 seat at Conference Panel for your company representative if required

## **5 Reasons to Participate at IX Investor Show**

### **IX MEET YOUR TARGET AUDIENCE**

Whether your objective is to generate leads, create/grow your brand awareness, demonstrate your innovations or launch products, The IX Investor Show offers unmatched exposure, engagement and return on investment for you to meet the right customers.

### **IX GENERATE LEADS**

Generate and engage with new leads, pre-, during and post event. With your company's information seen by our audience as soon as you secure your exhibition stand, you'll benefit from multiple opportunities for meaningful connections year round.

### **IX GROW BRAND AWARENESS**

Generate brand exposure for your organisation pre-, during and post event. Your branding will feature in multiple pre-event communications, on our website, across our social channels and throughout the exhibition floor, ensuring high visibility with your target audience and increased footfall to your stand.

### **IX DEMONSTRATE YOUR PRODUCTS & SERVICES**

You can showcase your products and services to your target audience on the show floor, and scan clients contact details to allow for personal follow up post event.

### **IX LAUNCH A NEW PRODUCT**

The IX Investor Show is the perfect platform to launch new products and services to thousands of active retail investors hungry for information, education and guidance to help them manage their investments and trading accounts.

## **Contact Information**

### **Simon Campbell**

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## Gallery



Delegate arrives with IX Event Guide



Delegates enjoy seminars on IX Seminar stand



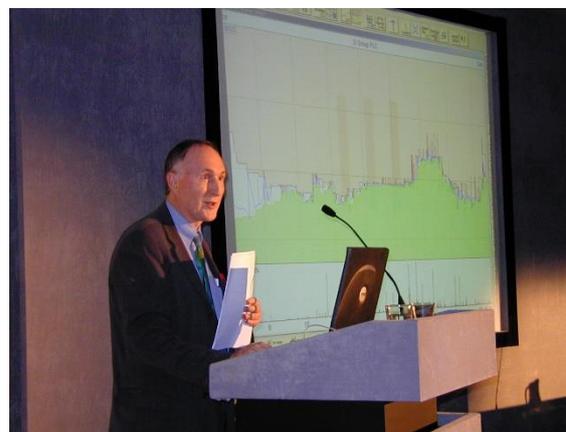
IX Registration Desk



IX Conference Panels



IX Exhibition Areas



Presenting Seminars



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