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TradeTech 2006 West

The Premier North American Equity Trading Summit

September 25-27, 2006 * Renaissance Parc 55 Hotel San Francisco, CA

From the producers of TradeTech comes TradeTech West – your chance to learn from the equity market’s brightest minds about TCA strategies that consistently bring value to your trading desk, best execution tactics, the future of unbundling and market structure changes that are sure to have a significant impact on your profitability in the next six months.

When the NYSE fully integrates with Archipelago, how will your trading strategies change? What does the future hold for unbundling and how could this alter your competitive landscape? When your desk moves forward with TCA and algorithmic technologies, which parameters will you use to find the right solution for your specific trading style?

"Technology is the future of our industry and TradeTech provides a great opportunity for the key people shaping that future to gather"

Lindsay Tomlinson, Vice Chairman
BARCLAYS GLOBAL INVESTORS

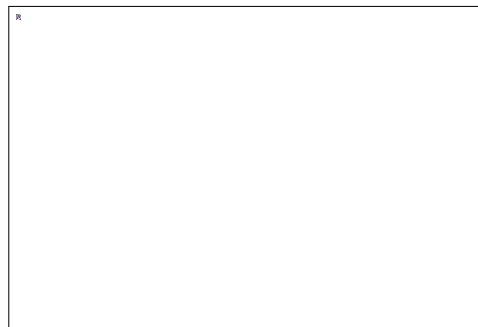
TradeTech West features a one day, program for buy side traders interested in integrating effective TCA solutions to boost investment returns. It's a must-attend event for all buy side traders and front office technology providers. Be sure to register early, as the Executive Summit is sure to sell out soon.

Don't miss this opportunity to build your very own blueprint for incorporating new technology to bring your desk up to speed with market leaders. You'll leave the conference with a network of new West Coast contacts and ideas for improving the profitability of your trading desk.

TradeTech West cannot be missed.

Register today!

George Molina,
Vice President, Director
of Asian Trading,
Franklin Templeton
Welcomes You



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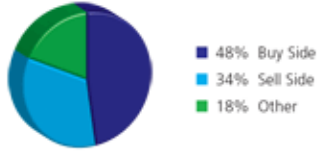
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TradeTech By The Numbers: Attendee Breakdown



Premier Equity Trading Conference Heads To San Francisco

Worldwide Business Research Debuts West Coast TradeTech

SAN FRANCISCO – Worldwide Business Research today announced the debut of TradeTech West, the industry’s largest equity trading event designed to equip traders with critical strategies for delivering best execution amid rapid developments in the equity market. Until now, West Coast asset managers and hedge fund traders needed to travel cross-country to the New York meeting. TradeTech West will serve as the Premier Equity Trading Conference Heads To San Francisco.



TradeTech East, which ran during March of this year, attracted more than 500 heads of trading desks (including 200+ from buy side institutions), traders and technology decision-makers to New York. “TradeTech was far beyond my expectations. It took 14 hours to get from Tokyo to New York, but it was well worth it,” said attendee Kazumitsu Yokokawa, a system analyst with Nomura Research Institute.

The preliminary agenda for TradeTech West, which runs from September 25-27 in San Francisco, can be found [here](#)

The Growing Importance Of Market Impact Analytics

*By Richard Johnson
Senior Managing Director, Miletus Trading*

NEW YORK – When looking at the US equity market over the last several years, it is interesting to note that the evolution of trade analysis has been moving backwards. First came post-trade transaction cost analysis and with it the volume weighted average price (VWAP) benchmark, as an easily understandable performance metric. Then came the first generation of algorithms, which aimed to achieve the VWAP by feeding orders into the market following a typical volume schedule. Now the industry is at the point where buy-side traders have clearly
(continued [here](#))

Interactive TCA Discussions Centerpiece Of Buy Side Summit

Franklin Templeton, CalPERS, TCW Join Distinguished Speaking Faculty

SAN FRANCISCO – The Executive Buy Side Summit on TCA, an event exclusive to asset managers, institutional investors and hedge funds, blends roundtable discussions and formal panel presentations. This format provides traders with a chance to evaluate and discuss every critical element of TCA and pre and post trade analytics.



Private roundtable sessions enable traders to network with buy side

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peers while assessing the leading platforms. "This is a unique and exclusive format for you to get personalized answers," says Debra Haym, a managing director at Worldwide Business Research. "By the end of the day, you will have accomplished the equivalent of several meetings with your sell side partners and can walk away with executable ideas and practical information."
(For more information on the Executive Buy Side Summit, please click [here](#))



Looking At Liquidity In The New Market Structure

By Adam D. Honoré
Research Director, Aite Group

As algorithmic trading moves toward accounting for nearly half of all equity volume (see below), trading strategies are going to be affected by more than just which particular algorithm is best suited for your trading objectives. With pending transformation to market structures driven by regulatory changes and opportunities through the creation of alternative liquidity points, trading will face an entirely new set of challenges and opportunities.

Reg NMS

The four pillars of Reg NMS include the Order Protection Rule, Access Rule, new Market Data Rules, and the Sub-penny Rule. Two of the four have potential to affect significant changes to the National Market Structure. The Order Protection Rule, formerly known as the Trade-Through Rule, forbids a market center to trade-through another market center with a better price. The protection afforded is for top-of-book only, and there has been a push to [\(continued here\)](#)

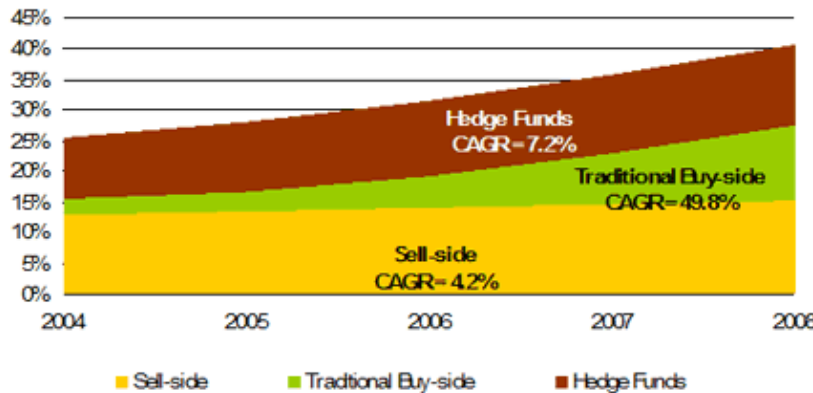


Official



Traders ♥ TradeTech

Percentage of Equities Trading Volume Driven by Algorithmic Trading



Core Focus Issues

- Unbundling
- TCA
- Changing Market Structure
- Fragmentation Of Liquidity
- Asia Pacific Market
- Strategies

- OMS Integration
- Algorithmic Trading
- Real Impact Of Reg NMS

Top Benefits Of Attending:

- Walk away with over 32 strategies for maximizing your profitability
- Discover the latest TCA tools and techniques from leading institutions
- Gain a stronger sense of competitive positioning
- Meet new West Coast buy side colleagues

Buy Side Thought Leaders:



John Russell
Vice President,
Director of
Trading
**Franklin
Templeton**



Timothy Olsen
Senior Vice
President, Head
Equity Trader
**ICM Asset
Management**



Nhan Bui
Head of Equity
Trading
First Quadrant



Dan Bienvenue
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Matthew
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President,
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Execution
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Douglas
Shulman
Vice Chairman
NASD



Larry Tabb
Founder & CEO
TABB Group

