



**SPONSORSHIP OPPORTUNITIES**

28th Annual Conference  
The Keio Plaza Hotel, Tokyo

'OMOTENASHI' IN TECHNICAL ANALYSIS

**IFTA2015**  
2-4 OCTOBER 2015 TOKYO

**Continuous Progression in Investment Management**



# Welcome

## Continuous Progression in Investment Management

The Nippon Technical Analysts Association (NTAA) is delighted to be hosting the 2015 International Federation of Technical Analysts' conference in Tokyo.

The theme of the Conference, "Continuous Progression in Investment Management," will serve as the framework for the program. The creation of the world's first futures market in Japan, the Osaka Dojima Rice Futures Exchange, gave birth to the concept of technical analysis in the 18th century. Since those pioneering days, analytical methods have never remained static. Technical analysis has markedly progressed from its humble origins – and will continue to do so -- being infused with new ideas and techniques being developed continuously. These new ideas, combined with continual improvements to existing techniques, are what make technical analysis such a fascinating topic. Recently, modern technical analysis has been rapidly gaining ground and is significantly reshaping the landscape of the technical analysis community in Japan.

While Japan was the birthplace of a number of traditional technical analysis techniques (such as Candlestick charting, Ichimoku Cloud charting, Kagi-ashi, Renko-ashi, etc.), it has now one of the world's highest concentrations of modern technical analysis practitioners and researchers. These new breed of technical analysis practitioners include traders deploying ultra-modern algorithmic trading platforms, and researchers developing world-leading sophisticated quantitative trading systems and investment models.

That stated, some of the most intrinsic elements of market rules have not changed, nor will likely change. The Conference will be programmed in such a way to give the delegates a clear perspective of how technical analysis has progressed and where it is heading in the next decade and the next century.

### General Information and Key Facts

#### Venue

Keio Plaza Hotel Tokyo / 2-2-1 Nishi-Shinjuku  
Shinjuku-Ku, Tokyo 160-8330 Japan

#### Dates

- 1st October 2015  
IFTA Board of Directors meeting,  
Pre-conference workshop, IFTA AGM & Cocktail party
- Dates 2nd - 4th October 2015  
IFTA Conference program, Welcome Reception,  
Optional Dinner Tour & Conference Dinner (Gala)

#### Host

Nippon Technical Analysts Association of Japan (NTAA)

#### Supporting Organizations

Japan Exchange Group (JPX)  
Japan National Tourism Organization (JNTO)

#### Conference Director

Akira Homma, CFA, CIIA, CMA, CFTe, CMT, FRM

#### NTAA/IFTA Committee

Toshki Aoki, CMTA  
Akira Homma, CFA, CIIA, CMA, CFTe, CMT, FRM  
Tsuyoo Atsuchi, CMTA  
Toshiki Tobe  
Kazuyuki Namikawa  
Kakuya Kojoh, MFTA  
Yukitoshi Higashino, MFTA

#### Collaborators

Yoshihisa Hasegawa / Hidetoki Yokoi, CFTe  
Joe Young / Ian Copsey

#### Number of Delegates

200-250 (projected)

#### Sponsorship Costs

From 300,000 yen  
(approx. US\$2,500 (@120yen/\$))

#### Contact Details

NTAA office  
Tel : +81-(0)3-5847-2231  
FAX : +81-(0)3-5847-2232  
Email : office@ntaa.or.jp

Akira Homma (Conference Director)  
Email : akira.homma@ifta.org

## 'Omotenashi' Conference for All Investment Professionals and Academics

The sub-theme "‘Omotenashi’ in Technical Analysis" will bestow the conference with a local flavor. 'Omotenashi' is a Japanese word which means "Selfless, harmonious hospitality." We have decided on this sub-theme for the following reasons:

- NTAA is determined to make the utmost effort to ensure that the attending delegates will be thoroughly satisfied, fully benefiting from the intensely condensed conference program in a highly cordial environment.
- The 'Omotenashi' spirit has a lot to do with 'simplicity', the core of the Japanese culture and spirit, which forms the base for, just to name a few, *Sado* (tea ceremony), *Zen*, *Bushido* (Samurai spirit), *Bonsai* (miniaturized trees grown in containers), *Ikebana* (Japanese flower arrangement), and many other unique Japanese cultural arts and customs, and we would like the delegates to enjoy the unique local cultural flavor.
- 'Omotenashi' masters are skilled in foresight with the ability to "anticipate" the feelings of their guests and take action to ensure harmony (well before ordinary people notice), operating in the same way as market masters who know how to correctly "anticipate" future market developments and take action accordingly (well before ordinary market players start reacting to widely known facts).
- Mastery of the 'Omotenashi' spirit helps improve one's trading skills by allowing one to focus on the "essential" rather than minor peripheral detail.

We have deliberately widened the scope of this conference to appeal to the broad financial community as well as the academic community, and not just technical analysts. We will be using our extensive relationships with other financial and educational organizations here and abroad to market the conference globally and are looking to attract delegates from all over the world.

The level of Conference presentations will be geared to professionally employed Fund Managers, Traders, Analysts, Asset Allocators, Private Bankers, Financial Planners, and also highly experienced private financial market traders/investors, as well as researchers and educators at leading academic institutions.

The Conference will be held at the Keio Plaza Hotel, a luxurious hotel located in the Shinjuku district of Tokyo, the business/commercial district which has the highest concentration of skyscrapers in the city.

Sponsors will enjoy a unique opportunity to have exposure to, and network with, cutting edge professionals from across the globe.



**Toshiki Aoki, CMTA**  
Chairman, NTAA



**Akira Homma, CFA, CIIA,  
CMA, CFTe, CMT, FRM**  
Conference Director  
Vice President, Asia-Pacific,  
IFTA



### What is IFTA?

The International Federation of Technical Analysts (IFTA) was incorporated in 1986 and is a global organization of market analysis societies and associations.

IFTA is an international non-profit organization with currently 27 member societies around the world. IFTA offers certification to technical analysts around the world.



### IFTA Members Society

Society	Acronym	Country
American Association of Professional Technical Analysts	AAPTA	United States
Asociatia Analistilor Tehnicidin 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	Netherlands
Financial Technical Analysts Association	FTAA	Hong Kong
Instituto Español de Analistas Tecnicosy Cuantitativos	IEATEC	Spain
Lebanese Society of Technical Analysts	LSTA	Lebanon
Malaysian Association of Tecnicosy Cuantitativos	MATA	Malaysia
Nippon Technical Analysts Association	NTAA	Japan
Scandinavia Technical Analysts Federation	STAF	Scandinavia
Societa Italiana di Analisi Tecnica	SIAT	Italy
Society for Market Studies	SMS	Bosnia and Herzegovina
Society of Technical Analysts Ltd.	STA	United Kingdom
Society of Technical Analysts of New Zealand	STANZ	New Zealand
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 Securities Analysts Association of San Francisco	TSAASF	United States
The Association of Technical Analysts	ATA	India
The Egyptian Society of Technical Analysts	ESTA	Egypt
Vereinigung Technischer Analysten Deutschlands e.V.	VTAD	Germany

### What is NTAA?

The Nippon Technical Analysts Association (NTAA), founded in 1978, is the Japanese association for technical analysis practitioners and researchers. Its main aim is to promote greater use and correct understanding of technical analysis as a vital investment tool. It is one of the largest technical analysis organizations in the world with over 2300 members. Current members include fund managers and analysts at asset management companies, institutional traders, research analysts at securities firms and independent research houses, bankers, stock brokers, hedge fund marketers, financial advisors, market newsletter writers, individual investors and traders, as well as growing numbers of academics. The NTAA is a founding member of, and the Japanese representative for, the International Federation of Technical Analysts.



## IFTA Conferences

The inaugural annual IFTA conference was held in Tokyo, Japan, hosted by NTAA, in 1988. Since then, IFTA has continuously held an Annual Conference in different locations throughout the World, normally in the autumn. These conferences are organized by the member society of the host country. Following the 1988 conference, the NTAA also hosted the IFTA 2001 conference in Tokyo and is delighted to once again host IFTA 2015.



### Past IFTA conferences were held in the following cities :

- |  |   |  |
|--|---|--|
| <b>2014</b> London, UK                       | <b>2005</b> Vancouver, Canada           | <b>1996</b> Amsterdam, Holland         |
| <b>2013</b> San Francisco, CA USA            | <b>2004</b> Madrid, Spain               | <b>1995</b> San Francisco, USA         |
| <b>2012</b> Singapore                        | <b>2003</b> Washington, DC, USA         | <b>1994</b> Paris, France              |
| <b>2011</b> Sarajevo, Bosnia and Herzegovina | <b>2002</b> London, England             | <b>1993</b> New York, USA              |
| <b>2010</b> Berlin, Germany                  | <b>2001</b> Tokyo, Japan                | <b>1992</b> Dublin, Ireland            |
| <b>2009</b> Chicago, Illinois USA            | <b>2000</b> Mainz, Germany              | <b>1991</b> Mexico City, Mexico        |
| <b>2008</b> Paris, France                    | <b>1999</b> Niagara-On-The-Lake, Canada | <b>1990</b> Montebello, Quebec, Canada |
| <b>2007</b> Sharm el Sheikh, Egypt           | <b>1998</b> Rome, Italy                 | <b>1989</b> London, England            |
| <b>2006</b> Lugano, Switzerland              | <b>1997</b> Sydney, Australia           | <b>1988</b> Tokyo, Japan               |

## IFTA 2015 Tokyo: Conference Highlights

### Intensive 4-day program (including Pre-Conference workshop) including :

- ◆ **Over 20 individual presentations by eminent speakers**
- ◆ **Unique Debate / Panel / “Power Hour” sessions**
  - **[Panel]** Technical Research at World-Leading Investment Managers : How do world-leading investment management organizations use TA to maximize investment performance? ; Advice for investment performance enhancement
  - **[Panel]** CFAs & Technical Analysis: Why and how do CFAs use Technical Analysis?
  - **[Debate]** International Debate on Abenomics : Will it succeed or fail?
  - **[Panel]** Technical Analysis Education at Universities around the World: How is Technical analysis being taught at increasing numbers of universities around the world?
  - **[Debate]** Wave Theory Debate: New breeds of Elliotticians vs. Conventional Elliotticians
  - **[Power Hour]** Technical Analysis à La Carte
  - **[Technical Walkabout]** Unique round-table icebreaking & networking session, in which all the attending delegates will be participating
- ◆ **Pre-Conference Workshop: “Fibonacci Price Projection”** by a World-leading Gann analyst



... structured to give the attending delegates a first-hand understanding of :

- \* A clear perspective of how Technical Analysis has progressed and where it is heading in the next decade and the next century.
- \* Cutting-edge TA techniques/ models/ systems
- \* How world-leading investment management organizations (hedge fund managers, traditional asset management companies, SWFs, private banks, and others) are incorporating Technical Analysis in their investment management process to enhance investment performance
- \* How top-notch investment masters combine Technical Analysis and Fundamental Analysis to continue generating superior performance
- \* How Technical Analysis is being taught and researched at increasing numbers of universities around the world

... followed by :

### Splendid Conference Dinner (Gala), located in a historic hall in Japanese style architecture, standing within the magnificent surroundings of a traditional Japanese garden, and featuring :

- Japanese gourmet dinner
- **Sake** tasting (and a choice of alcoholic or soft beverages)
- Unique entertainment programs to enjoy traditional and modern Japanese cultural arts

# Sponsorship Packages

## Benefits of Sponsoring

- Contact new prospects and generate leads
- Market your product to delegates from over 30 countries
- Showcase new innovations by your company to the worldwide investment management and academic communities
- Promote company image and maximize market exposure
- Discuss first-hand the needs of your clients and demonstrate the solutions offered by your company
- Gain insight into market trends to aid in your strategic planning

Sponsorship Packages	PLATINUM	GOLD	SILVER	BRONZE
Price (@JPY 120 /US\$)	JPY3,000,000 (Approx. US\$ 25,000)	JPY2,000,000 (Approx. US\$ 16,667)	JPY1,000,000 (Approx. US\$ 8,333)	JPY300,000 (Approx. US\$ 2,500)
<b>Pre-Conference Publicity</b>				
Logo on IFTA website(www.ifta.org)through 2015 with hyperlink to Company website	Yes	Yes	Yes	Yes
Logo on Conference website with hyperlink to Company website	Yes	Yes	Yes	Yes
Logo on NTA website (http://www.ntaa.or.jp/, http://www.ntaa.or.jp/english) through 2015 with hyperlink to Company website	Yes	Yes	Yes	Yes
Ad in electronic IFTA Update - (reaches 7,500 colleagues worldwide)	1/2 page 4 color, 2 issues	1/2 page 4 color, 1 issue	1/4 page 4 color, 1 issue	1/4 page 4 color, 1 issue
Logo on electronic Conference Brochure with hyperlink to Company website	Yes	Yes	Yes	Yes
Acknowledgement in promotional materials	Yes	Yes	Yes	Yes
Ad in IFTA Journal	Full page, 4 color	Half page, 4 color	—	—
Use of the IFTA 2015 logo	Yes	Yes	Yes	Yes
<b>Conference Publicity</b>				
Choice of exhibition space	Priority choice	Priority choice	Key location	—
Speaking opportunities	2 lunch-time speaking slots (30 minutes each) or participation in Power hour/ Panel discussion	1 lunch-time speaking slot (30 minutes)	—	—
Complimentary delegate registrations	3 delegates	2 delegates	1 delegate	—
Company name and logo on sponsors' acknowledgement boards, which will be prominently displayed throughout the Conference venue	Yes	Yes	Yes	Yes
Acknowledgement as sponsor with company logo in the Final Program	as Platinum sponsor	as Gold sponsor	as Silver sponsor	as Bronze sponsor
Editorial entry in the Final Program	Yes	Yes	Yes	—
Ad in the Final Program, full color	Full page	Full page	Half page	—

# Previous Supporters of IFTA Conferences

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## IFTA 2013 San Francisco

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MoneyShow.com  
The Technical Analyst  
Traders' Media GmbH  
Tradesignal

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## IFTA 2012 Singapore

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### INQUIRIES

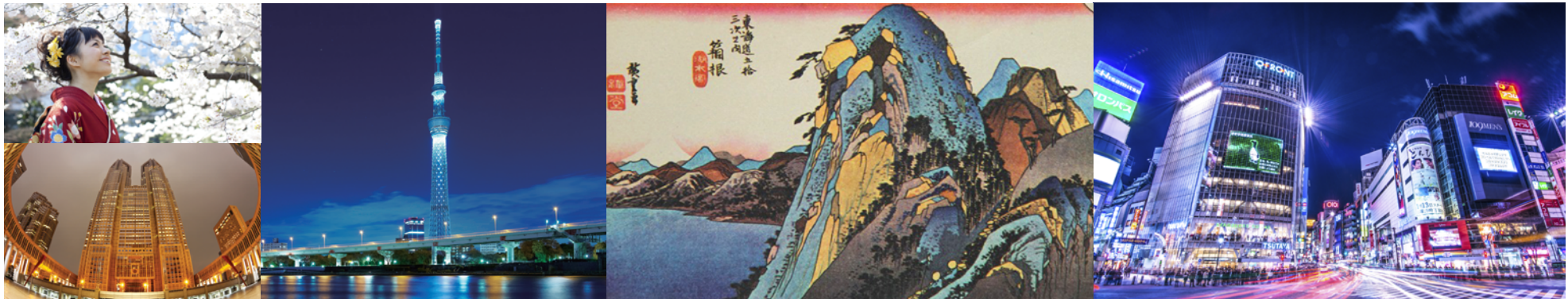
If you are interested in sponsoring IFTA 2015 Tokyo or have any questions about sponsorship, Please contact:  
NTAA office Tel: +81-(0)3-5847-2231, FAX:+81-(0)3-5847-2232  
Email: [office@ntaa.or.jp](mailto:office@ntaa.or.jp), or Akira Homma (Conference Director) Email: [akira.homma@ifta.org](mailto:akira.homma@ifta.org)



## JAPAN / TOKYO

According to a recent BBC poll, Japan has ranked highest for its positive influence in the world. The effect that the Japanese culture has had on the rest of the world should not be understated. The culture and products of Japan look to have an increasingly large and lasting impact on all countries. Japan overflows with unique tenets, and these at first glance may look simple, but the more one looks, the layers upon layers of complexity come to light. The center of all of this richness and beauty is Tokyo; the heart of Japan. The IFTA and the NTAA, in partnership with all of our sponsors and members, on behalf of everyone in Japan, cordially welcome you!

<http://www.japanprobe.com/2012/05/16/bbc-global-poll-japan-has-most-positive-influence-in-the-world/>



### JAPAN

Japan is becoming one of the most popular tourist destinations in Asia. Tourist arrivals in Japan doubled in the last 10 years and tripled in the last 20 years, and the growth momentum has continued to accelerate recently. The number of foreign visitors increased 35% in 2012, 24% in 2013, and 30% in 2014, and is widely projected to further double or triple by around 2020 (when Tokyo will host the summer Olympic games). The ever-increasing numbers of global tourists discover (or rediscover) the numerous tourist attractions of this country. Japan has such a long history and unique culture, where our people treat its visitors with the great 'Omotenashi' spirit. Japan welcomes you!

### TOKYO

- Vibrant: gearing up to host the 2020 Olympics
- Trend setting city: constant flow of new cultural products (with *Manga, Anime*, leading the way)
- Fascinating combination of both modern and traditional: While being home to some of the world's most ambitious architecture, stylish shops and globally renowned restaurants, numerous serene temples, shrines, Imperial gardens provide a serene oasis within the ever electric city
- Tasty: Undisputed world's culinary capital, with the Michelin Guide handing out a total of 281 stars to restaurants in Tokyo, more than twice the number given to restaurants in Paris and New York combined, in 2013
- Inexpensive: Contrary to the commonly-held misconception, things are surprisingly affordable
- The world's safest major city allowing visitors to walk, take the subway or taxi without concerns

# Sponsorship Application Form

## ■ Complete NOW for maximum Pre-Conference exposure

Please return application to :

- NTAA office Tel: +81-(0)3-5847-2231; FAX :+81-(0)3-5847-2232; Email : [office@ntaa.or.jp](mailto:office@ntaa.or.jp), or
- IFTA Conference Director (Akira Homma); Email : [akira.homma@ifta.org](mailto:akira.homma@ifta.org)

(You may send this information in a regular email or alternatively fax or scan and email this form.)

## ■ Sponsorship Levels

(Please indicate selection)

- Platinum      JPY 3,000,000
- Gold            JPY 2,000,000
- Silver          JPY 1,000,000
- Bronze         JPY 300,000

## ■ Contact Information

Name	
Firm	
Address	
Telephone	
FAX	
Email	

### ■ IFTA 2015 Tokyo Bank Account (for sponsorship fees)

Bank Name : Sumitomo Mitsui Banking Corporation (SWIFT CODE : SMBC JP JT) (\*)

Branch Name : Tokyochuo Branch

Branch Address : 2-1-10, Nihonbashi, Chuo-ku, Tokyo, Japan 103-0027

Account Name : IFTA2015KNT

Account Number : 015-8914707

(\*) Please note that no other codes (e.g., AWB Number, Routing Number, ABA, IBAN, SORT) are necessary when you wire transfer to any Japanese banks.

'OMOTENASHI' IN TECHNICAL ANALYSIS

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2-4 OCTOBER 2015 TOKYO



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