

IFTA UPDATE

2016 Volume 23 Issue 2

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Next Issue: September 2016

Submission Deadlines

Education articles: August 15—
send submissions to newsletter@ifta.org

All other content: September 1—
send submissions to admin@ifta.org

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a newsletter for the colleagues of the International Federation of Technical Analysts

President's Report to Colleagues

Dear IFTA Colleagues,

About 16 years ago, when I was first introduced to Technical Analysis, there was less than a handful of practitioners engaged in the local Egyptian financial market, and even fewer Technical Analysis practitioners in the entire MENA region. Neither investors nor traders were familiar with Technical Analysis. The few who were familiar with the topic were rather skeptical about it and sometimes even dismissive of the whole discipline.

Technical Analysis has come a long way since then; hardly a brokerage or asset management firm does not utilize Technical Analysis—either directly, by means of maintaining a team of Technical Analysts, or indirectly, by relying on Technical Analysis views, forecasts, and advisory research from other research houses. As is the case with many financial markets around the globe, Technical Analysis in Egypt has proven to be a valuable and essential discipline in the financial market, one that cannot be overlooked or underestimated.

2016 IFTA Conference Update

"From Theory to Profitability—Achieving Better Returns Through Technical Analysis" is this year's IFTA Conference theme. The conference will take place 21–23 October 2016, at the Menzies Hotel in the beautiful harbor city of Sydney, Australia. The ATAA has promised a brilliant ensemble of guest speakers. To date, the confirmed speakers include:

- John Bollinger, CFA, CMT, president of Bollinger Capital Management and creator of the famous TA indicator—the Bollinger Bands—as well as a prominent and well sought out keynote speaker.
- Francesco Caruso, MFTA, a leading expert on the development of trading systems and application of technical and algorithmic analysis to asset management and asset allocation.
- Alan Clement, CFTe, a highly experienced trading strategy designer and independent trader with 25 years of experience in the financial industry.

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IFTA 2016 Annual General Meeting

Thursday, October 20, 2016
16:00 to 17:00 (4:00PM – 5:00PM)

The Menzies Hotel
Sydney, Australia

All IFTA colleagues are invited and encouraged to attend. For further information, contact the IFTA staff at admin@ifta.org.

- Daryl Guppy, a leading expert in the Asian markets, providing trading and investment analysis of financial markets for more than 20 years.
- Alan Hull, a well-known and leading expert on the Australian stock market.
- Saleh Nasser, CMT, executive director and chief technical strategist of Pharos Holding, a co-founder of ESTA, former director of both IFTA and ESTA for many

President's Report continued

- years, and current IFTA education director.
- Trevor Neil, prominent keynote speaker, one of Europe's leading technical analysis experts, and a professional trader for over 40 years.
 - Tomas Nesnidal, an experienced private money fund manager with a speciality in developing automated trading strategies.
 - Andrea Unger, an expert in developing trading strategies and an award winning champion of the TopTraderCup in the futures division and the Tcup monthly race.
 - Mathew Verdouw, president of Optima Financial Solutions and developer of Market Analyst Software with over 20 years of experience.
 - Rolf Wetzler, Ph.D., CEO and founder of Ghiribizzo; past president of IFTA; and a portfolio manager with a 20-year track record of managing institutional and private assets, heading teams, and successfully trading proprietary money within major financial institutions.

Please visit our conference website <http://conference.ifta.org/2016/> for more details and information on the guest speaker profiles and abstracts as well as all conference-related details.

I would like to invite all IFTA colleagues to attend this very promising and exciting IFTA event. Be sure not to miss this opportunity and register soon!

IFTA Webinars

Over the past two months, IFTA hosted three webinars. In April, Jean-François Owczarczak, CFTe, FRM, presented a webinar titled "MJT's 3T Methodology: Squaring Trend and Price Targets Analysis with Prospective Timing". Then, in early May, Roman Bogomazov and Bruce Fraser co-presented the third and final part in a series of webinars titled "Analyzing and Trading Markets Using the Wyckoff Method". More recently, last week Scott Carney presented a webinar titled "An Introduction to Harmonic Patterns". For more information on how to register for IFTA webinars, please visit our website (www.IFTA.org).

Last but not least, I would like to thank all member societies who have shared updates and news from your local societies, as well as all those who contributed in the production of this newsletter. Sharing information, knowledge, and experience is and will always be, in spirit, the reason why IFTA exists and continues to do so.

Looking forward to meeting many of you this year in Sydney at the 29th Annual IFTA Conference!

Best regards,
Mohamed El Saiid, CFTe MFTA
IFTA President

MFTA and CFTe Exam Dates

Certified Financial Technician (CFTe)—Level I

Date	Offered Year-round
See our website for further instructions www.ifta.org/certifications/registration/	
Syllabus and Study Guide http://www.ifta.org/public/files/publication-downloads/IFTA_CFTe_Syllabus.pdf	

Certified Financial Technician (CFTe)—Level II

Date	20 Oct 2016	20 Apr 2017
Registration deadline	26 Aug 2016	3 March 20

Register at
www.ifta.org/register/cfte2.php

Syllabus and Study Guide
http://www.ifta.org/public/files/publication-downloads/IFTA_CFTe_Syllabus.pdf

For more information on the CFTe program, visit <http://www.ifta.org/certifications>.

Master of Financial Technical Analysis (MFTA)

Alternative Path Pre-Application Deadline	Closed	28 Feb 2017
Application/Outline Deadline	2 Oct 2016	2 May 2017
Paper Deadline	15 Mar 2017	15 Oct 2017

(Session 1) Register at
www.ifta.org/register/mfta_alt_session1.php/

(Session 2) Register at
[www.ifta.org/register/mfta_alt_session2.php/MFTA/IFTA Journal Style Guide](http://www.ifta.org/register/mfta_alt_session2.php/MFTA/IFTA%20Journal%20Style%20Guide)

Calendar At-A-Glance

Date	Topic	Host	Speaker	Location	Time	Contact
Monthly	Presentations from local and international speakers on a comprehensive range of topics (e.g., sharemarket, CFDs, options, futures, FOREX trading, methodologies, money management, psychology).	STANZ (New Zealand)	Various	Epsom Community Centre 200-206 Gillies Ave. Auckland, NZ	Varies	www.stanz.co.nz/
Monthly	Meetings are held monthly in nine cities across Australia. All monthly meetings are free to members. Visitors are welcome to attend. Bookings are not required. Visitors fee is \$30.	ATAA (Australia)	Various	Various	Varies	www.ataa.com.au/meetings
Monthly	Chapter leaders and their volunteer members serve as ambassadors for the CSTA and plan social and educational events for the area. Events include presentations by industry professionals and technical analysis experts and peer learning gatherings. Chapters also play a vital role in their communities by connecting individuals and promoting technical analysis.	CSTA Chapters (Canada)	Various	Various	Varies	www.csta.org
Monthly	Meetings & Events: The STA holds monthly meetings in London, usually on the second Tuesday of every month, except for a summer break in August.	STA	Varies	British Bankers Association • Pinners Hall 105 – 108 Old Broad Street • London EC2N 1EX	Varies	Katie Abberton, info@sta-uk.org
July	6 TBA	TASS-Singapore	David Hunt, President ATAA (Australia Society)	CMC Markets, 50 Raffles Place #14-06, Singapore Land Tower, Singapore	7PM - 9PM	http://www.tass.org.sg/event-upcoming
	12 Summer Party and Monthly Meeting "Bubbles, Baths and Blood".	STA-United Kingdom	Philip Gray, FSTA	British Bankers Association, Pinners Hall, 105-108 Old Broad St., London, UK	6PM	Katie Abberton, info@sta-uk.org
	29 TBA	TASS-Singapore	Low Boon Chin	CMC Markets, 50 Raffles Place #14-06, Singapore Land Tower, Singapore	7PM - 9PM	http://www.tass.org.sg/event-upcoming
	31 Master of Financial Technical Analysis (MFTA) Alternative Path, Session 2 application deadline	IFTA	NA	NA	NA	www.ifta.org
Aug	15 IFTA Update submission deadline for educational articles (mid-September release)	IFTA	NA	NA	Varies	newsletter@ifta.org Attn: Aurélie Gerber, Journal Director
	15 IFTA Journal applicants notification of acceptance/rejection	IFTA	NA	NA	NA	journal@ifta.org
	26 Deadline to register for CFTe II on 20 October	IFTA	NA	NA	NA	admin@ifta.org
	31 TBA	TASS-Singapore	Nicolas Tan	UOB Kay Hian Auditorium. 9 Anthony Rd. #01-01, Singapore	7PM - 9PM	http://www.tass.org.sg/event-upcoming
	20 2016 TSAASF Annual Conference: The Titans of Technical Analysis.	TSAASF	Varies	Golden Gate University, San Francisco, CA USA	8AM-5PM	http://www.tsaasf.org/
Sept	1 IFTA Update submission deadline for news content (mid-Sept release)	IFTA	NA	NA	NA	admin@ifta.org
	10-11 CFTe Level II Preparatory Immersion Course	SAMT-Switzerland	SAMT	Geneva, Switzerland	All Day	http://www.samt-org.ch/events/5/95/CFTe-Level-II-preparatory-seminar.html
Oct	2 Master of Financial Technical Analysis (MFTA) Session 2 application, outline and fees deadline	IFTA	NA	NA	NA	admin@ifta.org
	15 Master of Financial Technical Analysis (MFTA) Session 1 paper submission deadline	IFTA	NA	NA	NA	admin@ifta.org
	20 Certified Financial Technician (CFTe) Examination	IFTA	NA	Varies	Varies	admin@ifta.org ; www.ifta.org
	21-23 IFTA 29 th Annual Conference: <i>Theory of Profit: Achieving Better Returns Through Technical Analysis</i>	IFTA and ATAA	Varies	The Menzies Sydney Sydney, NSW Australia	Varies	admin@ifta.org ; www.ifta.org
Nov	15 IFTA Update submission deadline for educational articles (mid-December release)	IFTA	NA	NA	Varies	newsletter@ifta.org Attn: Aurélie Gerber, Journal Director

Calendar At-A-Glance continued

Dec	1	<i>IFTA Update</i> submission deadline for news content (mid-December release)	IFTA	NA	NA	Varies	admin@ifta.org
	31	<i>IFTA Journal</i> Web publication	IFTA	NA	NA	NA	http://www.ifta.org/publications/journal/
2017							
Feb	15	<i>IFTA Update</i> submission deadline for educational articles (mid-March release)	IFTA	NA	NA	Varies	newsletter@ifta.org Attn: Aurélia Gerber, Journal Director
	28	Master of Financial Technical Analysis (MFTA) Alternative Path, Session 1 application deadline.	IFTA	NA	NA	NA	http://www.ifta.org
Mar	1	<i>IFTA Update</i> submission deadline for news content (mid-March release)	IFTA	NA	NA	Varies	admin@ifta.org
	3	Certified Financial Technician (CFTe) Level II—deadline to register for April examination	IFTA	NA	Varies	Varies	admin@ifta.org
	15	Master of Financial Technical Analysis (MFTA) Session 1 paper submission deadline	IFTA	NA	NA	NA	admin@ifta.org
May	1	Certified Financial Technician (CFTe) Level II – registration opens for October 20 th examination through IFTA website	IFTA	NA	Varies	Varies	http://www.ifta.org
	2	Master of Financial Technical Analysis (MFTA) Session 1 application, outline, and fees deadline	IFTA	NA	NA	NA	admin@ifta.org
	15	<i>IFTA Update</i> submission deadline for educational articles (mid-June release)	IFTA	NA	NA	Varies	newsletter@ifta.org Attn: Aurélia Gerber, Journal Director
	31	<i>IFTA Journal</i> Call for Paper submission deadline	IFTA	NA	NA	NA	journal@ifta.org
June	1	<i>IFTA Update</i> submission deadline for news content (mid-June release)	IFTA	NA	NA	Varies	admin@ifta.org

Congratulations New CFTes!

Jeremy Bendahan (AFATE)
David Jonathan Connor (TASS)
Bjoern Diederhoefer (VTAD)
Adrian Filip
Scott Hathaway

Ulrich Heimann (VTAD)
Bharat Jhunjhunwala (ATA)
Viorel Daniel Laza (AATROM)
Luc Magand
Christian Mann (VTAD)

Ruslan Mikhailov
Malinda Binti Mamat @ Mustaffa (STA)
Manesh Patel (AAPTA)
Guillermo García Barroso Recio (IEATEC)
Stefan Stuellein

Ivor Eng Kiat Tan
Ronald Karsten Tonn (VTAD)
Timo Trautvetter (VTAD)
Jonas Treuer (VTAD)



Registration for the IFTA 2016 Conference in Sydney Is Now Open!

An absolutely great range of speakers has been assembled for the 2016 IFTA Conference in Sydney, and there are more to come. We won't spoil things for you by providing details of the speakers here; so visit the website now (or at least right after reading this article). All of our long session speakers are committed, and most have submitted exciting presentation abstracts. A number of additional "Power Hour" speakers are scheduled, and we will be seeking expressions of interest for contributions from IFTA Societies around the world and previous delegates from past IFTA conferences. If you are interested in speaking at the conference, keep an eye out for the requests and specifications.

The theme of the conference is "From Theory to Profitability: Achieving Better Returns Through Technical Analysis". This theme has been embraced by all the selected speakers. We are adopting an

"evidence-based" approach and seek to have the conference deliver practical and demonstrable outcomes from tools, processes, and techniques used by successful traders and investors. Our aim is for all delegates (including speakers) to leave the conference with new ideas, new insights, and new tools, as well as having built new personal connections and comradeship across the globe.

This 29th Annual IFTA conference is in Australia for the first time in since 1997. For Australians, it will provide a unique opportunity for both professional and nonprofessional practitioners (and sponsors) to see, hear, and meet with cutting-edge speakers, and to network with each other. The IFTA conference brings together like-minded individuals from across the world, particularly from the IFTA-affiliated member societies in 24 countries.

[Visit Conference Website](#)

Australia is a long way in kilometers from both Europe and the Americas, but not with modern air travel. Sydney is generally only one or two travel sectors from any major city in the world. If your airline travel is normally "commuter hops from city to

city", a conference visit to Sydney gives you the opportunity to sample "intercontinental" travel. This is substantially more pleasant and enjoyable than commuter aircraft trips. All the newer, larger aircraft are a delight compared with that of the past.

[continued on page 5](#)



Double 7's Strategy

By Cesar Alvarez
cesar@alvarezquanttrading.com

In the book *Short Term Trading Strategies that Work*, which Larry Connors and I published in early 2008, we wrote about a simple strategy called "Double 7's Strategy." Through the years, people often ask about this strategy. Does something that simple really work? How does it do in a portfolio? Does the concept work on stocks? Today, we will be answering these questions.

The Original Rules

Buy

- Close is above 200-day moving average
- Close is a 7-day low of closes
- Buy on close

Sell

- Close is a 7-day high of closes
- Sell on close

A clarification on what it means to be a "7-day low of closes"...There are two ways one can understand this.

Method 1. Today's close is less than or equal to the previous 6-day closes. The AmiBroker code for this is "Close<= LLV(Close, 7)."

Method 2. Today's close is less than the previous 6-day closes. The AmiBroker code for this is "Close < Ref(LLV(Close, 6), -1)."

As we originally tested, and I will test today, is method 1. In the spreadsheet, I also include the results of Method 2 when tested on stocks. The short story is, there is little difference.

Changes from the original test. I don't like testing with execution at the close. I will then change that to execute at the next open. The original test was a points test. These tests will be a portfolio test.

New Rules

Buy

- Close is above 200-day moving average
- Close is a 7-day low of closes.(Method 1)
- Buy on next open using 100% of cash

Sell

- Close is a 7-day high of closes
- Sell on next open

Results on SPY & QQQ (2000 to 2007)

First, we will see how the rules did during the time period we originally tested.

No.	Exposure %	CAR	RAR	Max. Sys % Draw down	# Trades	Avg % Profit/Loss	Avg Bars Held	% of Winners
SPY	27	4.75	17.70	(12.54)	71	0.54	8.61	76.06
QQQ	26	6.24	24.09	(27.17)	68	0.76	8.66	70.59
SPY B&H	100	1.48	1.48	(47.34)	1	12.44	2011.00	100.00
QQQ B&H	100	(7.35)	(7.36)	(82.95)	1	(45.73)	2011.00	0.00

The CAR numbers are not "go open up a fund numbers," but they beat buy and hold with only ~26% exposure and substantially better drawdown. So how has it done since then? Has this simple mean reversion edge shrunk or disappeared?

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Results on SPY & QQQ (2008 to 2015)

No.	Exposure %	CAR	RAR	Max. Sys % Drawdown	# Trades	Avg % Profit/Loss	Avg Bars Held	% of Winners
SPY	28	4.97	17.52	(15.53)	77	0.53	8.43	67.53
QQQ	35	1.23	3.53	(47.36)	83	0.23	9.47	74.70
SPY B&H	100	6.43	6.43	(52.37)	1	64.66	2016.00	100.00
QQQ B&H	100	11.30	11.31	(50.07)	1	135.60	2016.00	100.00

The Double 7's Strategy has not held up as well since 2008. Both CARs now are less than buy and hold. The SPY's drawdown is much lower, but the QQQ's is just as bad. I got curious about this, and it all comes from one bad trade in 2008.

No.	Exposure %	CAR	RAR	Max. Sys % Drawdown	# Trades	Avg % Profit/Loss	Avg Bars Held	% of Winners
SPX	76	8.74	11.57	(35.66)	2260	0.43	9.64	66.95
NDX	72	13.25	18.44	(28.68)	2194	0.61	9.45	67.27
SPY B&H	100	7.17	7.18	(55.17)	1	99.92	2518.00	100.00
QQQ B&H	100	11.57	11.58	(53.40)	1	199.00	2518.00	100.00

No.	2006 Ret %	2007 Ret %	2008 Ret %	2009 Ret %	2010 Ret %	2011 Ret %	2012 Ret %	2013 Ret %	2014 Ret %	2015 Ret %
SPX	11.84	(3.55)	(1.50)	16.27	7.99	(14.47)	2.24	57.05	29.86	(0.84)
NDX	16.49	21.50	(16.33)	36.10	21.48	(21.22)	9.69	47.98	22.83	12.78
SPY B&H	15.19	5.14	(36.78)	26.33	15.05	1.89	15.98	32.29	13.46	1.23
QQQ B&H	6.46	19.03	(41.73)	54.68	20.14	3.48	18.11	36.63	19.18	9.44

What about stocks?

I wanted to know how this has done on stocks. Could something so simple work on stocks?

Stock Rules

Buy

- Stock is member of index (tested both SPX and NDX)
- The index close is above the index 200-day moving average (added because I strongly believe in these, especially for mean reversion strategies)
- Close is above 200-day moving average
- Close is a 7-day low of closes
- Buy on next open using.
- 10% per position for a maximum of 10 positions

Sell

- Close is a 7-day high of closes
- Sell on next open
- Stock Results

The returns are only a little better than buy and hold. The drawdowns are about one-third better. Not great numbers. What I found interesting was the results the last couple of years. It looks like 2013 and 2014 were great mean reversion years, while 2015 was not.

Final Thoughts

There is 'simple' and then there is 'too simple.' The Double 7's Strategy may have worked in the past because mean reversion trading was not as popular. Now, the strategy may be too simple, so there is no little edge there anymore.

Cesar Alvarez



Cesar Alvarez attended the University of California, Berkeley, where he received his B.S. in electrical engineering and computer science in 1989 and his M.S. in computer science in 1990. Mr. Alvarez was a software engineer on Excel versions 3, 4, and 5, helping Microsoft Excel go from a single-digit market share to owning the market. He spent nine years as a professional market researcher for Connors Research and TradingMarkets.com. He has been at the forefront of stock market research, having developed a number of successful trading systems now used by numerous investors and fund managers in the United States and internationally. Mr. Alvarez has given trading presentations both online and in person to hundreds of traders.

New Approach to Elliott Waves—Profit-Taking Theory

by Howard Wang, yunpochen@hotmail.com

First of all, I want to ask a very simple question:

Whether you understand what wave theory is or not, you should have realized that the stock prices move in wave patterns. Is stock price movement determined by wave theory or something else?

We often use the wave theory to analyze the stock market, but we never think of the reason for the formation of waves.

To answer this question, we must consider two essential points of wave theory:

- Human behavior can be predicted
- The stock market wave is based on human behavior

What is the human behavior in the stock market?

Buy-sell, also known as *profit-taking*, is the trader's primary purpose and interestingly, therefore, profit-taking is the trader's behavior.

This conclusion has nothing to do with mathematics, nor does it form wave theory; it is about the trader's behavior or buy and sell action.

The underlying cause of the wave is the trader's behavior. Stock movement patterns are the tracking of all traders' behavior. Therefore, profit-taking is the key to unlocking the stock movements and wave patterns.

From a mathematical point view, the wave theory is perfect. But stock price up and down movement is not, according to mathematics. Buy-sell action is what decides the wave's strength; profit-taking behavior is the cause of the up and down movement of stocks. Wave theory describes the result of the stock wave only.

Assuming that all stock holders do not sell their positions (no profit-taking), no wave would form. How could we use wave theory to determine stock movements?

For example

In chart (1), we have covered price A, B, C, D.

Can you identify where the stock price will likely be after the sell signal?

We really do not know where the stock price will be, but we do know where the profit-taking will take place, and when profit-taking happens, the stock price will retreat back into the buyer's entry zone.

By now, we can identify the stock pullback area by using profit-taking theory.

In chart (2), profit-taking forms the stock pullback waves just like we learned from wave theory.

As profit-taking action, parts A, B, C, and D form four waves. Though it is not the result of wave theory, profit-taking is a direct cause of price movement.



New Approach to Elliott Waves continued

I think the traders are the creator of the price movement, the maker of stock patterns. The contribution of wave theory involves the ability to use mathematical methods to analyze the phenomenon of the waves, but it does not tell us what causes the formation of waves.

The term "profit-taking theory" was first used in my new book; it is a new theory to analyze the cause of the formation of waves, a new concept and perspective of the Elliott Wave, a new way of judging bottom.

This can explain the truth of stock waves: Where the buyers are, where the profit-taking will be, and where the bottom will be. Profit-taking theory defines the movement of waves, not as mathematical analysis, but as the direct result of profit-taking.

The profit-taking theory conclusion is:

Wave theory is a mathematical method for analyzing stock waves.

Profit-taking theory unlocks the true cause of the formation of stock waves.

Howard Wang, M.D.

Howard Wang, M.D., lives in Los Angeles, California. He is CEO and founder of Apple Capital Management, Inc. Dr. Wang is a senior member of FTAA, the creator of profit-taking theory and breakout candlestick and breakout relative strength index (BRSI), and he gave a speech on BRSI at the International Technical Analysis Annual Conference in Tokyo, Japan, in October 2015. He can be reached at applecapitalusa@yahoo.com.

Registration for the IFTA 2016 Conference in Sydney Is Now Open! continued

Again, with the vagaries of the financial markets, we see airline travel currently being low cost, and the Australian dollar is also lower than in previous times. As such, this conference is an astounding value for overseas visitors, considering airfare, accommodations, and conference costs. Before you dismiss this IFTA conference as too far or too expensive, take another look at the costs! The "early-bird" offer that covers all three social events (including a stunning dinner cruise on the harbor) is especially well priced; however, this offer expires in mid-August. Remember, too, advance purchase of airline tickets is an excellent strategy to save on costs.

Sydney is an exciting, wealthy, cosmopolitan city of more than 4 million people, situated on one of the most beautiful natural harbours in the world. Infrastructure is good, it is easy to get around, it is safe, and the locals are friendly and helpful. Sydney and surrounds are a tourist paradise with plenty to see and do; there's really something for everyone. October will be the "down-under" mid-spring season, and the weather is typically excellent—warm and sunny. Why not plan a holiday in Sydney or even further afield in Australia? Australia is a large country, but domestic travel by air, rail, or road is efficient and reasonably priced; again, if you have the time, this could be the holiday of the lifetime.

The members of the Australian Technical Analysts Association (ATAA) are proud to host this year's IFTA Conference in Sydney. Our local conference delegates will do all they can to welcome and assist our IFTA colleagues from overseas—why not join the party? This is going to be a conference that you can't afford to miss. We look forward to seeing you in Sydney!

Until Sydney,

Robert Grigg
IFTA Conference Committee Chair
Email: Robert.Grigg@IFTA.org



Member News

AAPTA (USA)

American Association of Professional Technical Analysts

In Memoriam: Ian McAvity



With great sadness, we report the passing of Ian McAvity in Toronto, Ontario, on March 16, 2016. He was a giant of a technician. Ian was an active member of IFTA, presenting and attending numerous IFTA conferences. He was also a former AAPTA board member and president/CEO of Duncan Park Holdings Corporation. His humor and love of the markets permeated his publication, *Deliberations*, as well as every presentation made. We always looked forward to Ian's presentations, inasmuch as we knew we would not only learn more but also have a few laughs along the way. His presentations were always peppered with his cartoons. He was a great friend to the Swiss Society—they made him an honorary member—and he always spoke to the group in Zurich when he was over for his annual ski trip to Zermatt. We will really miss Ian. We send our deepest sympathies to Ian's family.

AAPTA (USA)

Highlights From AAPTA's 2016 (March) Annual Conference

Located in Jupiter, Florida, the Wyndham Grand Hotel played host to the 2016 American Association of Professional Technical Analysts (AAPTA) Annual Conference. Members escaped colder temperatures and arrived to pleasant weather and a spectacular view at a new venue that overlooked the North Palm Beach Waterway. This year's conference was just as exciting as the location, as presenters focused on technical analysis and techniques for fund managers, and analysts shared their work and thoughts about the markets.

I was the first person to present at this year's gathering. Being the initial presenter was a little like being the master of ceremonies. We shared a few chuckles as we warmed up together with a pre-presentation that focused on the upcoming elections and how easy it has been for standup comics, with new material coming each day from the candidates. Then, we moved on to more serious stuff. My presentation on options intelligence showed how the exchange traded derivatives market has become so important, with lots of data and signals that may not be available by looking at their underlying charts.

Robert Schott, CMT, was the next presenter, and his "Technical Analysis within the Framework of an Institutional Fund Manager" was an excellent exhibition of items that a large portfolio manager would have appreciated. The dynamic viewpoint combined with the wide spectrum of data used by managers resulted in a course that should be required for all would-be decision-makers.

Next up was Walter Murphy, CFA, who wowed us with the implementation of technical analysis techniques applied to fundamental indicators. Anytime you can cross between two analytical disciplines you are a winner, and Walter was just that. It was interesting to note the similarities and differences that could be made between the more traditional side of analysis and the chartists' viewpoint. Additionally, these methods could also be applied to other factors, such as economics.

Later that day, Charlie Kirkpatrick illustrated how he managed investments and portfolios and explained some of his analytical techniques. Always seeing the viewpoint of a fellow analyst and what he looks for as a manager provided us with a perspective that highlighted what we

should be looking at when presenting to professional managers.

The second day began with Tom Dorsey discussing his relative performance techniques for Exchange Traded Funds (ETF). Applying point & figure techniques to relative strength analysis can offer a great picture of where the strengths and weaknesses are in the ETF space and suggest methods for weighting investments among the funds.

We were treated to an impromptu presentation from Larry McMillan, who discussed his work with options and implementing volatility strategies, especially on the S&P 500 Index. For those who have never heard Larry, his viewpoint from the derivatives side of the market shows how much more information there is to be harvested and ways that you can implement strategies beyond just buying or selling securities.

Walter Deemer gave us a rather educational and comedic view of his years as an analyst. Some of the parallels drawn were more than educational, and it was great to intertwine humor with analysis.

Then came the thought-provoking conversation started by Richard Dickson: "Is it a

Member News continued

correction or a bear market?" Needless to say, this carried through the rest of the day each time there was a break in the action for coffee or to use the rest rooms. And it certainly was the focus of the final brainstorming session.

One of the last (but certainly not the least) presenters was Linda Raschke, who enlightened us on her years of building trading models and systems. From starting on the floor to running her own analysis and management firm, there is always something great to be learned from her presentations.

We ended the conference with a brainstorming session, which included a tremendous historical chart presented by Darren Chabot. This document must have been about 10 feet wide and further fostered the correction/bear market argument.

In between the presentations, we shared ideas and camaraderie among old and new friends. We had a great dinner and wine at the seafood grill at the hotel. Our past president, Jeanette Young, and Tracey Knudsen, who could not make the conference, did a great job organizing a fantastic gathering of professionals and left us looking forward to next year's event. A special shout out goes to our assistant, Susan Truesdale, for her efforts as well.

I hate to end on a sad note, but we were all saddened to learn of the death of Ian McAvity shortly after the conference. Ian was scheduled to present on the big picture

and multi-market concerns that challenged 53 years of experience, but he did not make the conference—a loss for all of us.

If you would like to join AAPTA and/or come to our conference next year, check out our website at www.aapta.com.

Scott Fullman, CMT
AAPTA Vice President

LSTA (Lebanon)
Lebanese Society of Technical Analysts

Highlights of successful event hosted by LSTA: "Financial Crime Risk", presented by former Central Bank's vice governor, Dr. Meguerditch Bouldoukian.



The LSTA Executive and Management Committees taking a souvenir picture with Dr. Meguerditch Bouldoukian.



Dr. Bouldoukian during his presentation.



Mr. Stephane Attali, ESA President



Left: Mr. Georges Homsy, LSTA President. Right: Overview of the presentation on Promotion of LSTA.



An overview of the cocktail hour that followed the event.



Mrs. Marguerite Bazerli (LSTA General Secretary) and Mr. Eduardo Fakhoury (LSTA Vice President) surrounding Messrs. Homsy and Bouldoukian.

Highlights of TA Market's Forecast Session



LSTA invited its members to a Technical Analysis Market's forecast session held in ESA, during which Mr. Wael Amhaz, CFTe, our specialist and LSTA executive member,

presented his analysis on the future developments of the markets and some commodities based on TA. The session was followed by a Q&A period that proved that Lebanon is moving toward a high level of TA knowledge. The undersigned presented an overview of our association's targets and future events emphasizing the importance of the CFTe diploma.



We look forward to further increasing the knowledge of Technical Analysis within the local/regional community.

Member News continued

SAMT (Switzerland) **Swiss Association of Market Technicians** SAMT Journal Committee Swiss Technical Analysis Journal Spring Edition Now Available

The spring edition of the SAMT Journal is dedicated to Ian McAvity, who passed away suddenly in March. Ian was an honorary member of SAMT and annual speaker in Zürich. He was on his way to his annual vacation in Zermatt, where he skied for 31 years. We collected tributes by his colleagues, and there is an interview with Ian from February 2014.

The SAMT Journal also includes an article from Professor Hank Pruden that shows us how the use of the right brain can play an essential role in the thinking mode of chart readers and technical analysts. Three articles on trading strategies complete our spring Journal. Charles D. Kirkpatrick describes how to build and optimize, using walk-forward optimization, a moving average crossover system. Perry Kaufman gives his views about the actual situation of the markets in an interview regarding his recent book about algorithmic trading strategy. Finally, Alberto Vivanti demonstrates the results of a trading system built with 10 equity global sector indexes following the GICS classification.

We invite you to read the spring edition at: https://issuu.com/samt-switzerland/docs/samt_journal_spring_2016

Mario Valentino Guffanti, CFTe

SAMT Sets Next CFTe Prep Course for 10–11 September 2016 in Geneva

An immersion course in preparation for the IFTA Certified Financial Technician (CFTe) Level I and II examinations

On Saturday and Sunday, 10-11 September 2016, the Geneva chapter of the Swiss Association of Market Technicians (SAMT) will present a two-day immersion course on advanced technical analysis and preparation for the IFTA Certified Financial Technician (CFTe) Level II examination. This course is designed for professionals with market experience who are familiar with the essentials of technical analysis, and also for those who would like to use more advanced technical analysis on a regular basis.

- This immersion course is also designed to prepare candidates for the upcoming CFTe Levels I and II exams, which culminate in the award of an international professional qualification in technical analysis. The exam tests technical skills knowledge and understanding of ethics and the markets.
- The course will be limited to 5–10 candidates so that each person will receive the same individual level of information and instruction.
- The CFTe Level II exam incorporates a number of questions requiring essay-based analysis and answers. The candidate will demonstrate a depth of knowledge and experience in applying various methods of technical analysis.

- The exam also contains a number of different charts covering one specific market to be analysed (often an equity), as for a fund manager or trader.

For complete information on the course, including pricing, please download the brochure. https://issuu.com/samt-switzerland/docs/samt_cfte_prep_course_sep_2016__1_

Ron William, CMT, MSTA
 SAMT Geneva Chapter

STA (United Kingdom) **The Society of Technical Analysts**

The second quarter of 2016 has been a busy time for the STA, with meetings, exams, and the Diploma Part 2 course. Our congratulations go to the latest cohort of MSTAs. 76% of students were successful in the Part 2 exam held in April, and a special awards ceremony will be held in London at the STA Summer Party on 14 July 2016.

The next STA Part 1 exam will be held on 4 July 2016 and 21 September 2016, followed by a sitting of the STA Part 2 exam on 20 October 2016.

In mid-October, the CISI-accredited Diploma Part 1 course will commence running for 7 x 1 evening a week classes. This will be followed by the Diploma Part 2 course in mid-January 2017. For those unable to attend the courses in London, the Home Study Course is available to download and can be viewed using PC,

Mac, iPad, or Android machines. For more information on the courses we offer, please visit http://www.flipdocs.com/showbook.aspx?ID=10015583_771116 or contact the STA office at info@sta-uk.org

On 21 July, the STA will once again enter a team for the JPMorgan Corporate Challenge, paying the entry fee for the first 20 members who sign up as Team STA. The 5.6km route is suitable for individuals of all abilities and will be run to raise money for the STA's official charity beneficiary, Cancer Research UK. To keep up to date with the STA and its events, follow us on Twitter [@STA_ORG](https://twitter.com/STA_ORG) or like our Facebook page.

TSSASF (USA) **Technical Security Analysts** **Association of San Francisco**

2016 TSAASF Annual Conference: The Titans of Technical Analysis

The 2016 TSAASF Annual Conference will feature an impressive lineup of guest speakers who will take us on a journey back in time by presenting the methods developed by the early pioneers in Technical Analysis—Edwards & Magee, Wyckoff, Elliott and Gann. The conference will cover how they viewed and traded the market and how they might apply their knowledge to trading in today's markets. The best way for one to become a successful trader is to study how other traders before us became successful. Who better to look to than the original chartists—the innovators of

Member News continued

our time-tested methods. Those Titans of Technical Analysis!

Saturday, August 20

8:00 am – 5:00 pm

Golden Gate University

San Francisco, California

\$90 early-bird registration for TSAA-SF members

\$100 for MTA members

\$125 for non-members

Registration includes lunch

Registered GGU students pay just \$35

*Early-bird registration ends on August 1, 2016.

Schedule of events:

8:00 am–8:45 am	Registration, breakfast, coffee and tea
8:45 am	Conference Opening Announcements
9:00 am–10:00 am	Charles Kirkpatrick
10:00 am–11:00 am	Hank Pruden
11:00 am–11:15 am	Break
11:15 am–12:15 pm	Charles Bassetti
12:15 pm–1:15 pm	Boxed lunch in cafeteria
1:30 pm–2:30 pm	Corey Rosenbloom
2:30 pm–3:30 pm	Mathew Verdouw
3:30 pm–3:45 pm	Break
3:45 pm–4:45 pm	Jeffrey Kennedy
4:45 pm–5:00 pm	Conference Closing Announcements

Benefit of Membership: Complimentary Monthly Webinars

IFTA webinars are offered exclusively to all members of IFTA-affiliated societies around the globe. Your local society will forward you the details when they become available. If you would like to view past webinars, please check with your local society for the access details. Please note: the login passwords change monthly. Here is a list of past webinars:

2016

31 May

Harmonic Trading: An Introduction to Harmonic Patterns

Presenter: Scott Carney,
HarmonicTrader.com, USA

4 May

Part 3 of 3: Analyzing and Trading Markets Using the Wyckoff Method

Presenters: Roman Bogomazov and Bruce Fraser, USA

19 April

MJT's 3T Methodology: Squaring Trend and Price Targets Analysis with Prospective Timing

Presenter: Jean-François Owczarczak, CFTe, FRM, CEO Management Joint Trust SA, Geneva, Switzerland

4 April

Part 2 of 3: Analyzing and Trading Markets Using the Wyckoff Method

Presenters: Roman Bogomazov and Bruce Fraser, USA

30 March

Market Profile – Recent Advancements, and Applications for Trading

Presenter: Clive Lambert, UK, FuturesTechs

15 March

Traders' Mental Blind Spots: How Hidden Flaws in Your Decision-Making Affect Your Trading

Presenter: Dr. Gary Dayton,
TradingPsychologyEdge.com

25 February

Using Stops: The Good, The Bad and The Ugly

Presenter: Cesar Alvarez, Cesar Alvarez, Alvarez Quant Trading, USA

17 February

Financial Cartography: Interconnections in Financial Markets

Presenter: Dr. Kimmo Soramäki,
Financial Network Analytics, Ltd.

27 January

Analyzing and Trading Markets Using the Wyckoff Method

Presenters: Roman Bogomazov and Bruce Fraser, USA

2015

24 November

Monte Carlo Techniques: Application to Trading

Presenter: Dr. Howard Bandy, USA

11 August

Trading System Development — Indicator-Based

Presenter: Dr. Howard Bandy, USA

15 July

The Four Faces of Risk: Defining and Managing Risk in Trading System Development and Trading Management

Presenter: Dr. Howard Bandy, USA

25 March

Sentiment Analysis Using the Sentix Indicators **PDF**

Presenter: Manfred Hueber, CEFA, Sentix, Germany

5 March

Increase Your Profits With Recurring Cycles and Seasonalities

Presenter: Dimitri Speck, Germany

12 February

Markets Seen Through the Lens of Technical Analysis—A Look at the First Half of 2015

Presenters: Ralf Fayed, CFTe, Germany; Reinhard Scholl, MBA, CFTe, Germany; Winfried Kronenberg, Germany

2014

15 January

A Practical Approach to Cycles

Presenter: Robert Rethfeld,
Wellenreiter-Invest, Germany

20 November

The Use of Social Media Mentions in Technical Analysis

Presenter: Alex Neale, MSTA, CMT, MFTA, United Kingdom

5 November

Improve Your Trading with Fibonacci Time Projections (FTP) in FOREX

Presenter: Viktor Pershikov, MFTA, Russia

14 October

Point and Line Chart—A New Type of Chart to Get Strong and Clear Signals | **PDF**

Presenter: Mohamed Ashraf, CFTe, CETA, MFTA, Egypt

17 September

Can We Overcome Algorithmic Trading with Technical Analytic Tools

Presenter: Hiwon Yoon, Ph.D., Japan

7 August

How to Trade High Volatility Products with Success

Presenter: Jeanette Schwartz-Young, CFP®, CMT, MS, USA

5 June

Identification of High Probability Target Zones

Presenter: Andrew J.D. Long, MFTA, Publisher and Editor, Triggers\$.com, Canada

20 May

Some Uses of Market Geometry: Time, Price and Gradients,

Presenter: Victor Hugo, Director, Hugo Capital; President, Technical Analysts' Society of Southern Africa (TASSA), South Africa

7 May

Price Projection Methods

Presenter: Connie Brown, CMT, Founder, Aerodynamic Investments, Inc. USA

25 April

Multi Market, Multi Timeframe Trading

Presenter: Philipp Kahler Sr., Quantitative Analyst, Intalus, Germany

25 March

Optimization of Trading Strategies: The Search for Stability and Performance

Presenter: Philipp Kahler Sr., Quantitative Analyst, Intalus, Germany

IFTA Board of Directors Nomination Form

IFTA is an international organization established to advance the interests of the global community of technical analysis societies. IFTA is managed by a board of directors, which is elected by the member societies at the Annual General Meeting, normally conducted at the time of IFTA's Annual Conference. In selecting a slate of candidates for the IFTA board of directors, IFTA seeks to have the management resources, global representation, diversity, expertise and experience needed to advance its mission.

IFTA is now requesting nominations from individuals to serve on the board of directors for the October 2016 – October 2019 term. **IFTA estimates that seven board vacancies will be filled at the 2016 Annual General Meeting in Sydney.** Nominees must be willing to serve as a member or chair of a key IFTA committee and/or assist the committees and the board in ongoing work as needed.

Board members serve without payment for their work on the IFTA board of directors. Service on the IFTA board demands a high level of responsibility and a serious commitment to support IFTA's mission; it also provides personal and professional rewards to its members. Nominations from all interested persons are welcome. **The deadline to submit nominations is August 20, 2016.**

The nomination procedure is simple:

- 1 Any member in good standing of an IFTA member society may be nominated or may nominate him/herself.
- 2 Nominations must be seconded by two members in good standing of an IFTA member society.
- 3 The nominee must have the support of the board of directors of a local member society, preferably his or her own Society.
- 4 Each nominee must submit the following to IFTA Headquarters no later than **August 20, 2016.**
 - a Completed Nomination Form
 - b Completed IFTA Member Society Endorsement
 - c Summary or Curriculum Vitae (CV)
- 5 All nomination materials should be sent by email or postal mail to:

International Federation of Technical Analysts
9707 Key West Avenue, Suite 100
Rockville, Maryland 20850 USA

Phone: 240/404-6508
Fax: 301/990-9771
Email: admin@ifta.org

Nominations will be announced to the membership in early September. Voting will take place at the IFTA Annual General Meeting on October 19, 2016. If you have questions concerning this matter or would like a nominating form, please contact IFTA Admin at admin@ifta.org.

Nomination Form: IFTA Board of Directors

Name of Nominee

Firm

Address

City

State

Postal Code

Country

Phone

Fax

Email

Member in Good Standing of (Name of IFTA Member Society):

Nominated by

Persons seconding this nomination (must be members in good standing of an IFTA member society). Two seconders required.

1)

Name

Society

2)

Name

Society

Nominee must have the support of the board of his/her IFTA member society. A completed **IFTA Member Society Endorsement (below)** must accompany this Nomination Form. **A summary of the nominee's professional credentials and background must accompany this application.** Nominations deadline: **August 20, 2016.**

IFTA Member Society Endorsement

(Name of Nominee)

(Name of IFTA Member Society)

and has the support of the society's board of directors to run for a position on the IFTA board of directors.

Signature of Society Officer

Date

IFTA Member Societies

AUSTRALIA—ATAA Australian Technical Analysts Association www.ataa.com.au
 CANADA—CSTA Canadian Society of Technical Analysts www.csta.org
 EGYPT—ESTA Egyptian Society of Technical Analysts www.estaegypt.org
 FRANCE—AFATE Association Française des Analystes Techniques www.afate.com
 GERMANY—VTAD Vereinigung der Technischer Analysten Deutschlands e.V. www.vtad.de
 HONG KONG—FTAA* Financial Technical Analyst Association www.ftaa.org.hk
 INDIA—ATA The Association of Technical Analysis www.taindia.org
 INDONESIA—AATI Asosiasi Analis Teknikal Indonesia
 ITALY—SIAT Società Italiana di Analisi Tecnica www.siat.org
 JAPAN—NTAA Nippon Technical Analysts Association www.ntaa.org.jp
 LEBANON—LSTA Lebanese Society of Technical Analysts www.lstalebanon.com
 MALAYSIA—MATA* Malaysia Malaysian Association of Technical Analysts site.malaysianchartist.com
 NIGERIA—TASN Technical Analysts Society, Nigeria www.tasnigeria.org
 THE NETHERLANDS—DCTA Dutch Commission of Technical Analysis
 NEW ZEALAND—STANZ Society of Technical Analysts of New Zealand www.stanz.co.nz
 ROMANIA—AATROM Asociatia Analistilor Tehnici din Romania www.aatrom.org
 SCANDINAVIA—STAF Skandinavien Tekniska Analytikere Förening www.staf.nu
 SINGAPORE—TASS Technical Analysts Society (Singapore) www.tass.org.sg
 SPAIN—IEATEC Instituto Español de Analistas Técnicos y Cuantitativos www.ieatec.es
 SOUTH AFRICA—TASSA Technical Analysts Society of Southern Africa www.tassa.org.za
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 TUNISIA—ATAT* Association Tunisienne des Analystes Technique
 UNITED KINGDOM—STA Society of Technical Analysts Ltd. www.sta-uk.org
 USA—TSAASF Technical Securities Analysts Association www.tsaasf.org
 USA—AAPTA American Association of Professional Technical Analysts www.aapta.com

* Developing

IFTA Update Schedule

The *IFTA Update* is the quarterly electronic newsletter of the International Federation of Technical Analysts, reaching more than 6,950 IFTA colleagues worldwide. The *Update* is an efficient and cost-effective way to communicate with IFTA's member societies and colleagues.

PUBLICATION SCHEDULE

September Issue.....Education articles: August 15.....All other content: September 1
 December Issue.....Education articles: November 15.....All other content: December 1
 March Issue.....Education articles: February 15.....All other content: March 1
 June Issue.....Education articles: May 15.....All other content: June 1

Send education article submissions to newsletter@ifta.org. Send all other content to admin@ifta.org. For more information and to advertise, visit our website: www.ifta.org/publications/newsletter/

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IFTA 2016

Sydney Australia 21-23 October

From Theory to Profitability

Achieving Better Returns Through Technical Analysis

29th Annual Conference
21-23 October 2016
The Menzies Sydney,
Sydney Australia

Sponsorship
Opportunities



Sponsorship Opportunities

From Theory to Profitability

Achieving Better Returns Through Technical Analysis

The success of all Investing or Trading is measured by outcomes, usually in a metric indicating the annual increase of a portfolio or the percentage or dollar increase of a particular trade. That is, the Profitability. One can have all the Theory right, and have a sound understanding of the markets and the dynamics of the traded Instrument, but if the Implementation is inexperienced or suboptimal, then the Profitability will be suboptimal or worse.

The greatest value in attending an IFTA Conference is that the Speakers and the quality of attendees represent the highest level of experience in Technical Analysis available on the planet. And this high competence and experience is available and evident to all attendees. Experienced Technical Analysts from all over the globe welcome the chance to attend and share their new insights with others, and absorb new insights from others. These are practising Investing and Trading professionals who handle billions of dollars in Investments and Trades. Yes...they know their Theory, but at the end of their day, the only thing that matters is results! The Sydney IFTA Conference in 2016 will bring these practitioners together and allow you to participate in this shared learning.

We look forward to welcoming you to IFTA 2016 in Sydney.

For enquiries regarding Sponsorship opportunities or booking of an exhibition space, please contact John Zubrinich on +61.478.617.091 or John.Zubrinich@ATAA.asn.au

Technical Analysis is the systematic method of analysing financial instruments, including securities, futures and interest rate products, with only market-delivered information such as price, volume, volatility and open interest. The tools of technical analysis are measurements and derivatives of price, for example on-balance volume, price oscillators, momentum measurements and pattern recognition. A Technical Analyst applies such tools for forecasting and timing the trading and investing in financial instruments. Technical Analysis is a universally recognized discipline.



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.



For enquiries regarding Sponsorship opportunities or booking of an exhibition space, please contact John Zubrinich on +61.478.617.091 or John.Zubrinich@ATAA.asn.au

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- CANADA—CSTA** Canadian Society of Technical Analysts www.csta.org
- EGYPT—ESTA** Egyptian Society of Technical Analysts www.estaegypt.org
- FRANCE—AFATE** Association Française des Analystes Techniques www.afate.com
- GERMANY—VTAD** Vereinigung der Technischer Analysten Deutschlands e.V. www.vtad.de
- HONG KONG—FTAA*** Financial Technical Analyst Association www.ftaa.org.hk
- INDIA—ATA** The Association of Technical Analysis www.taindia.org
- INDONESIA—AATI** Asosiasi Analis Teknikal Indonesia
- ITALY—SIAT** Società Italiana di Analisi Tecnica www.siat.org
- JAPAN—NTAA** Nippon Technical Analysts Association www.ntaa.org.jp
- LEBANON—LSTA** Lebanese Society of Technical Analysts www.lstalebanon.com
- MALAYSIA—MATA*** Malaysia Malaysian Association of Technical Analysts site.malaysianchartist.com
- NIGERIA—TASN** Technical Analysts Society, Nigeria www.tasnigeria.org
- NEW ZEALAND—STANZ** Society of Technical Analysts of New Zealand www.stanz.co.nz
- ROMANIA—AATROM** Asociatia Analistilor Tehnici din Romania www.aatrom.org
- SCANDINAVIA—STAF** Skandinavien Tekniska Analytikere Förening www.staf.nu
- SINGAPORE—TASS** Technical Analysts Society (Singapore) www.tass.org.sg
- SPAIN—IEATEC** Instituto Español de Analistas Técnicos y Cuantitativos www.ieatec.es
- SOUTH AFRICA—TASSA** Technical Analysts Society of Southern Africa www.tassa.org.za
- SWITZERLAND—SAMT** Swiss Association of Market Technicians www.samt-org.ch
- TUNISIA—ATAT*** Association Tunisienne des Analystes Technique
- UNITED KINGDOM—STA** Society of Technical Analysts Ltd. www.sta-uk.org
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Bronze



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IFTA 2014 London

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Benefits of Sponsoring

- Distinguishing your product in the marketplace
- Developing new contacts
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- Networking & cross promotion
- Personal access to a target audience



The following tables outline the “opportunities for visibility” by sponsors throughout the IFTA conference.

Platinum US \$30,000

- 1 x 1st priority choice of exhibitor space
- 1 x Acknowledgement as Platinum-level sponsor with prominent placement of logo in final Program of Events
- 1 x Advert in IFTA Journal—full page
- 3 x Advert in IFTA Update—full page
- 12 x Advert in IFTA Webinar—12 webinars
- 1 x Breakfast session
- 3 x Brochure inserts in delegates’ satchel
- 3 x Complimentary delegate registration
- 1 x Delegate satchel
- 1 x Exhibitor stand
- 1 x Logo on conference website, with hyperlink to sponsor’s website
- 1 x Marketing (multi-media)
- 1 x Name tags and lanyard, for delegates
- 4 x Sponsor’s name and logo on acknowledgement boards, prominently displayed throughout the conference venue
- 1 x Use of IFTA 2016 logo

Gold US \$20,000

- 1 x 2nd priority choice of exhibitor space
- 1 x Acknowledgement as Gold-level sponsor with prominent placement of logo in final Program of Events
- 1 x Advert in IFTA Journal—1/2 page
- 3 x Advert in IFTA Update—1/2 page
- 3 x Advert in IFTA Webinar—3 webinars
- 1 x Breakfast session
- 2 x Brochure inserts in delegates’ satchel
- 2 x Complimentary delegate registration
- 1 x Exhibitor stand
- 1 x Logo on conference website, with hyperlink to sponsor’s website
- 1 x Marketing (multi-media)
- 3 x Sponsor’s name and logo on acknowledgement boards, prominently displayed throughout the conference venue
- 1 x Stationery for delegates (Pens, Paper/pad)
- 1 x Use of IFTA 2016 logo

Silver US \$10,000

- 1 x 3rd priority choice of exhibitor space
- 1 x Acknowledgement as Silver-level sponsor in final Program of Events
- 1 x Advert in IFTA Journal—1/3 page
- 3 x Advert in IFTA Update—1/3 page
- 1 x Advert in IFTA Webinar—1 webinar
- 1 x Brochure inserts in delegates’ satchel
- 1 x Complimentary delegate registration
- 1 x Exhibitor stand
- 1 x Logo on conference website, with hyperlink to sponsor’s website
- 1 x Lunch session
- 1 x Marketing (multi-media)
- 2 x Sponsor’s name and logo on acknowledgement boards, prominently displayed throughout the conference venue
- 1 x Use of IFTA 2016 logo

Bronze US \$5,000

- 1 x Acknowledgement as Bronze-level sponsor in final Program of Events
- 1 x Advert in IFTA Journal—1/4 page
- 1 x Afternoon Tea Break
- 1 x Brochure inserts in delegates’ satchel
- 1 x Exhibitor stand
- 1 x Logo on conference website, with hyperlink to sponsor’s website
- 1 x Marketing (multi-media)
- 1 x Morning Tea Break
- 1 x Sponsor’s name and logo on acknowledgement boards, prominently displayed throughout the conference venue
- 1 x Use of IFTA 2016 logo

Exhibitor US \$1,250

- 1 x Brochure inserts in delegates’ satchel
- 1 x Exhibitor stand

For enquiries regarding Sponsorship opportunities or booking of an exhibition space, please contact John Zubrinich on +61.478.617.091 or John.Zubrinich@ATAA.asn.au

Sponsorship Application Form

Complete NOW for maximum pre-Conference exposure

Return application to: John Zubrinich, Email: John.Zubrinich@ATAA.asn.au

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



Sponsorship Levels

(indicate selection)

- Platinum USD \$30,000
- Gold USD \$20,000
- Silver USD \$10,000
- Bronze USD \$5,000
- Exhibitor USD \$1,250

Contact Information

_____ name

_____ firm

_____ address

_____ city

_____ state

_____ country

_____ postal code/zip code

_____ telephone

_____ fax

_____ e-mail

Method of Payment

IFTA and the ATAA Board requests the Sponsorship payments be directed to:

Account Name:
Australian Technical Analysts Association

Bank:
St George Bank Limited
Address:

4 – 16 Montgomery Street
KOGARAH NSW 2217 AUSTRALIA
BSB: 116 879

Account:
449271089

Swift Code:
SGBLAU2S

ATAA
PO Box 3175
Eastlakes, NSW 2018
Australia



International Federation of Technical Analysts

9707 Key West Avenue, Suite 100
Rockville, MD 20850 USA

Email: admin@ifta.org Phone: +1 (240) 404-6508
Web: www.ifta.org Fax: +1 (301) 990-9771

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