

**28<sup>th</sup> Annual Options Industry Conference  
Schedule of Events\***

**Wednesday, April 28**

|                 |  |                                    |
|-----------------|--|------------------------------------|
| 5:00pm – 7:00pm | Committee Meetings ( <i>by invitation only</i> )<br>5:00pm STA Options Committee | Grand Sonoran Salons H-I           |
| 1:00pm – 6:00pm | Registration   | Grand Saguaro Ballroom South Foyer |

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**Thursday, April 29**

|                  |   |  |
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| 7:00am - 6:00pm  | Registration  | Grand Saguaro Ballroom South Foyer   |
| 7:00am – 6:30pm  | Press Room  | Grand Canyon Salon 11  |
| 8:00am – 12:30pm | Committee Meetings ( <i>by invitation only</i> )<br>8:00am SIFMA Committee<br>9:00am OIC Roundtable<br>11:00am FIA/OIC Steering Committee | Grand Sonoran Salons J-K<br>Grand Sonoran Salons H-I<br>Grand Sonoran Salons J-K |
| 2:00pm           | Exhibit Hall Opens  | Grand Canyon Ballroom 6-7  |
| 2:00pm – 5:00pm  | Exchange and Committee Updates and<br>Technology Vendor Presentations   | Grand Saguaro Ballroom North-South   |
| 5:30pm – 6:30pm  | Exhibit Hall Grand Opening Reception  | Grand Canyon Ballroom 6-7  |
| 6:30pm – 10:00pm | Welcome Reception and Dinner  | Pool Deck  |
| 10:00pm – 2:00am | Hospitality Suites  | Hospitality Suites 2442 & 2445   |

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**Friday, April 30**

|                   |  |                                    |
|-------------------|--|------------------------------------|
| 7:00am – 6:00pm   | Registration   | Grand Saguaro Ballroom South Foyer |
| 7:00am – 6:30pm   | Press Room   | Grand Canyon Salon 11              |
| 7:00am – 6:30pm   | Exhibit Hall Opens   | Grand Canyon Ballroom 6-7          |
| 7:00am – 8:00am   | Breakfast  | Grand Canyon Ballroom 8            |
| 8:00am – 8:15am   | Welcome Remarks  | Grand Saguaro Ballroom North-South |
| 8:15am – 9:00am   | Opening Address (SEC)  | Grand Saguaro Ballroom North-South |
| 9:00am – 10:15am  | <b>Foundation: U.S. Exchange Leaders' Panel</b><br><br>Moderator: John J. Lothian, John J. Lothian & Co.<br>Jeromee Johnson, BATS<br>Tony McCormick, Boston Options Exchange<br>Bill Brodsky, Chicago Board Options Exchange<br>Gary Katz, International Securities Exchange<br>Tom Wittman, NASDAQ OMX<br>Ed Boyle, NYSE Euronext | Grand Saguaro Ballroom North-South |
| 10:15am – 10:45am | Sullivan Award   | Grand Saguaro Ballroom North-South |
| 10:45am – 11:15am | Morning Break  | Grand Canyon Ballroom 6-7          |
| 11:15 am– 12:15pm | <b>Evolution: The Equities Markets</b><br><br>Moderator: Chris Nagy, TD Ameritrade<br>Bill O'Brien, Direct Edge<br>Joseph Mecane, NYSE Euronext<br>Joseph Ratterman, BATS<br>Eric Noll, NASDAQ OMX   | Grand Saguaro Ballroom North-South |

**Friday, April 30 – Continued**

|                  |  |                                    |
|------------------|--|------------------------------------|
| 12:15pm – 1:30pm | Lunch  | Sunset Lawn                        |
| 1:30pm – 2:30pm  | Keynote Speaker: Malcolm Gladwell<br>Author of <i>What the Dog Saw</i> , <i>Outliers</i> , <i>Blink and The Tipping Point</i><br>Staff writer, <i>The New Yorker</i>   | Grand Saguaro Ballroom North-South |
| 2:30pm – 3:00pm  | Afternoon Break  | Grand Canyon Ballroom 6-7          |
| 3:00pm – 3:30pm  | <b>Exploration: How Futures Affect Options</b>   | Grand Saguaro Ballroom North-South |
| 3:30pm – 4:30pm  | <b>Breakout Sessions</b>   |                                    |
|                  | <b>Transformation: Regulatory Reform &amp; How Washington Works</b><br><br>Moderator: Molly McGregor, International Securities Exchange<br>Elizabeth King, SEC<br>Doug Nappi, Nappi & Hoppe<br>Noam Scheiber, The New Republic                         | Grand Saguaro Ballroom North-South |
|                  | <b>Reinvention: New Paradigms for Trading Technology</b><br><br>Moderator: Ken McHarg, Barclays<br>Mike Rude, Goldman Sachs<br>Andrew Shultz, Susquehanna<br>Daniel May, SpryWare<br>Calin Ciordas, Credit Suisse<br>Jerry Hanweck, Hanweck Associates | Grand Saguaro Ballroom East        |
| 5:30pm – 6:30pm  | Cocktail Reception in Exhibit Hall   | Grand Canyon Ballroom 6-7          |
| 6:30pm           | Buses depart JW Marriott Desert Ridge  | Ballroom Entrance                  |
| 7:00pm – 10:00pm | Friday Night Lights  | University of Phoenix Stadium      |

**Saturday, May 1**

|                   |  |                                    |
|-------------------|--|------------------------------------|
| 7:00am – 5:00pm   | Press Room   | Grand Canyon Salon 11              |
| 7:00am – 12:00pm  | Exhibit Hall Opens   | Grand Canyon Ballroom 6-7          |
| 7:00am – 8:30am   | Breakfast  | Grand Canyon Ballroom 8            |
| 8:30am            | Opening Remarks  | Grand Saguaro Ballroom North-South |
| 8:30am – 9:30am   | <b>Innovation: The Options Market</b><br><br>Moderator: Rich Repetto, Sandler O'Neill & Partners, L.P.<br>Kevin Fisher, Interactive Brokers<br>Jon Werts, Bank of America Merrill Lynch<br>Jeff Woodring, UBS Securities<br>Martin Mannion, Citadel<br>Sam Lek, LEK Securities | Grand Saguaro Ballroom North-South |
| 9:30am – 10:15am  | <b>Specialization: The World of Social Marketing</b><br>Mark DiMassimo, DIGO Brands  | Grand Saguaro Ballroom North-South |
| 10:15am – 10:45am | Morning Break  | Grand Saguaro Ballroom North-South |

**Saturday, May 1 - Continued**

10:45am – 11:45am

**Breakout Sessions**

***Adaptation: The Retail Marketplace***

Grand Saguaro Ballroom North-South

Moderator: Kevin Murphy, Citigroup Global Markets  
Chris Larkin, E\*Trade  
Randy Frederick, Charles Schwab  
Pete Bottini, optionsXpress  
John Dominic, TradeKing

***Globalization: International Perspectives***

Grand Saguaro Ballroom East

Moderator: Michael Peters, Eurex  
Jim Shapiro, Bombay Stock Exchange  
Jorge Alegria, MexDer  
Emir Al-Rawi, IMC Financial Markets  
James Shapiro, Bombay Stock Exchange

11:45am

Closing Remarks  
Passing of the hammer

Grand Saguaro Ballroom North-South

1:00pm

Golf Tournament  
The Palmer Signature Course  
JW Marriott Desert Ridge Resort

Wildfire Golf Course

1:00pm

Outdoor Adventures  
Horseback Riding & Jeep Tour

Ballroom Entrance

7:00pm – 10:00pm

Closing Dinner

Grand Canyon Ballroom 6

\*Schedule subject to change without notice