

Exhibitors



Booth 115

Agreement Express enables wealth management firms to provide a seamless, digital client onboarding experience. On one powerful platform, firms can streamline and automate onboarding workflows, open client accounts faster, and manage advisor operations.

Contact: Phil Wilkins, Director, Enterprise Sales. Agreement Express, 625 Howe St., Suite 900, Vancouver, British Columbia, Canada V6C 2T6/877.247.3397/hello@agreementexpress.com/www.agreementexpress.com/

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Appian

Booth 500A

Appian provides a leading low-code software development platform that enables organizations to rapidly develop powerful and unique applications. The applications created on Appian's platform help companies drive digital transformation and competitive differentiation. For more information, visit www.appian.com.

Contact: Michael Heffner, Vice President, Global Financial Services. Appian, 11955 Democracy Drive, Suite 1700, Reston, VA 20190 / 703.442.8844 / info@appian.com / www.appian.com

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Contact: Kevin Melancon, Sales Executive, BNY Mellon, 760 Moore Road, Mail Stop 19K-1B02, King of Prussia, PA 19406 / 707.256.9138 / www.bnymellon.com

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Deloitte.

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Contact: Mike Wade, Managing Director, Deloitte & Touche LLP / 1.804.697.1537 / mwade@deloitte.com / www.deloitte.com/us

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Contact: David Burke, Vice President, DST, 333 W. 11th Street, Kansas City, MO 64105 / 860.559.2599 / dmburke@dstsystems.com / www.dstsystems.com

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Contact: Oliver Snelling, Program Manager, eClerx Markets, 286 Madison Avenue, New York, NY 10017 / 646.790.6804 / www.eclerxmarkets.com



Booth 113

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Booth 500B

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Contact: Neal Ullman, Principal, EY, 5 Times Square, New York, NY 10036 / 212.773.2538 / neal.ullman@ev.com/www.ev.com





Booth 604

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Booth 511

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Contact: David Hands, Chief Executive Officer and Partner, Financial Technologies Solutions, LLC (FTS), 1 Cragwood Road, 2nd Floor, South Plainfield, NJ 07080 / 908.222.5382 / <u>dhands@fintechsol.com</u> / Philip J. Necci, Jr., Chief Marketing Officer and Partner, Financial Technologies Solutions, LLC (FTS), 1 Cragwood Road, 2nd Floor, South Plainfield, NJ 07080 / 908.222.5381 / <u>pnecci@fintechsol.com</u> / <u>www.fintechsol.com</u>

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Booth 602

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Booth 105

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Booth 603

Helix Financial Systems is a leading provider of financial software systems and know-how to the dealer, asset management, securities lending, banking and insurance communities

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Booth 201B

Matrix Applications is a New York-based technology service bureau that offers a suite of products and services to support institutional, domestic fixed income trading firms. Matrix works with its clients to identify a blend of services to best fit their needs, from trading systems to back office operations assistance.

The firm hosts various systems: the TradeBlazer trading and settlement platform, a front-to-back proprietary system. MarginCalculator.com, a web-based service for FINRA Rule 4210 compliance which calculates counterparty credit exposure between trade and settlement for MBS transactions, and the margin to mitigate that risk. And in May 2017 Matrix acquired ReadQ Technologies and its highly-regarded QTIX platform. The modularized nature of the QTIX collateral management system allows firms to pick and choose the solution that best solves their needs.

Contact: Stephen Mellert, Managing Director, Matrix Applications, 825 3rd Avenue, 35th Floor, New York, NY 10022 / 212.308.8800 / <u>stephen.mellert@matrixapps.com</u> / <u>www.matrixapps.com</u>



Booth 104

Meet EMMA® Staff from the Municipal Securities Rulemaking Board (MSRB) will be available to demo the Electronic Municipal Market Access (EMMA) website. EMMA is an online platform dedicated to bringing greater transparency to the municipal bond market. The MSRB, which is the primary regulator of the municipal market, operates the EMMA website in support of its mission to protect investors, state and local governments, and the public interest. EMMA is the official repository for information on virtually all municipal securities and a key way the MSRB promotes a fair and efficient municipal market. EMMA serves as a resource to help investors and their financial professionals: Learn about the municipal securities market; Evaluate the features and risks of specific municipal bonds; and Monitor municipal securities investments.

Contact: Ritta McLaughlin, Chief Education Officer. Municipal Securities Rulemaking Board (MSRB), 1300 1 Street, Suite 1000, Washington, DC 20005 / 202.838.1306 / rmclaughlin@msrb.org / www.msrb.org

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Booth 200

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Contact: Pete Bowman, Director, Oyster Consulting LLC, 4128 Innslake Drive, Glen Allen, VA 23060 / 804.965.5400 / pete.bowman@oysterllc.com / www.oysterllc.com

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PricingDirect®Inc.

Booth 103

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Contact: Christopher Kim, JP Morgan Chase & Co., 383 Madison Avenue, New York, NY 10179 / 212.272.4731 / christopher.kim@jpmorgan.com/www.pricing-direct.com

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Contact: Julien Courbe, US Financial Services Advisory Leader, PwC | 646.471.4771 | julien.courbe@pwc.com | www.pwc.com/us/en/industries/financial-services.html

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Booth 201C

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Contact: Calvin Rowley, CEO, The Reach Agency, 1290 Avenue of the Americas, Level 9, New York, NY 10104 / 855.219.5480 x 3 / calvinr@thereachagency.com / www.thereachagency.com

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Booths 216/218

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Contact: Joe South, President. Shadow Financial Systems, Inc., 1551 South Washington Avenue, Piscataway, NJ 08854 / 732.877.6099 / jsouth@shadowfinancial.com / www.shadowfinancial.com

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Booth 300A

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Booth 300B

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Contact: Kris Barr, Business Development Representative, 851 SW 6th Avenue, Suite 800, Portland, OR 97204 / 866.SMARSH.1 /advantage@smarsh.com / www.smarsh.com

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Booth 300C

Throughout the course of the last year, Talisys has been developing a suite of point solutions in an effort to modernize the existing architecture available to wealth management firms. Through research and continued conversations with existing clients, we knew there was a dire need for a suite of products that would eliminate the existing inefficiencies in the industry, and with that came Talisys Online Products (TOP). TOP are next generation, HTML 5 technology platforms of mobile products consisting of Analytics, Advisor, Corporate Actions, Investor, and ACATs. These products were designed to improve efficiency by providing clients the ability to stay in the know on a real-time basis in and away from the office. TOP products operate independently of one another and can be purchased by need on an individual scale. Check out our TOP website and learn how TOP will keep your firm ahead of the curve.

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Booth 101

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Booth 107

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