



Updated July 29, 2024

# 2024 Sponsorship Opportunities



## **Washington DC Spring Update**

The St. Regis Washington, DC

April 10, 2024

## **91st Annual Market Structure Conference**

JW Marriott Grande Lakes, Orlando, FL

September 18-20, 2024

Dear Colleague,

Thank you for your interest in STA's 2024 Sponsorship Opportunities!

A record number of organizations sponsored STA in 2023 because they view us as a unique and cost-effective resource to understand key issues in Washington DC, assist in the career development of their employees, and help promote their brand. Combining sponsor support with the steady uptick in conference registrations over the past three years, we are prepared to fulfill our mission to educate and inform the securities industry on important market structure issues.

If you are considering an STA sponsorship, we encourage you to act quickly—many firms commit early to maximize the year-long benefits in their sponsorship package, including representation on select STA Advisory Committees and valuable reports from DC.

In 2024, STA will host two important industry events, with some exciting changes!

In April, we will present our Washington DC Spring Update in person at The St. Regis Washington, DC. This one-day event will be exclusive to sponsors and will feature congressional members and regulatory leaders.

Then, in September, we will host our 91st Annual Market Structure Conference at the JW Marriott Grande Lakes Orlando. With a larger, more self-contained conference area, we can offer a wider range of sponsorships, expand networking opportunities, allow for more participatory activities and enjoy greater program flexibility.

Four levels of sponsorship will be offered again for 2024. On the pages that follow, you will find sponsor benefits, extensive branding opportunities, pricing and other important sponsor information.

Each year brings new issues on both the regulatory and legislative fronts, and STA will continue to be a valuable industry resource when it comes to matters in Washington DC. We look forward to serving our members, sponsors and all industry market participants in 2024.

On behalf of the entire 2024 STA Board of Governors, we look forward to partnering with you!



Jim Hyde  
2024 Chair



James Toes  
President & CEO

## STA 2024 Events

### Washington DC Spring Update

The St. Regis Washington, DC  
April 10, 2024

### Market Structure Conference

JW Marriott Grande Lakes,  
Orlando, FL  
September 18-20, 2024

# By the Numbers...

## 2023 Market Structure Conference



**305**  
Firms Attended

**114**  
Sponsors



**Speakers**

**68**

Thought Leaders from

**57**

High-Profile Industry Organizations  
and Government Agencies



**Record  
Registration**

**1,526**

Total Registrations

**770 + 756**

In-Person

Virtual



**Social  
Engagement**

**80,600**

Social Impressions

# Washington DC Spring Update

## The St. Regis Washington, DC

April 10, 2024

### Welcome to The St. Regis – 100% In Person

After a successful run as a remote event, the Washington DC Spring Update will be held **in person** at The St. Regis Washington, DC on April 10, 2024.

A historic hotel in the heart of the nation's capital, The St. Regis Washington, DC has hosted most of the U.S. presidents as well as an assortment of royalty and prime ministers. Today, Old World architecture meets modern comforts and a convenient location near many of the city's top law offices, lobbying firms and of course, the White House. There's hardly a better power spot in DC than the corner of 16th and K Streets. The St. Regis puts you minutes from Metro transportation, fine dining, culture and more.

There is limited seating for this sponsor-exclusive, one-day event. Confirmed 2024 Sponsors will be eligible to purchase a limited number of tickets until capacity is reached.



# Washington DC Spring Update

## The St. Regis Washington, DC

April 10, 2024

### Tickets & Pricing

Confirmed sponsors are eligible to purchase a select number of tickets to the Washington DC Spring Update. Tickets are not guaranteed. Tickets will be sold online, on a first come, first served basis and will not be held.

Program: 10:00 a.m. - 4:30 p.m.  
*with a light Breakfast available starting at 9:00 a.m.*  
Cocktail Reception: 4:30 - 6:00 p.m.

- Platinum - Up to three (3) tickets
- Diamond - Up to two (2) tickets
- Gold - One (1) ticket
- Silver - One (1) ticket

Price per ticket: \$425



### Sponsorship Opportunities

The sponsorship opportunities below are separate from the Sponsorship Levels listed on page 7 of this prospectus.

#### Cocktail Reception (\$4,000)

Sold

Signage plus sponsor logo on cocktail napkins for 90-minute cocktail reception at The St. Regis Washington, DC.

#### Lanyards (\$2,500)

Sold

Sponsor logo on lanyards, distributed to all DC Update attendees at registration.

#### Notebook/Pen (\$2,500)

Sold

Sponsor logo on notebook with pen, placed at each place setting at DC Update.

#### All-Day Coffee Station (\$1,500)

Sold

Signage plus sponsor logo on cocktail napkins for coffee and tea station at The St. Regis Washington, DC.

For more information about these sponsorships, or to discuss an opportunity not listed here, please contact: Dawn Combs at [dawn@securitytraders.org](mailto:dawn@securitytraders.org)

# 91st Annual Market Structure Conference

JW Marriott Grande Lakes, Orlando, FL

September 18-20, 2024

## Welcome to Grande Lakes Orlando!

This September, the JW Marriott Grande Lakes will be your home away from home when you attend STA's 91st Annual Market Structure Conference. An oasis inspired by the golden age of Florida hotels, Grande Lakes Orlando is Central Florida's premier, multi-hotel resort. Anchored by the JW Marriott and The Ritz-Carlton luxury hotels, the resort offers an incredible array of amenities, including championship golf, gourmet dining, spa treatments and worldclass pools. Incomparable relaxation, recreation and adventure await — a short drive from Orlando International Airport and within minutes of Orlando's most popular theme parks and attractions. Situated amid more than 500 lush acres of natural habitats, lakes and a working farm, Grande Lakes Orlando is so much more than a great place to stay.

While the 2024 Market Structure Conference will be held in Orlando, we have no intention of abandoning Washington DC! We will continue to maintain a strong presence in our Nation's Capital, returning to the JW Marriott Washington DC October 15-17, 2025 for our 92nd Annual Market Structure Conference.



# Sponsorship Levels

Each Sponsorship Level provides a unique opportunity for organizations to create visibility and put their brand in front of STA’s diverse audience of securities professionals.



	Platinum \$30,000	Diamond \$17,500	Gold \$11,500	Silver \$6,000
Branded as sponsor of 91st Annual Market Structure Conference at JW Marriott Grande Lakes Orlando	✓	✓	✓	✓
Onsite signage, company logo on Conference webpage and promotional emails sent to more than 34,000 subscribers	✓	✓	✓	✓
Access to Conference registration list	✓	✓	✓	✓
Complimentary registrations to Market Structure Conference*	7	3	2	1
Eligible to purchase tickets to April 10, 2024 Washington DC Spring Update	✓	✓	✓	✓
Representation on STA Market Structure Analyst, Listed Options and/or ETF Committees**	✓	✓	✓	
Premium branding opportunity plus dedicated sponsor signage	✓			
Onsite conference/golf branding opportunity***		✓	✓	
Speaking opportunity (panelist or moderator) at Market Structure Conference	Guaranteed	Considered		
Two days private meeting space at JW Marriott Grande Lakes Orlando (Lower Level)	✓			
Complimentary golf hole sponsorship at The Ritz-Carlton Golf Club, Grande Lakes Orlando	✓			

**For more information about these sponsorships, or to discuss an opportunity not listed here, please contact: Dawn Combs at [dawn@securitytraders.org](mailto:dawn@securitytraders.org)**

\* Complimentary registrations are for sponsor employees only and are not transferable.

\*\* Learn more about STA Advisory Committees at <https://securitytraders.org/about/committees/>

\*\*\* Diamond and Gold sponsors can swap onsite branding opportunity for an extra comp in-person registration.

# Sponsorship Opportunities

## Premium Branding Opportunities

(Available to Platinum Sponsors Only)

### Room Keys

Sold

Sponsor logo or custom artwork imprinted on hotel room keys distributed to all Grande Lakes conference guests.

### Lanyards

Sold

Sponsor logo on conference lanyards distributed to all conference attendees at registration.

### Pocket Agendas

Sold

Sponsor logo on front of Pocket Agenda inside conference badge distributed to all conference attendees at registration.

### Conference Wi-Fi

Sold

Exclusive sponsor of conference Wi-Fi. Postcard with sponsor logo distributed to each attendee plus customized login/password to access Wi-Fi.

### Espresso (or Smoothie) Bar

Sold

Branded beverage (espresso or smoothie) bar outside of General Session during select conference hours on Wednesday and Thursday. Budget imposed.

### Registration Bags

Sold

Sponsor logo on registration bag, distributed to all conference attendees at registration.

### General Session Seating

Sold

Capture attendees' attention in General Session! Sponsor logo placed on chair-back covers and highboy tables inside General Session. Budget imposed.

**For more information about these sponsorships, or to discuss an opportunity not listed here, please contact: Dawn Combs at [dawn@securitytraders.org](mailto:dawn@securitytraders.org)**



# Sponsorship Opportunities

## Event Sponsorships

(Available to Diamond and Gold Sponsors)

### Networking Reception (\$17,500) – 2 Available

Sold Out

Signage and branded cocktail napkins for either Wednesday or Thursday Networking Reception.

### Networking Lunch (\$17,500) – 2 Available

Sold Out

Signage and branded cocktail napkins for either Wednesday or Thursday Networking Lunch.

### STA Women in Finance Symposium (\$17,500)

Sold

Sponsorship of the 9th Annual STA Women in Finance Symposium (in conjunction with STA Market Structure Conference). Signage plus various other branded items along with email promotions.

### Tuesday Welcome Registration (\$11,500)

Sold

Sponsor signage at conference satellite registration desk. Light snacks and drinks provided to welcome early arrivers; includes branded cocktail napkins.

### Breakfast (\$11,500) – 2 Available

Sold Out

Signage and branding for either Thursday or Friday Breakfast.

### All-Day Coffee Station (\$11,500)

Sold

Branded coffee station outside of General Session will be available during sessions on Wednesday, Thursday and Friday; includes branded coffee cups.

### Snack Break (\$6,000) – 2 Available

Sold Out

Signage and branded cocktail napkins for either Wednesday or Thursday Snack Breaks.

For more information about these sponsorships, or to discuss an opportunity not listed here, please contact: Dawn Combs at [dawn@securitytraders.org](mailto:dawn@securitytraders.org)

# Sponsorship Opportunities

## General Sponsorships

(Available to Diamond and Gold Sponsors)

### Conference Attendee App (\$17,500)

Sold

Includes branded splash screen on app and recognition on promotional/app launch emails.

### Luggage Tag/Bag-Check (\$17,500)

On Hold

Branded luggage tag distributed to guests upon arrival at JW Grande Lakes. Also includes sponsorship of the bag-check station made available to departing attendees on Friday.

### Turn Down/Do Not Disturb (\$17,500)

Customized Do Not Disturb tags (one for each night), along with a branded sweet, distributed to all Grande Lakes conference guests.

### Late Night Snacks (\$17,500)

Sold

Branded bag with snacks, distributed to all Grande Lakes conference guests. Can be supplemented with sponsor-provided item or postcard.

### Charging Lounge (\$17,500)

Sold

Branded charging area outside of General Session for attendees to charge their electronic devices.

### Resort Map (\$11,500)

Sold

Sponsor logo on resort map distributed to all Grande Lakes conference guests.

### General Session Chair Drop (\$11,500) – 3 Available

Sold Out


Drop marketing material or a logo promo item during General Session! Size restrictions may apply; sponsor assumes costs on all materials and shipping.


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# Sponsorship Opportunities

## General Sponsorships (continued)

(Available to Diamond and Gold Sponsors)


**General Session Pen (\$11,500) – 2 Available / 1 per Day**   
Pen to feature sponsor logo, placed in General Session each day.


**General Session Notepad (\$11,500) – 2 Available / 1 per Day**   
Notepad to feature sponsor logo, placed in General Session each day.


**General Session Mints (\$11,500) – 2 Available / 1 per Day**   
Mints to feature sponsor logo, placed in General Session each day.

**General Session Hand Sanitizer (\$11,500)**   
Mini sanitizer to feature sponsor logo, placed in General Session each day.

**General Session Coaster (\$11,500)**   
Coaster to feature sponsor logo or artwork, placed in General Session all days of the conference.

**Weather Sponsor (\$11,500)**   
Branded postcard featuring tomorrow's forecast nightly on each attendee's pillow, along with a sponsor branded sunglasses strap.

**Room Drop (\$6,000) – 4 Available**   
Drop marketing materials or a logo promotion item in attendee guest rooms at the Grande Lakes! Size restrictions may apply; sponsor assumes costs on all materials and shipping.

**Registration Bag Insert (\$6,000) – 12 Available**   
Drop marketing materials or a logo promotion item in the attendee registration bag! Size restrictions may apply; sponsor assumes costs on all materials and shipping.

**For more information about these sponsorships, or to discuss an opportunity not listed here, please contact: Dawn Combs at [dawn@securitytraders.org](mailto:dawn@securitytraders.org)**

# Sponsorship Opportunities

## Thursday Afternoon Golf Tournament

(Available to Diamond and Gold Sponsors)



Conference attendees and guests are eligible to participate in the Thursday Afternoon Golf Tournament at The Ritz-Carlton Golf Club, Grande Lakes Orlando.

Set within the headwaters of the Florida Everglades, The Ritz-Carlton Golf Club, Orlando is a full service, luxury golf experience unlike any other in Central Florida. Designed by golf legend Greg Norman, the course boasts challenging greens and wide fairways framed by pines, palmettos and live oaks. The 18-hole championship course is a Certified Audubon Cooperative Sanctuary and tests the abilities of every skill level.

The Ritz-Carlton Golf Club, Orlando is also host to the annual PNC Championship. For more than a decade, some of the top names in professional golf play competitively alongside their family members, showcasing the bonds and memories that are created both inside and outside of the ropes.

Sponsorship opportunities are listed on the following page, and pricing for the Golf Tournament is on the last page of this prospectus.

# Sponsorship Opportunities

## Golf Tournament Sponsorships (continued)

(Available to Diamond and Gold Sponsors)

### Golf Carts (\$17,500)

Sold

Golf carts to be branded with sponsor logo on all carts in the STA Golf Tournament.

### Beverage Stations (\$17,500)

Sold

Branded koozies available at branded beverage stations. Includes one (1) Tee-Off and Green hole sign.

### Golf Balls & Tee Kit (\$11,500)

Sold

Sleeve of branded golf balls and branded tee kit provided to all STA Golf Tournament participants.

### Golf Towel (\$11,500)

Branded golf towel provided to all STA Golf Tournament participants.

### Golf Shoe Bag (\$11,500)

Sold

Branded golf shoe bag provided to all STA Golf Tournament participants.

### Hole-in-One Contest (\$11,500)

Sign with sponsor logo on designated Hole-in-One hole.

### Sack Lunch (\$5,500)

Sold

Sponsor logo on sack lunches provided to all STA Golf Tournament participants.

### Longest Drive Contest (\$5,500)

Sign with sponsor logo on designated Longest Drive hole.

### Closest to the Pin Contest (\$5,500)

Sold

Sign with sponsor logo on designated Closest to the Pin hole.

### Tee-Off & Green Golf Hole (\$5,500) – 5 Available

Sold Out

Two (2) signs with sponsor logo, one at the tee box, the other on the green.

For more information about these sponsorships, or to discuss an opportunity not listed here, please contact: Dawn Combs at [dawn@securitytraders.org](mailto:dawn@securitytraders.org)

# 91st Annual Market Structure Conference Registration, Hotel & Golf Tournament Pricing

Registration Type	Price
STA Member	\$ 1,595
Non-Member	\$ 1,895
Government/Regulator/IIROC/FINRA Employees	\$ 325
Buy-Side/Retail Order Routing	FREE
Guest Registration	\$ 295
Onsite/Late Registration	\$ 2,095
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Standard View Room (plus daily resort fee \$30 per night)	\$ 313
Golf Tournament Foursome @ The Ritz-Carlton Golf Club	\$ 1,400



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