

# STA

## 2025 Sponsorship Opportunities



**92nd Annual Market Structure Conference**  
JW Marriott Washington DC  
October 15-17, 2025

12.9.2024

Dear Colleague,

Thank you for your interest in STA sponsorship for 2025!

A record number of organizations sponsored STA in 2024. We do not take that support lightly, and we work diligently to be a unique and cost-effective resource in understanding key market structure issues, to assist in the career development of your employees and to help promote your brand. Each year brings new issues on both regulatory and legislative fronts, and STA will continue to be a valuable industry resource when it comes to matters in Washington DC.

We are pleased to offer four levels of sponsorship for 2025. This prospectus outlines those four levels with corresponding benefits and pricing, as well as branding opportunities by level. We have also included attendee demographics from the previous two conferences. After hosting our 91st Annual Market Structure Conference in Orlando, Florida earlier this year, we will be returning to Washington DC for the next two years. Mark your calendars now for October 15-17, 2025 and October 14-16, 2026 at the JW Marriott Washington DC.

On behalf of the incoming STA Board of Governors, we look forward to partnering with you in the coming year.



Julie Adress  
2025 Chair



James Toes  
President & CEO

## Diverse Audience of Industry Participants

\*Represents an Average of 2023 & 2024

### Conference Session Highlights

Former Governor of Florida **Jeb Bush** and **Tom Gallagher**, Chairman & CEO, **Miami International Holdings, Inc.**, kicked off the conference with a fireside chat that covered several topics, including the growth of financial services firms in Florida and the upcoming election.

SEC Commissioner **Mark T. Uyeda** updated the audience on recent SEC rulings, and other current undertakings within the commission.

**Dan Gallagher**, Chief Legal, Compliance, and Corporate Affairs Officer, **Robinhood** and **Brett Redfearn**, Founder and CEO, **Panorama Financial Markets Advisory**, shared their perspectives in a lively conversation on the SEC's regulatory agenda and the state of retail investing.

**Bryan Smith**, former FBI Cyber Criminal Operations Section Chief and current **FINRA Senior Vice President, Complex Investigations and Intelligence**, discussed cybercrime and its crossover with financial crimes, money laundering and cryptocurrency.

**Peter Schweizer**, Co-Founder and President, **Government Accountability Institute** and **New York Times best-selling author**, shared his insights on the role the Institute plays in promoting transparency and accountability in government, as well as China's influence on economic strategies.

The 9th Annual STA Women in Finance Symposium featured keynote speaker, **Ashley Banfield**, Co-Head, **Global Execution Strategy**, **Fidelity Investments**, and **Patty Schuler**, Senior Vice President of **Business Development**, **BOX Options Market**, recipient of the 2024 Woman Mentor of the Year Award.

**Chris Halverson**, Director, **Institutional Sales**, **CAPIS** and **Past STA Chair**, was the recipient of the STA 2024 Dictum Meum Pactum Award.



### Speakers



56

Thought Leaders\*

### Attendees

705

Registrants\*

34

States & Provinces Represented

### Social Engagement



101,000

Social Impressions\*

### Follow Us



[www.securitytraders.org](http://www.securitytraders.org)

**October 15-17, 2025**

92<sup>nd</sup> Annual STA Market Structure Conference  
JW Marriott Washington, DC

**Save The Dates**

**October 14-16, 2026**

93<sup>rd</sup> Annual STA Market Structure Conference  
JW Marriott Washington, DC

# Attending Firms by Firm Type

## ATS

**BIDS Trading \***  
**Blue Ocean ATS \***  
 CIX  
**Clearpool \***  
**Instinet \***  
**IntelligentCross \***  
**Kezar Markets \***  
**Liquidnet \***  
 Luminex Trading  
 MarketAxess  
 OneChronos Markets  
 OptimX Markets, Inc.  
**OTC Markets Group \***  
**PureStream \***  
**Tradeweb\***

## BROKER DEALER

Alpaca Securities LLC  
**Baird \***  
 Barclays  
 Berenberg Capital Markets  
**Bernstein Societe Generale Group \***  
**BMO \***  
 BNY Pershing  
**BofA Securities \***  
**Canaccord Genuity \***  
**CAPIS \***  
 CIBC Capital Markets  
**Citadel Securities \***  
 Citi  
 Clarksons Securities Inc.  
 Evercore ISI  
**GIX Susquehanna \***  
 Goldman Sachs  
 Guggenheim Securities  
**Guzman & Company \***  
 J.P. Morgan Chase  
 Jefferies  
 Jones Trading  
**KeyBanc Capital Markets \***  
 Lime Trading Corp  
**MCAP \***  
**Morgan Stanley \***  
 National Bank Financial  
**Oppenheimer & Co. \***  
 Penserra  
 Pershing  
**Piper Sandler & Co. \***  
 Raymond James  
 Raymond James Canada  
 RBC Capital Markets  
 Roberts & Ryan  
**Robinhood Securities \***  
**Rosenblatt Securities \***  
 Scotiabank  
**Siebert Williams Shank & Co. LLC \***  
 State Street  
**StoneX Financial Inc. \***  
**TD Securities \***  
**Tourmaline Partners, LLC \***  
**TradeMas Inc \***  
 Truist  
**UBS \***  
**Virtu Financial \***  
 Wedbush Securities  
**Wells Fargo Securities \***  
 William Blair

## BUY SIDE/ETF ISSUER

AllianceBernstein  
 Arrowmark Partners  
 BlackRock  
 Blueshift  
 BMO Global Asset Management  
 Boston Advisors  
 CAPTRUST  
 CC&L Investment Management  
 ClearBridge Investments  
 Connor Clark & Lunn Investment Management  
 Diamond Hill

FCI Advisors  
 Federated Hermes  
 Fidelity Investments  
 GMO  
**Grayscale Investments \***  
**Invesco \***  
 Lampost Capital, L.C.  
 M1 Finance  
 Mercer Global Advisors  
 Nokomis Capital  
 Northern Trust  
 Old National Bank  
 Principal Asset Management  
**ProShares \***  
 Select Vantage Inc.  
 Sit Investment Associates, Inc.  
 Squarepoint Capital  
**State Street Global Advisors \***  
 T. Rowe Price  
 TD Asset Management  
 The Lewin Fund to Fight Womens Cancers  
 The London Company  
 Van Eck  
 Voloridge LLC  
 Voya Investment Management

## CLEARING

**ABN AMRO Clearing USA LLC \***  
 Apex Clearing  
**Clear Street \***  
**Curvature Securities, LLC \***  
**FUTU Clearing \***  
 RBC Clearing  
 RQD\* Clearing  
 TZ Clear LLC  
**Velocity Clearing LLC \***  
 Wells Fargo Clearing Services, LLC

## EXCHANGE

**24X Exchange \***  
**BOX Options Exchange \***  
**Canadian Securities Exchange \***  
**Cboe Global Markets \***  
**Dream Exchange \***  
**Green Impact Exchange \***  
 ICE  
**IEX \***  
**LSEG \***  
**MEMX \***  
**MIAX Exchange Group \***  
**Nasdaq \***  
 Nasdaq Canada  
**NYSE \***  
 TMX | Montreal Exchange  
 TMX Group  
 Tokyo Stock Exchange

## FINTECH/VENDOR

AgentSmyth  
**APEX Fintech Solutions \***  
 ArchES Computing  
**BestEx Research \***  
 Bloomberg  
 BLOX Markets, Inc.  
**BMLL \***  
**Broadridge Trading & Connectivity Solutions \***  
**BXS \***  
 Click Capital Markets  
**DASH Financial Technologies \***  
 Devexperts  
**ETF Global \***  
**Eventus \***  
 Exactpro  
**Exegy \***  
 Fidelity Service Bureau  
 FIS Global  
**FlexTrade Systems \***  
 Global Liquidity Partners  
 Gradient  
**HPR \***

ICE Data Services  
**ION \***  
**LiquidityBook \***  
 Moment Technology  
 NADX Securities  
 n-Tier  
 PAX Markets, Inc.  
**Pico \***  
**Pragma \***  
 Quod Financial  
 QwickRoute  
 RAPTOR Trading Systems  
**S3 \***  
 SageTrader, LLC  
 Spacetime.io  
**SS&C Technologies \***  
 Tethys Technology, Inc.  
 TRADEliance  
**TRAFIX \***  
**Trillium Surveyor \***  
 Valley Fintech

## GOVERNMENT/REGULATOR/SRO

**DTCC \***  
 FINRA  
 FINRA CAT  
 House Financial Services Committee  
**OCC \***  
 Senate Banking Committee  
 U.S. Securities and Exchange Commissionn

## LAW FIRM/CONSULTANT/ACADEMIA

5WPR  
 Blue Ridge Law & Policy  
**Cleary Gottlieb Steen & Hamilton LLP \***  
 Coalition Greenwich  
 Cravath, Swaine & Moore  
 Davis Wright Tremaine LLP  
 EPH2 Communications  
**Financial Information Forum \***  
**Forefront Communications \***  
 Georgetown University  
 Jordan & Jordan  
 LGC Consulting Group, LLC  
 Mayer Brown  
 Michael Milkin Institute  
 Morvillo Abramowitz Grand Iason & Anello PC  
 Panorama Financial Markets Advisory  
 Paredes Strategies  
 Patomak Partners  
 Regulatory Ridge, LLC  
 SQN-Global.com  
**Williams & Jensen, PLLC \***

## PRESS

Bloomberg Law  
 Bloomberg News  
 Capitol Account  
**ETFGI \***  
 Government Accountability Institute  
 Markets Media  
 Pensions & Investments  
 TabbFORUM  
 The Options Insider Media Group  
 Wall Street Journal

## PRINCIPAL TRADING FIRM

Akuna Capital  
 Belvedere Trading LLC  
**Chicago Trading Company \***  
**Citadel Securities \***  
 D.E. Shaw & Co., LP  
**Five Rings Capital \***  
**Flow Traders \***  
**Group One \***  
**GTS Securities \***  
**Hudson River Trading \***

## IMC \*

**Jane Street \***  
 Jump Trading  
 Matrix Executions  
**Old Mission Markets \***  
**Optiver US LLC \***  
 Simplex Trading  
**Sterling Trading Tech \***  
**Susquehanna International Group \***  
 Tower Research Capital LLC  
**Two Sigma Securities \***  
**Virtu Financial \***  
**Walleye Capital \***  
**WEX \***  
**XTX Markets \***

## RETAIL ORDER ENTRY

Altruist Financial  
 Ameriprise Financial  
 BNY Pershing  
**BofA Securities \***  
 Cetera Financial Group  
**Charles Schwab & Co. Inc. \***  
**DriveWealth \***  
 E\*Trade from Morgan Stanley  
 Edward Jones  
**Fidelity Capital Markets \***  
 IG North America  
 J.P. Morgan  
 Janney Montgomery Scott  
 JD Group Holdings  
 Kraken Securities  
 LPL Financial  
 NewEdge  
**Oppenheimer & Co. \***  
 PNC Bank  
 Raymond James  
 RBC Wealth Management  
**Robinhood \***  
 Stifel  
 tastytrade  
 Tradestation  
 Truist Bank  
 Vanguard  
**Webull Financial LLC \***

## TRADE ASSOCIATION/CHARITY

**Autism Science Foundation \***  
**Boston STA \***  
 Brave Gowns by Happy Ditto  
**Canadian STA \***  
**Carolina STA \***  
 Catch A Lift Fund  
**Dallas STA \***  
**Denver STA \***  
 Foundation for Women Warriors  
**Georgia Securities Association \***  
**Investment Traders Association of Philadelphia \***  
**Mid-Atlantic STA \***  
**Minnesota STA \***  
**San Francisco STA \***  
 SIFMA  
 STA  
**STA Chicago \***  
**STA Connecticut \***  
**STA Florida \***  
**STA New York \***  
**STA St. Louis \***  
**STA Wisconsin \***



## 2025 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.

Only  
**8**  
Platinum  
Spots  
Available

	Platinum \$30,000	Diamond \$17,500	Gold \$12,000	Silver \$6,500
Branded as sponsor of 92nd Annual Market Structure Conference at JW Marriott Washington DC	✓	✓	✓	✓
Onsite signage, company logo on STA Conference webpage, company name on promotional emails sent to close to 31,000+ subscribers	✓	✓	✓	✓
Early Access to Conference Registration List*	✓	✓		
Complimentary registrations to Market Structure Conference**	7 <sup>1</sup>	4	2	1
Representation on STA Listed Options, STA ETF Advisory and/or STA Market Structure Analyst Committees***	✓	✓	✓	
Premium onsite branding opportunity plus dedicated sponsor signage	✓			
Highlighted as featured sponsor in Conference App	✓			
General onsite branding opportunity****		✓	✓	
Speaking opportunity (panelist or moderator) at Market Structure Conference	Guaranteed	Considered		
Private Meeting Room (two days) at JW Marriott 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)**

<sup>1</sup> This **includes** the complimentary registration for Platinum Sponsors' guaranteed speaker.

\* Access is subject to applicable privacy laws.

\*\* 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.

## Premium Branding Opportunities

(Available to Platinum Sponsors Only)

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### Room Keys

Sold

Sponsor logo or custom artwork (provided by Sponsor) imprinted on hotel room keys distributed to all JW Marriott Washington DC conference guests.

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### Lanyards

Sold

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

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### Conference Wi-Fi

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

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### Conference App

Sold

Exclusive sponsor of Conference App! Sponsor logo on splash screen along with featured banner inside app. Recognition on app promotional/launch emails to all conference registrants.

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### Espresso Bar

Sold

Branded Espresso Bar outside of General Session during select conference hours. Budget imposed. Contact STA for more information.

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### Registration Bags

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

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### Escalator Branding

Sold

Custom artwork (provided by Sponsor) displayed on two escalator panels outside of General Session during conference hours. Budget imposed. Contact STA for more information.

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### General Session Seating

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

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## Media & Digital Sponsorships

(Available to Diamond Sponsors Only)

### Media

#### STA 'Open Call' Opportunity (\$17,500) – 3 Available – **NEW!**

*This branding opportunity is not in conjunction with the 92nd Annual Market Structure Conference.*

Have a company representative featured on an STA Open Call, distributed to 31,000+ subscribers, at some point in 2025. Timing and topic must be agreed upon by both STA and Sponsor. Contact STA for more information.

#### STA Women in Finance 'Changing the Face of Financial Services' Interview (\$17,500) – 3 Available – **NEW!**

*This branding opportunity is not in conjunction with the 92nd Annual Market Structure Conference.*

Have a female company representative featured in STA WIF's 'Changing the Face of Financial Services' interview series at some point in 2025. Representative must be approved by STA WIF and Sponsor. Contact STA for more information.

### Digital

#### STA Content Banner Ad (\$17,500) – 3 Available – **NEW!**

*This branding opportunity is not in conjunction with the 92nd Annual Market Structure Conference.*

Place your organization's ad at the top of a recurring STA communication, distributed to 31,000+ subscribers, for the full 2025 Calendar year. Contact STA for more information.

- Monthly STA Newsletter
- Monthly Women in Finance Newsletter
- Quarterly Affiliate Event Notice

#### STA Website Banner Ad - Homepage (\$17,500) – 1 Available – **NEW!**

*This branding opportunity is not in conjunction with the 92nd Annual Market Structure Conference.*

Place your organization's ad on the homepage of STA's website ([www.securitytraders.org](http://www.securitytraders.org)) for the full 2025 Calendar year. Contact STA for more information.

**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)**

### Event Sponsorships

(Available to Diamond and Gold Sponsors)

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



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

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

Signage and branding for either Wednesday or Thursday Networking Lunch.

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



Sponsorship of the 10th Annual STA Women in Finance Symposium (in conjunction with STA Market Structure Conference). Signage plus various other branded items along with email promotions.

#### All-Day Coffee Station (\$17,500)

Signage and branding of coffee station outside of General Session, available each day during sessions; includes branded napkins and coffee cups.

#### Tuesday Welcome Registration (\$12,000)

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

#### Breakfast (\$12,000) – 2 Available



Signage and branding for either Thursday or Friday Breakfast.

#### Snack Break (\$12,000) – 3 Available



Signage and branded napkins for Wednesday Snack Break.

**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)**



## General Sponsorships

(Available to Diamond and Gold Sponsors)

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### Session Sponsor (\$17,500) – 2 Available

Sponsor logo will be displayed during session. Includes option for a company representative to introduce session. Conference app push notification to advertise session. Session and sponsor subject to agreement with STA. Contact STA for more information.

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

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

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

Customized Do Not Disturb tags (one for each night), along with a branded sweet, distributed to all JW Marriott Washington DC conference guests.

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

Branded bag with snacks, distributed to all JW Marriott Washington DC conference guests. Can be supplemented with sponsor-provided item or postcard.

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

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

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### Health & Wellness Sponsor (\$12,000)

Sponsor of STA-sanctioned health and wellness activities including run/walk, yoga, etc.

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### General Session Chair Drop (\$12,000) – 3 Available

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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### General Session Pen (\$12,000) – 2 Available / 1 per Day

Pen to feature sponsor logo, placed in General Session each day.

**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)**

### General Sponsorships Continued

(Available to Diamond and Gold Sponsors)

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#### General Session Notepad (\$12,000) – 2 Available / 1 per Day



Notepad to feature sponsor logo, placed in General Session each day.

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#### General Session Mints (\$12,000) – 2 Available / 1 per Day

Mints to feature sponsor logo, placed in General Session each day.

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#### General Session Hand Sanitizer (\$12,000) – 2 Available / 1 per Day

Mini sanitizer to feature sponsor logo, placed in General Session each day.

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#### General Session Coaster (\$12,000)

Coaster to feature sponsor logo or artwork, placed in General Session all days of the conference.

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#### Room Drop (\$6,000) – 4 Available



Drop marketing materials or a logo promotion item in attendee guest rooms at the JW Marriott Washington DC. Restrictions may apply; sponsor assumes costs on all materials and shipping.

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#### Registration Bag Insert (\$6,000) – 10 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.

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## 2025 Conference Registration and Hotel Pricing

Registration Type	Price
STA Member	\$ 1,895
Non-Member	\$ 2,195
Government Regulator/IIROC/FINRA Employees	\$ 550
Buy-Side/Retail Order Routing (Limit One Per Firm)	FREE
Standard Room at JW Marriott DC, per night	\$ 399



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