

STA

2025 Sponsorship Opportunities



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

2.26.2025

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 Andress
2025 Chair



James Toes
President & CEO

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 Redfean, 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.

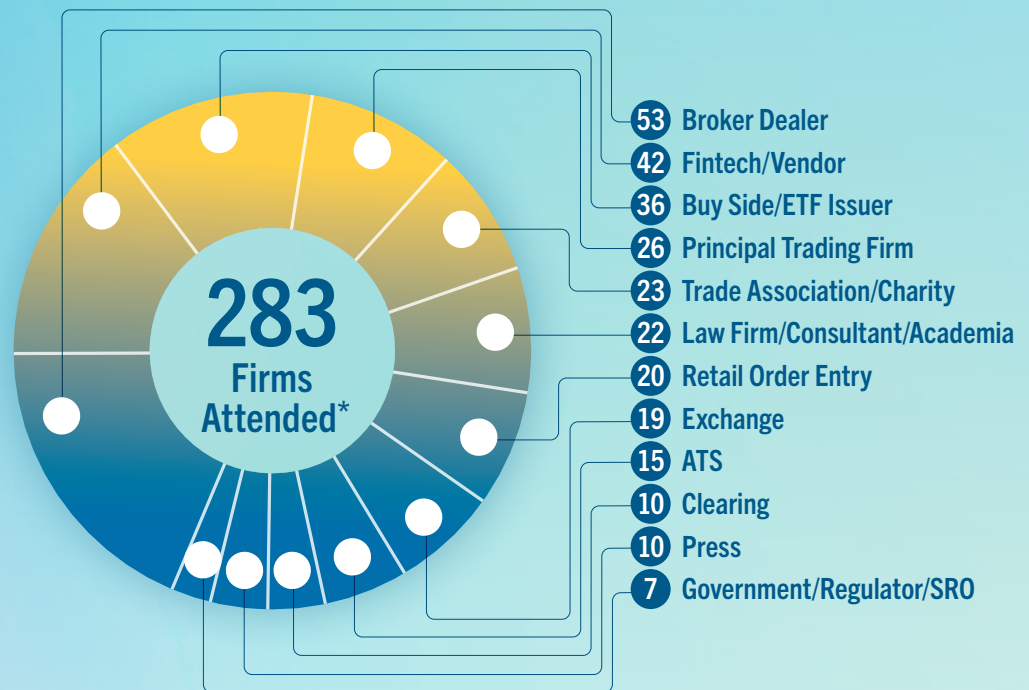
Bryan Smith, former FBI Cyber Criminal Operations Section Chief and current FINRA Senior Vice President, Complex Investigations and Intelligence, discussed cybercrime and its crossover with financial crimes, money laundering and cryptocurrency.

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.

Diverse Audience of Industry Participants



Speakers



56

Thought Leaders*

Attendees

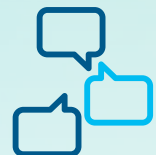
705

Registrants*

34

States & Provinces Represented

Social Engagement



101,000

Social Impressions*

* Represents an Average of 2023 & 2024

Follow Us



www.securitytraders.org

October 15-17, 2025

92nd Annual STA Market Structure Conference
JW Marriott Washington, DC

Save The Dates

October 14-16, 2026

93rd 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.

Platinum Sold Out

	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 ¹	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

¹ 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)

Platinum
Sold Out

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.

Lanyards

Sold

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

Conference Wi-Fi

Sold

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

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.

Espresso Bar

Sold

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

Registration Bags

Sold

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

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.

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. 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

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) 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

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

1 Available

Signage and branding for either Wednesday or Thursday Networking Lunch.

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

Sold

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)

Sold

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)

Sold

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

Breakfast (\$12,000) – 2 Available

1 Available

Signage and branding for either Thursday or Friday Breakfast.

Snack Break (\$12,000) – 3 Available

Sold Out

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

General Sponsorships

(Available to Diamond and Gold Sponsors)

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.

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

Sold

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.

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.

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.

Charging Lounge (\$17,500)

Sold

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

Health & Wellness Sponsor (\$12,000)

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

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.

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

General Sponsorships Continued

(Available to Diamond and Gold Sponsors)

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

Sold Out

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

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

1 Available

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

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

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

General Session Coaster (\$12,000)

Sold

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

Room Drop (\$6,000) – 4 Available

3 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.

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

6 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

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
<hr/>	
Standard Room at JW Marriott DC, per night	\$ 399



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