



## About Security Traders Association

Security Traders Association (STA) is a grassroots organization comprised of 24 Affiliates in the U.S. and Canada. STA members represent individuals employed in the financial services industry across varying business models. STA educates its members on market structure issues while representing their interests with legislators, regulators and other industry associations. STA events keep attendees informed on industry trends and provide unique networking opportunities, which contribute to career development and productivity. STA is committed to promoting goodwill and fostering high standards of integrity in accord with its founding principle, *dictum meum pactum*, My word is my bond.

## The STA Difference



## Annual Market Structure Conference

Held in Washington DC, the premier event for professionals to discuss the most relevant issues facing the securities industry.

**674 Average Attendance since 2016**



## Value of STA Sponsorship

Each year, more than 70 organizations within the securities industry choose to sponsor STA. These firms view STA as a valuable resource for understanding the most relevant market structure issues in Washington DC. Sponsoring firms participate on select Advisory Committees, which allow them to receive timely communications on matters that impact their business.

STA also provides a unique marketing channel for firms to increase their brand awareness within financial services via its STA News subscriber list and Annual Market Structure Conference.

STA offers several sponsorship opportunities, at various levels and pricing, many of which are for the full calendar year.

WASHINGTON DC  
RESOURCE

BECOME A SPONSOR

UNIQUE MARKETING  
CHANNEL

## What We Do

### We Engage

Since being founded in 1934, the same year the SEC was formed, STA has maintained a strong presence in Washington DC, engaging with U.S. regulators and policymakers. STA believes in principle-based rulemaking and advocates on policies that improve the marketplace and foster investor trust, market integrity and capital formation. STA has a direct relationship with the SEC, FINRA and other U.S. regulatory agencies. To reach policymakers on the Hill, STA has partnered with respected DC law firm Williams & Jensen. This, along with numerous Comment Letters submitted by STA over the years, strengthens our voice where it matters most.

### We Educate



The STA Foundation is a nonprofit 501(c)(3) corporation that serves as the educational arm of STA. Like STA, the STA Foundation strives to be an unbiased educational resource for STA members and all securities industry professionals on regulatory and legislative issues that impact financial services. Grants from the STA Foundation assist in the funding of Open Calls, STA Newsletters, STA Women in Finance, and conferences and events.

### We Advocate



STA Women in Finance assists in the unique career development needs of women in the securities industry. STA WIF leverages the established network, resources and values of STA to foster and create a culture of inclusion for women. STA WIF supports and co-markets with other women's organizations within the industry to create a stronger presence and more networking opportunities. STA WIF hosts the annual Ken Heath Award Event to recognize men who contribute to the advancement of women in finance, as well as the annual STA WIF Symposium. **#PutHerOnThePanel**

### We Support

STA Affiliates are the heart of STA, and what makes STA a true grassroots industry association. Affiliate Boards are comprised of more than 250 volunteers who are engaged in the financial markets and share a strong desire to give back to their local communities. STA fosters goodwill through charitable giving and high standards of integrity in accord with its founding principle, *dictum meum pactum*, My word is my bond. Each year, STA honors one Affiliate that goes above and beyond in its philanthropic efforts with the STA Big Heart Award. **#GrassrootsGiving**

### We Communicate



With a distribution list of nearly 25,000 subscribers, STA produces regular communications including its STA Monthly Newsletter, Taking Stock and Lighthouse articles, Open Call Executive Summary reports, Event Notices and STA Women in Finance Newsletter. STA members also receive a members-only publication, At the Midpoint, that contains timely information on Affiliate events, networking opportunities and other pertinent member news. Stay connected and informed. Subscribe to STA News today at [securitytraders.org/news/](http://securitytraders.org/news/)

### Become a Member

Be proactive. Get involved. Join a local STA Affiliate to network with securities industry colleagues and peers.

STA has a vast network of local Affiliate organizations—20 in the U.S. plus 4 in Canada. This ensures that STA maintains a strong presence across North America.

To become a member go to [securitytraders.org/affiliates/](http://securitytraders.org/affiliates/)