

STA

2023 Sponsorship Opportunities



**90th Annual
Market Structure Conference**

JW Marriott Washington DC
October 11-13, 2023



2023 Sponsorship Opportunities



dictum meum pactum
"My word is my bond."

Dear Colleague,

Thank you for your interest in STA's 2023 Sponsorship Opportunities!

In 2022, a record 108 organizations sponsored STA because they viewed 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. Many of these firms committed early to maximize the yearlong benefits in their sponsorship package, including representation on select STA Advisory Committees. For information on these STA committees, visit us at www.securitytraders.org.

STA 2023 Events

Washington DC Spring Update

April 2023

Event Type: Virtual

Market Structure Conference

October 11-13, 2023

JW Marriott Washington DC

Event Type: Hybrid – In Person plus Virtual

In order to reach as many attendees as possible, the 2022 Market Structure Conference was again delivered in a hybrid format, where content was presented on stage in Washington DC to an in-person audience and simultaneously livestreamed to a virtual audience. This hybrid approach helps us fulfill our mission to educate and inform the securities industry on important market structure issues.

In 2023, STA will host two important industry events. In April, the fully virtual Washington DC Spring Update will feature congressional members and staff, as well as regulatory and business leaders. Then, in October, our 90th Annual Market Structure Conference will be hosted at the JW Marriott in Washington DC.

Four levels of sponsorship will be offered for 2023. Each level includes unlimited complimentary virtual registrations to both events. Sponsor benefits, branding opportunities and pricing are all outlined in this prospectus.

Similar to 2022, the coming year will bring with it important issues on both the regulatory and legislative fronts, and we anticipate these issues will have an impact on market structure. STA is well positioned and at the ready to communicate on these issues, and we continue to serve as a valuable resource for this industry.

As you develop your 2023 plans, we encourage you to reach out to us early. Many of our sponsor benefits last the full calendar year.

On behalf of the entire 2023 STA Board of Governors, we look forward to partnering with you!

Ryan Kwiatkowski
2023 Chair

Jim Toes
President & CEO

2022 Market Structure Conference by the Numbers

334
Firms
Attended



1,780
Total Registrants

727

In Person

1,053

Virtual

Virtual Engagement



2,832

Total Engagements

2.7

Engagements per Attendee

3

Days



70

Speakers



22

Sessions Plus
Bonus Material



108

Sponsors



8

Virtual Vendors



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 90th Annual Market Structure Conference and 2023 Washington DC Spring Update	✓	✓	✓	✓
Onsite signage, company logo on Conference webpage and Virtual Showcase, and promotional emails sent to more than 34,000 subscribers	✓	✓	✓	✓
Access to conference registration list*	✓	✓	✓	✓
Unlimited complimentary virtual registrations**	✓	✓	✓	✓
Complimentary in-person registrations to Market Structure Conference**	7	3	2	1
Representation on STA Market Structure Analyst Committee and/or Listed Options Committee***	✓	✓	✓	
Premium branding opportunity plus dedicated sponsor signage	✓			
Onsite branding opportunity†		✓	✓	
Speaking opportunity (panelist or moderator) at Market Structure Conference	Guaranteed	Considered		
Two days of private meeting space at Market Structure Conference	✓			

* Access is subject to applicable privacy laws.

** Complimentary onsite and virtual 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 Onsite & Virtual Branding Opportunities

(Available to Platinum Sponsors Only)

Room Keys – **ON HOLD**

- Sponsor logo or artwork imprinted on hotel room keys, distributed to all JW Marriott conference guests.

Pocket Agendas – **ON HOLD**

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

Registration Bags – **SOLD**

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

Conference Wi-Fi – **SOLD**

- Exclusive sponsor of conference and guest room Wi-Fi. Postcard with sponsor logo distributed to each attendee; plus, customized Login ID/password to access internet in meeting space.

Espresso Bar – **SOLD**

- Branded beverage station outside of General Session during select conference hours on Wednesday and Thursday. Includes sponsor branded cocktail napkins and espresso stencil.

Escalator Branding – **SOLD**

- Sponsor artwork displayed on two escalator panels outside of General Session.

Virtual Platform Showcase Sponsor – **ON HOLD**

- The STA Showcase is the heart of STA’s virtual platform! Prominent placement of sponsor logo/ad on main page of the Showcase.



Onsite Branding Opportunities

(Available to Diamond and Gold Sponsors Only)

Opening Cocktail Reception (\$17,500) – **SOLD**

- Signage and branded cocktail napkins for Wednesday Opening Reception.

Networking Cocktail Reception (\$17,500) – **SOLD**

- Signage and branded cocktail napkins for Thursday Networking Reception.

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

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

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

- Sponsorship of the 8th Annual STA Women in Finance Symposium (in conjunction with STA Market Structure Conference). Signage plus various other branded items along with email promotions.

Conference App (\$17,500) – **ON HOLD**

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

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

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

Turn Down/Do Not Disturb (\$17,500) – **ON HOLD**

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

Late Night Snacks (\$17,500) – **ON HOLD**

- Branded bag with snacks, distributed to all JW Marriott conference guests. Sponsor can submit a marketing piece or branded item within the bag.

Health & Wellness (\$17,500)

- Sponsor three different conference events! Wednesday Afternoon Chair Massage, Thursday Morning Yoga and Friday Guided Run/Walk around the DC National Mall. Signage plus branded item with sponsor logo.



Onsite Branding Opportunities – Cont'd

(Available to Diamond and Gold Sponsors Only)

Tuesday Afternoon Welcome Registration (\$10,000)

- Signage at conference registration desk off JW Marriott lobby, featuring branded cocktail napkins, drinks and light snacks to welcome early arrivers.

Breakfast (\$10,000) – ~~2 Available~~ – **SOLD OUT!**

- Signage and branding for either Thursday or Friday morning.

Charging Station (\$10,000) – **SOLD**

- Branded charging area outside of General Session for attendees to charge their electronic devices. Charging station area with signage for both days of the conference.

General Session Chair Drop (\$10,000) – 2 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 (\$10,000) – ~~2 Available / 1 per Day~~ **SOLD OUT!**

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

General Session Notepad (\$10,000) – ~~2 Available / 1 per Day~~ **SOLD OUT!**

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

General Session Mints (\$10,000) – ~~2 Available / 1 per Day~~ **SOLD OUT!**

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

General Session Hand Sanitizer (\$10,000) – 2 Available / 1 per Day

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

General Session Coaster (\$10,000) – **ON HOLD**

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

Morning/Afternoon Snack Break (\$5,000) – ~~3 Available~~ **1 Available**

- Signage and branded cocktail napkins for either Wednesday or Thursday snack breaks



Onsite Branding Opportunities – Cont’d

(Available to Diamond and Gold Sponsors Only)

Room Drop (\$5,000) – ~~6 Available~~ 4 Available

- Drop marketing materials or a logo promotion item in the attendee guest rooms at the JW Marriott! Size restrictions may apply; sponsor assumes costs on all materials and shipping.

Registration Bag Insert (\$5,000) – ~~10 Available~~ 9 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.

Conference Registration Pricing

2023 Washington DC Spring Update

MORE DETAILS,
INCLUDING DATE & PRICING
FOR THIS EXCLUSIVE,
INVITATION ONLY EVENT
COMING SOON!

90th Annual Market Structure Conference

IN-PERSON REGISTRATION

STA Member	\$ 1,595
Non-Member	\$ 1,895
Buy-Side/Retail Order Routing	FREE
Government/Regulator/IIROC/FINRA Employees	\$ 325
Onsite/Late Registration	\$ 2,095
Standard Room Rate (per night)	\$ 379

VIRTUAL REGISTRATION

STA Member and Non-Member	\$ 195
Employees of Sponsoring Firms	FREE
Buy-Side/Retail Order Routing	FREE
Government/Regulator/IIROC/FINRA Employees	\$ 95

