

STA



**85th Annual
Market Structure Conference
Sponsorship Opportunities**

October 3-5, 2018
JW Marriott Washington DC

dictum meum pactum
“My word is my bond.”

About STA's Market Structure Conference

Dear Colleague,

Each year STA is committed to presenting its national Market Structure Conference as having the best content with the best networking at the best price. These three guiding principles have served STA and our members well, and once again contributed to the successful event held this past September in our nation's capital, Washington DC.

The JW Marriott Washington DC offered the ideal setting for more than 650 individuals representing 264 firms to communicate and strengthen ties with key regulators and legislators who have an impact on our industry. 2017 also saw a record number of sponsors – 86. These firms not only entrusted STA with financial support, but also in their willingness to align their brand with ours.

The 85th Annual Market Structure Conference will take place October 3-5, 2018. As a potential sponsor, we appreciate your interest in learning more about STA and the benefits that sponsorship can provide to your firm. Details of the 2018 Sponsorship Opportunities are outlined over the next few pages and include, among other things, the ability to appoint a representative on select STA Advisory Committees. These committees offer a means for your firm to stay informed on regulatory issues, and a vehicle by which to engage decision makers on matters relating to the U.S. financial markets.

We encourage you to consider an early commitment, as this will enable your organization to receive services and benefits throughout the entire 2018 calendar year.

On behalf of the STA Board of Governors, thank you for your consideration and we look forward to working with you in 2018.



Mike Rask
2018 Chairman of the Board



James Toes
President & CEO



STA

85th Annual Market Structure Conference

Shaping the Future

JW Marriott Washington DC

October 3-5, 2018

2018 Conference Registration Pricing

Registration Type	Price
STA Member	\$995
STA Non-Member	\$1395
STA Non-Member Sponsoring Firm	\$1195
Buy-Side/Retail Order Routing STA Member	FREE
Buy-Side/Retail Order Routing STA Non-Member	FREE
SRO & FINRA Employees	\$350
Government Employees & Regulators	\$250
Guest (Non-Industry Spouse/Guest)	\$300
On-Site Registration	\$1600

Program Glance (program and times subject to change)

Wednesday, October 3

9:00AM – 11:00AM.....Affiliate Visits to Capitol Hill
 11:00AM – 12:00PM.....3rd Annual STA Women in Finance Symposium (*sponsored by Thomson Reuters*)
 12:00PM – 1:45PM.....Welcome Lunch (*sponsored by Mizuho*)
 1:45PM – 2:00PM.....Opening Remarks
 2:00PM – 4:30PM.....General Session
 4:30PM – 6:00PM.....Opening Cocktail Reception (*sponsored by UBS*)
 6:00PM.....Free Evening

Thursday, October 4

7:30AM – 9:00AM.....Breakfast (*sponsored by IMC*)
 9:00AM – 11:30AM.....General Session
 11:30AM – 1:00PM.....Networking Lunch (*sponsored by Deutsche Bank*)
 1:00PM – 4:30PM.....General Session
 4:30PM – 6:00PM.....Cocktail Reception (*sponsored by Fidelity*)
 6:00PM – 8:30PM.....Chairman’s Banquet (*featuring Actor & Comedian Colin Quinn*)
 8:30PM.....Free Late Night

Friday, October 5

7:00AM – 8:30AM.....Guided 5K Run/3K Walk around National Mall
 8:00AM – 9:30AM.....Breakfast
 9:30AM – 11:30AM.....General Session
 11:30AM.....Closing Remarks

Conference App sponsored by **Instinet**

Shoe Shine Station sponsored by **Nasdaq**

Sponsorship Levels & Benefits

Triple Diamond – \$30,000

Please contact STA directly for more information.

Double Diamond - \$22,500

Please contact STA directly for more information.

Diamond – \$17,500

- Firm representation on *STA Market Structure Advisory Committee* and/or *Listed Options Committee*
- Three (3) complimentary conference registrations (minimum \$2,985 value)
- Onsite branding towards sponsorship level (see Daily Events & General Sponsorships)
- Prominent placement of logo with URL link on STA conference webpage, app and onsite signage
- Prominent placement on STA conference email campaigns sent to nearly 24,000 subscribers
- Early access to conference registration list

Gold – \$10,000

- Firm representation on *STA Market Structure Advisory Committee* and/or *Listed Options Committee*
- Two (2) complimentary conference registrations (minimum \$1,990 value)
- Onsite branding towards sponsorship level (see Daily Events & General Sponsorships)
- Prominent placement of logo with URL link on STA conference webpage, app and onsite signage
- Prominent placement on STA conference email campaigns sent to nearly 24,000 subscribers
- Access to conference registration list (no sooner than 2 weeks prior to conference)

Silver – \$5,500

- One (1) complimentary conference registration (minimum \$995 value)
- Prominent placement of logo with URL link on STA conference webpage, app and onsite signage
- Prominent placement on STA conference email campaigns sent to nearly 24,000 subscribers
- Access to conference registration list (no sooner than 2 weeks prior to conference)

Daily Events & General Sponsorships

(Available to Gold Sponsors and above)

Tuesday, October 2, 2018

Registration Desk Welcome (\$5,000) – ~~1 Available~~ **SOLD**

- Signage at the satellite registration desk featuring beverages and snacks.

Wednesday, October 3, 2018

Welcome Lunch (\$12,500) – ~~1 Available~~ **SOLD**

- Signage and dessert napkins with company logo will be displayed in buffet area.

Afternoon Snack Break (\$5,000) – ~~1 Available~~ **SOLD**

- Signage and napkins with company logo will be displayed on coffee stations.

Opening Cocktail Reception (\$17,500) – ~~1 Available~~ **SOLD**

- Signage and cocktail napkins with company logo will be displayed.

Thursday, October 4, 2018

Breakfast (\$10,000) – ~~1 Available~~ **SOLD**

- Signage with company logo and table tents will be displayed.

Morning & Afternoon Snack Breaks (\$10,000) – ~~1 Available~~ **SOLD**

- Signage and napkins with company logo will be displayed on coffee stations.

Networking Lunch (\$12,500) – ~~1 Available~~ **SOLD**

- Signage and dessert napkins with company logo will be displayed in buffet area.

Cocktail Reception (\$17,500) – ~~1 Available~~ **SOLD**

- Signage and cocktail napkins with company logo will be displayed.

Friday, October 5, 2018

Guided Run/Walk around the DC National Mall (\$5,000) – **1 Available**

- Exclusive sponsor of guided run/walk. Company will be promoted through email campaigns, push notifications and onsite signage. Branded item with logo will be distributed to run/walk participants.

Friday, October 5, 2018 (continued)

Breakfast (\$10,000) – 1 Available

- Signage with company logo and table tents will be displayed.

Morning Snack Break (\$5,000) – ~~1 Available~~ SOLD

- Signage and napkins with company logo will be displayed on coffee stations.

General Sponsorships

Room Keys (\$17,500) – ~~1 Available~~ SOLD

- Company logo or sponsor-supplied artwork will be imprinted on hotel room keys, distributed to all JW Marriott conference guests.

Conference App (\$12,500) – ~~1 Available~~ SOLD

- Exclusive sponsor of conference app. Company will be promoted through email campaigns, push notifications, and onsite postcard and signage.

Conference Connection Newsletter (\$12,500) – 1 Available

- Newsletter featuring company logo and ad, distributed to all conference attendees at registration.

Re-Energize Break (\$12,500) – 1 Available

- Give attendees an energy boost with a branded energy shot or protein bar to be distributed in the General Session in between panel discussions.

White House Gift Shop Raffle (\$12,500) – ~~1 Available~~ HOLD

- During General Session each day, sponsor to announce winners of commemorative gifts from The White House Gift Shop. Company logo projected on screen during raffles.

Customized Room Drop (\$12,500) – ~~2 Available~~ 1 Available

- STA to create customized sponsor room drop for guests of the JW Marriott. STA to provide branded items to align with sponsor messaging. Contact STA to discuss customized room drops.

Water Station Sponsor (\$10,000) – ~~1 Available~~ SOLD

- Water stations with signage and napkins for all three days of the conference.

General Session Pens (\$10,000/day) – 3 Available

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

General Session Notepads (\$10,000/day) – 3 Available

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

General Sponsorships (continued)

General Session Coasters (\$10,000/day) – ~~3 Available~~ 2 Available

- Coaster to feature company logo/ad, placed in General Session each day.

General Session Chair Drop (\$10,000/day) – ~~3 Available~~ SOLD OUT

- Opportunity to drop marketing material or a promotion item during General Session each day.

General Session Mints (\$10,000/day) – ~~3 Available~~ 1 Available

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

Private Meeting Space (\$7,500) – ~~4 Available~~ 2 On Hold

- Access to private meeting room suitable for presentations up to 20 people on Wednesday or Thursday (maximum 8 hours per day).

Room Drop (\$5,000) – ~~4 Available~~ 1 Available

- Opportunity to drop marketing materials and/or a logo promotion item in each attendee guest room at the JW Marriott Washington DC. Sponsor to provide branded items.

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

- Drop marketing material or a promotion item in the reg bag, distributed to conference attendees at registration. Size restrictions may apply; sponsors assume costs on all materials and shipping.

To reserve a sponsorship, or for more information regarding sponsorship opportunities, please contact: Dawn Combs at dawn@securitytraders.org or the STA Office at 646.699.5996.

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