a new today

2020 MARKET STRUCTURE VIRTUAL CONFERENCE

OCTOBER 7-8

dictum meum pactum
“My word is my bond.”
Thank you for your interest in learning about STA’s 2020 sponsorship opportunities.

Due to the continued uncertainty surrounding COVID-19, the STA Board of Governors has made the difficult decision to not host our Annual Market Structure Conference in person this year. As much as we had hoped to be able to bring the STA community together this October in Washington DC, the safety and well-being of our attendees, sponsors, speakers and staff is, and always has been, our top priority.

The events of the past few months have made us adapt and rebuild – A New Today – one that will allow us to move forward and emerge stronger. With that, we are pleased to announce STA’s 2020 Market Structure Conference will be held virtually October 7-8, 2020. We will present two full days of content covering the most important and timely topics within the securities and derivatives markets. Engaging interviews, lively fireside chats and dynamic panel discussions featuring industry thought leaders and representatives from our nation’s regulators are what you can expect over the two-day event.

This flagship conference has always been designed under the guiding principles of best content and best networking at the best value, and we will strive to do that again this year within a virtual setting.

We recently updated this prospectus to bring simplicity, transparency and flexibility to the process.

- **Simplicity**: Reduced the number of sponsorship levels to Diamond, Gold and Silver.
- **Transparency**: Unbundled, or broken out, the costs of benefits that span the entire year from those benefits that are associated solely with the Market Structure Conference.
- **Flexibility**: Allows sponsors to pay the conference-related portion of their sponsorship at a later date, closer to the October event.

More than 80 firms sponsored STA in 2019 because they viewed us as a vital resource for understanding the key issues in Washington DC, and as a unique platform to promote their brand. That remains true in 2020, as witnessed by the number of sponsors already committed. Many of the opportunities, such as representation on select STA Advisory Committees, are for the full 2020 calendar year.

On behalf of the entire STA Board of Governors, thank you for your consideration.

Chris Halverson  
Chairman of the Board

Jim Toes  
President & CEO
Sponsorship Levels

**Diamond – $15,000**

- Thought Leadership Opportunity for sponsoring firm (conference speaking slot, Trading Views podcast interview, Open Call presentation, etc.) – to be discussed and decided upon with STA
- Firm representation on *STA Market Structure Advisory Committee* and/or *Listed Options Committee*
- **Unlimited** complimentary registrations – STA 2020 Market Structure Virtual Conference (*registrations are not transferable outside of sponsoring firm, and email address must match sponsoring firm*)
- Prominent placement of logo with URL link on STA conference webpage
- Prominent placement on STA conference email campaigns sent to more than 27,000 subscribers
- Early access to conference registration list

**Gold – $10,000**

- Firm representation on *STA Market Structure Advisory Committee* and/or *Listed Options Committee*
- **Unlimited** complimentary registrations – STA 2020 Market Structure Virtual Conference (*registrations are not transferable outside of sponsoring firm, and email address must match sponsoring firm*)
- Prominent placement of logo with URL link on STA conference webpage
- Prominent placement on STA conference email campaigns sent to more than 27,000 subscribers
- Access to conference registration list (no sooner than 2 weeks prior to conference)

**Silver – $5,500**

- **Unlimited** complimentary registrations – STA 2020 Market Structure Virtual Conference (*registrations are not transferable outside of sponsoring firm, and email address must match sponsoring firm*)
- Prominent placement of logo with URL link on STA conference webpage
- Prominent placement on STA conference email campaigns sent to more than 27,000 subscribers
- Access to conference registration list (no sooner than 2 weeks prior to conference)