



# 93rd Annual Market Structure Conference

## 2026 Sponsorship Opportunities

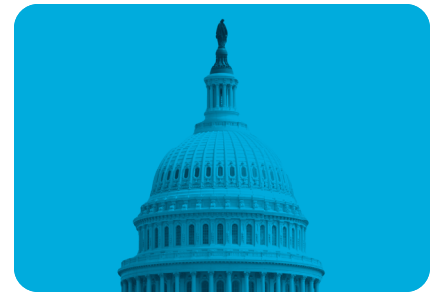


JW Marriott  
Washington DC  
Oct. 14-16, 2026



**Abridged Version**  
10-31-25





Dear Colleague,

Security Traders Association (STA) recently concluded its 92<sup>nd</sup> Annual Market Structure Conference, which achieved record-breaking attendance and diversity — welcoming over **800 registrants** from more than **225 firms**. Our continued success reflects STA’s commitment to delivering *the best content and the best networking at the best value*. That commitment begins now, as we plan for next year’s conference.

**STA’s 93<sup>rd</sup> Annual Market Structure Conference** will be held **October 14–16, 2026** at the **JW Marriott in Washington, DC**. This venue offers an ideal environment for meaningful engagement with peers, regulators, and legislators who shape our industry.

Enclosed you’ll find an abridged **Sponsorship Prospectus** outlining opportunities for 2026. We are pleased to share that pricing for our four sponsorship levels and individual registration fees will remain unchanged. Many of the year-round benefits available to our sponsors will also continue, including the opportunity for Gold-level and above sponsors to appoint two representatives to select **STA Advisory Committees**.

One important update for 2026: With the growth in sponsorship participation, we will be limiting the number of onsite branding opportunities. We encourage early commitment to ensure your firm secures maximum visibility and access to STA’s full suite of year-round sponsor benefits.

On behalf of the STA Board of Governors, thank you for your continued partnership and support. We look forward to working with you in the year ahead.

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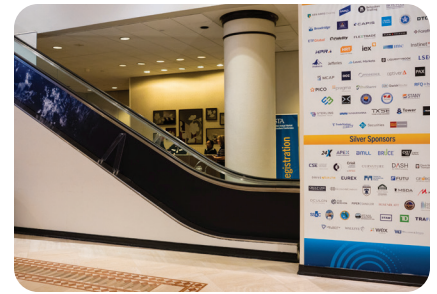
Kevin Skarbek  
Chairman of the Board

Handwritten signature of James Toes in black ink.

James Toes  
President & CEO



## 2026 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.

Only  
**9**  
Platinum  
Spots  
Available

	Platinum \$30,000	Diamond \$17,500	Gold \$12,000	Silver \$6,500
Branded as sponsor of 93rd Annual Market Structure Conference at JW Marriott Washington DC	✓	✓	✓	✓
Onsite signage, company logo on STA Conference webpage, company name on promotional emails sent to 28,000+ subscribers	✓	✓	✓	✓
Complimentary registrations to Market Structure Conference*	7 <sup>1</sup>	4	2	1
Complimentary registration for one (1) Government Relations Officer at Sponsoring Firm**	✓	✓	✓	
Representation on STA Listed Options, STA ETF Advisory and/or STA Market Structure Analyst Committees***	✓	✓	✓	
Early Access to Conference Registration List*	✓	✓		
Speaking opportunity (panelist or moderator) at Market Structure Conference	Guaranteed	Considered		
Private Meeting Room (two days) at JW Marriott Washington DC)	✓			
Premium onsite branding opportunity plus dedicated sponsor signage	✓			
Highlighted as featured sponsor in Conference App	✓			
General onsite branding opportunity****		✓	✓	

<sup>1</sup> 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 sponsors can swap onsite branding opportunity for an extra comp in-person registration.

**For more information about these sponsorships, or to discuss an opportunity not listed here, please contact: Dawn Combs at [dawn@securitytraders.org](mailto:dawn@securitytraders.org)**



## Premium Branding Opportunities

(Available to Platinum Sponsors Only)

### Room Keys

Sponsor logo or custom artwork (provided by Sponsor) imprinted on hotel room key cards distributed to all JW Marriott Washington DC conference guests.

### Lanyards

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

### Conference Wi-Fi

Exclusive sponsor of Conference Wi-Fi! Printed card with sponsor logo and customized login/password distributed to attendees. Wi-Fi information also posted to Conference App.

### Conference App

Exclusive sponsor of the official Conference App! Sponsor logo on splash screen along with featured banner inside app, plus one push notification. Mention on app launch email to all registrants.

### Espresso Bar

Branded Espresso Bar outside of General Session during select conference hours. There is a budget imposed on this item. For more information, please contact STA.

### Registration Bags

Sponsor logo on registration bag distributed to conference attendees at registration. There is a budget imposed for upgraded bag. For more information, contact STA.

### Escalator Branding

Custom artwork (provided by sponsor) displayed on two escalator panels outside of General Session throughout conference. There is a budget imposed on this item. For more information, contact STA.

### General Session Seating

Capture attendees' attention as they walk into General Session! Sponsor logo on chair bands placed in General Session room. There is a budget imposed on this item. For more information, contact STA.

### Professional Headshots – **NEW** for 2026!

Exclusive sponsor of Professional Headshots area near General Session during select conference hours. There is a budget imposed on this item. For more information, contact STA.

For more information about these sponsorships, or to discuss an opportunity not listed here, please contact: Dawn Combs at [dawn@securitytraders.org](mailto:dawn@securitytraders.org). **Onsite branding opportunities are limited.**



## Media & Digital Sponsorships

(Available to Diamond Sponsors Only)

Please note that Media & Digital Sponsorships are not in conjunction with the 93rd Annual Market Structure Conference.

### STA 'Open Call' Opportunity (\$17,500) – 3 Available – **NEW for 2026!**

Showcase a thought leader on an STA Open Call in 2026. These exclusive, 25-minute, one-on-one interviews reach 28,000+ subscribers (with an impressive 45% open rate) and are further amplified through 30-second highlight clips shared on STA's LinkedIn page (9,000+ followers). This is a powerful platform to position sponsoring firm as a trusted voice in today's evolving markets. *Timing and topic to be mutually agreed upon by STA and Sponsor.*

For more information, please visit <https://securitytraders.org/category/open-call/>.

### STA Content Banner Ad (\$17,500) – 3 Available

Gain industry-wide visibility with a **premium banner placement** in STA's most-read digital communications — **Monthly Newsletter** and **Quarterly Affiliate Event Notices**. These trusted updates reach **28,000+ subscribers** and STA's **9,000+ LinkedIn followers**, giving consistent exposure to engaged financial industry professionals throughout **2026**.

For more information, please visit <https://securitytraders.org/category/newsletter/>.

### STA Homepage Banner Ad (\$17,500) – 1 Available

Be seen where the industry connects. Provide a custom banner for the **homepage of STA's official website**, [securitytraders.org](https://securitytraders.org), for the entire **2026 calendar year**. This high-visibility opportunity ensures messaging is front and center for thousands of professionals seeking STA content and event updates.

For more information about these sponsorships, or to discuss an opportunity not listed here, please contact: Dawn Combs at [dawn@securitytraders.org](mailto:dawn@securitytraders.org). **Onsite branding opportunities are limited.**



## STA Women in Finance Sponsorships

(Available to Diamond Sponsors Only)

*Now in its 11th year, STA's **Women in Finance (STA WIF) initiative** continues to champion the advancement, recognition, and empowerment of women across the financial industry. Through engaging programs, inspiring conversations, and community-driven events, STA WIF fosters meaningful connections and highlights the leadership of women shaping today's markets. Sponsorship of these initiatives showcases leadership and support for a program that continues to inspire and connect women in finance.*

### STA Women in Finance Symposium Sponsor (\$17,500) – 1 Available

Be a part of a celebrated tradition as the 11th Annual STA WIF Symposium will once again kick off STA's Annual Market Structure Conference. Drawing 125+ professionals, men and women alike, who share a commitment to advancing the careers of women in finance, this event offers meaningful brand exposure to a highly engaged audience. Sponsorship includes:

- Prominent on-site signage throughout the Symposium
- Opportunity to provide a branded gift or promotional item for attendees
- Recognition in a Conference App push notification promoting the Symposium

### STA WIF 'Changing the Face of Financial Services' Interview (\$17,500) – 3 Available

Spotlight a **female leader** in STA WIF's inspiring written interview series, "*Changing the Face of Financial Services*." This 2026 feature series celebrates women who are driving innovation, leadership, and inclusion across the industry. Interviews are shared across STA's digital platforms, reaching **28,000+ subscribers** and **9,000+ LinkedIn followers**.

### STA Women in Finance Content Banner Ad (\$17,500) – 2 Available

Sponsoring firm will gain year-round exposure and align brand with STA WIF through a **premium banner placement** in a STA WIF communication—distributed to **28,000+ subscribers (with a 45% open rate)** for the full **2026 calendar year**. Banner will appear alongside trusted, recurring STA content, reinforcing sponsor's visible and ongoing support of diversity in finance.

**For more information about these sponsorships, or to discuss an opportunity not listed here, please contact: Dawn Combs at [dawn@securitytraders.org](mailto:dawn@securitytraders.org). Onsite branding opportunities are limited.**



## Event Sponsorships

(Available to Diamond and Gold Sponsors)

### Networking Reception (\$17,500) – 2 Available

Gain premium visibility with signage and branded cocktail napkins featured at either the Wednesday or Thursday evening Networking Reception — one of the conference’s most highly attended social events.

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

Sponsor brand will be front and center as attendees connect and recharge midday. Includes signage and branding at either the Wednesday or Thursday Networking Lunch.

### All-Day Beverage Station (\$17,500)

Keep attendees fueled with sponsor brand top of mind. Sponsorship includes signage and branding at the beverage station outside the General Session—open throughout the day—with branded napkins and coffee cups.

### Tuesday Welcome Registration (\$12,000)

Be the first to welcome attendees! Branding will appear at the satellite registration desk as guests arrive on Tuesday afternoon, with light snacks and beverages provided. Includes branded cocktail napkins and signage to greet early arrivers.

### Breakfast (\$12,000)

Start the day strong by sponsoring the Thursday Breakfast. Includes signage and branding in a high-traffic networking environment as attendees prepare for a full day of sessions.

### Snack Break (\$12,000) – 3 Available

Give attendees a mid-session boost! Includes signage and branded napkins for one Snack Break (Wednesday Afternoon, Thursday Morning, or Thursday Afternoon).

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## General Sponsorships

(Available to Diamond and Gold Sponsors)

### Sponsored Session (\$17,500) – 2 Available

As a Session Sponsor, sponsor will receive prominent visibility during a selected panel session. A company representative will have the opportunity to introduce the session, with logo displayed on screen throughout the introduction (subject to STA approval). Plus, a push notification promoting the session will be sent through the Conference App. For more information, please contact STA.

### Luggage Tag (\$17,500)

STA supplied. Welcome attendees with a branded luggage tag, distributed to confirmed guests upon arrival at the JW Marriott Washington DC.

### Charging Area (\$17,500)

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

### General Session Chair Drop (\$12,000) – 3 Available

Drop branded marketing materials or a promotional item during General Session. Item must feature sponsor's logo and be approved by STA. Sponsor is responsible for production and shipping costs. Restrictions may apply.

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

Sponsor branded pen placed in General Session, one sponsor each day.

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

Sponsor branded notepad placed in General Session, one sponsor each day.

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

Sponsor branded coaster to feature logo or sponsor-supplied artwork placed in General Session, one sponsor each day.

## Room Drops & Registration Bag Inserts

(Available to Diamond and Gold Sponsors)

### 'Do Not Disturb' Hang Tag (\$17,500)

Make a lasting impression with a customized Do Not Disturb door tag and a branded sweet treat delivered to conference guest rooms at the JW Marriott Washington DC on Tuesday and Wednesday nights. STA will produce the item.

### AirPod Earbud Cleaning Kit (\$17,500) – **NEW for 2026!**

Practical branded earbud cleaning kits delivered to conference guest rooms at the JW Marriott Washington DC. STA will produce the item, but Sponsor may include a branded postcard.

**For more information about these sponsorships, or to discuss an opportunity not listed here, please contact: Dawn Combs at [dawn@securitytraders.org](mailto:dawn@securitytraders.org). Onsite branding opportunities are limited.**



## Room Drops & Registration Bag Inserts Continued

(Available to Diamond and Gold Sponsors)

### Late Night Snacks (\$17,500)

Delight attendees with a branded late-night snack bag delivered to conference guest rooms at the JW Marriott Washington DC. STA will produce the item, but Sponsor may include a branded postcard.

### Mini Travel Kit (\$17,500)

Provide attendees with a convenient mini travel kit in a branded carrying case delivered to conference guest rooms at the JW Marriott Washington DC. STA will produce the item.

### Registration Bag Insert (\$12,000) – 5 Available

Include branded marketing materials or a promotional item in the official conference registration bag! Insert must feature sponsor's logo and be approved by STA. Sponsor is responsible for production and shipping. Restrictions apply.

### Standard Room Drop (\$12,000) – 2 Available

Place branded marketing materials or a promotional item in conference guest rooms at the JW Marriott Washington DC. Item must feature sponsor's logo and be approved by STA. Sponsor is responsible for production and shipping. Restrictions apply.

### Targeted Room Drop (\$17,500) – 1 Available – **NEW for 2026!**

Want to target select VIPs and customers via a Room Drop? Place branded promotional item in designated guest rooms at the JW Marriott Washington DC. Item must feature sponsor's logo and be approved by STA. Sponsor is responsible for production and shipping. Restrictions apply.

### Mini Shoe Shine Polish (\$12,000) – **NEW for 2026!**

Sponsor branded mini shoe shine polish included in the registration bag. STA will produce the item.

### Breath Mints (\$12,000)

Sponsor branded mint container included in the registration bag. STA will produce the item..

### Lip Balm (\$12,000)

Sponsor branded lip balm included in the registration bag. STA will produce the item.

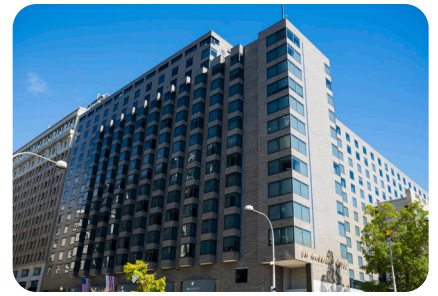
### Glass Cleaning Cloth (\$12,000) – **NEW for 2026!**

Sponsor branded microfiber cloth included in the registration bag. STA will produce the item..

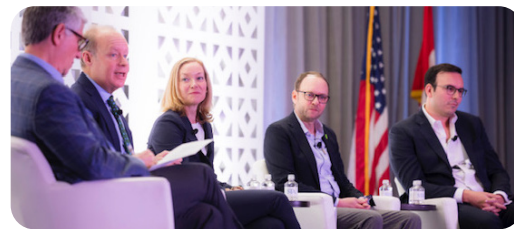
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# 2026 Conference Registration and Hotel Pricing



Registration Type	Price
STA Member	\$ 1,895
Non-Member	\$ 2,195
FINRA/IIROC Employee	\$ 550
Government/Regulator	TBD
Buy-Side/Retail Order Routing (Limit One Per Firm)	FREE
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Standard Room at JW Marriott DC, per night	\$ 409



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