

# 2022 Sponsor & Vendor Opportunities

**STA**

89th Annual  
Market Structure Conference  
JW Marriott Washington DC  
October 12-14, 2022





Dear Colleague,

Thank you for your interest in STA Sponsorship Opportunities for 2022!

In 2021, a record number of 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 in Q1 2021 to maximize the year-long benefits in their sponsorship package, including representation on select STA Advisory Committees. For information on these committees, visit us at [www.securitytraders.org](http://www.securitytraders.org).

### STA 2022 Events

#### **Washington DC Spring Update**

April 2022

Event Type: Virtual

#### **Market Structure Conference**

October 12-14, 2022

JW Marriott Washington DC

Event Type: Hybrid – In Person plus Virtual

2021 witnessed the first-ever hybrid STA Market Structure Conference. Content was presented on stage in Washington DC to an in-person audience and simultaneously livestreamed to a virtual audience of more than 1,000 viewers. This hybrid approach helped us broaden our reach and fulfill our mission to educate and inform the securities industry on market structure issues while providing unique networking opportunities.

STA will host two important industry events in 2022. The fully virtual Washington DC Spring Update will feature congressional members and staff, as well as regulatory and business leaders. Then, in October, our 89<sup>th</sup> Annual Market Structure Conference will again be a hybrid event at the JW Marriott Washington DC.

Four levels of sponsorship are being offered for 2022. All levels include unlimited complimentary virtual registrations to both events. Sponsor benefits, branding opportunities and pricing are outlined in this prospectus.

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

As you develop your 2022 plans, we encourage you to commit early, as many of our sponsor benefits last a full calendar year.

On behalf of the entire 2022 STA Board of Governors, thank you for your consideration.

Kate McAllister  
2022 Chair of the Board

Jim Toes  
President & CEO



## 2021 by the Numbers



# 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 \$10,000	Silver \$6,000
Branded as sponsor of 89th Annual Market Structure Conference and 2022 Washington DC Spring Update	✓	✓	✓	✓
Onsite signage, company logo on Conference webpage and Virtual Showcase, and promotional emails sent to more than 31,000 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	✓	✓	✓	
Onsite branding opportunity	✓ <sup>†</sup>	✓	✓	
Speaking opportunity (panelist or moderator) at Market Structure Conference	Guaranteed	Considered		
Premier sponsor of STA Women in Finance	✓			
Two days of private meeting space at Market Structure Conference	✓			
Complimentary Virtual Vendor Hub page in STA Virtual Showcase	✓			
Add Virtual Vendor Hub page	Free	+ \$500	+ \$500	+ \$500

\* Limited to 6 platinum sponsors.

\*\* Access is subject to applicable privacy laws.

\*\*\* Complimentary onsite and virtual registrations are for sponsor employees only and are not transferable.

† Premium branding opportunity plus dedicated sponsor signage.



### Virtual Vendor Hub

The Virtual Vendor Hub is a great way to get your company profile, and relevant marketing material and content in front of nearly 1,000 virtual attendees! The Virtual Vendor Hub will only be available via STA's Virtual Showcase at the 89<sup>th</sup> Annual Market Structure Conference.

#### **Virtual Vendor Hub – \$2,500**

##### **Complimentary Registrations**

Ten (10) complimentary virtual registrations to 89<sup>th</sup> Annual Market Structure Conference

##### **Pre-Event Promotion**

Dedicated email blast to 31,000 subscriber list

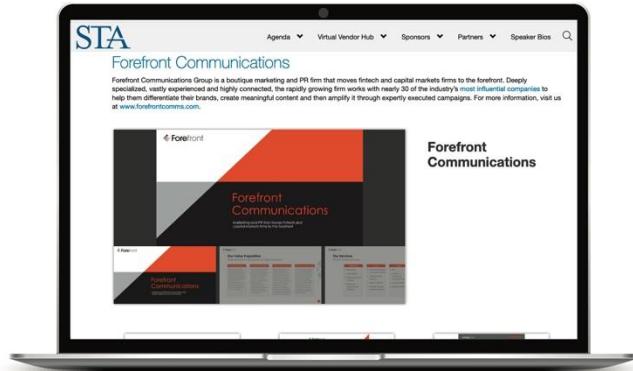
##### **Virtual Vendor Hub Platform**

Company description and logo/banner ad on Vendor page within Vendor Hub

Up to five (5) pieces of digital content to be uploaded to the Vendor Hub (Vendor is responsible for the creation of content). All content is subject to approval by STA.

Examples of acceptable digital content include:

- Short Video (MP4 file)
- PowerPoint Presentation
- PDF
- Link



##### **Exclusive Vendor Benefits**

- Prominent placement of logo in Vendor Hub within STA Virtual Showcase
- Sponsored Sessions: Available to first five (5) committed Vendors only
- Early access to registration list\*
- Vendor metrics provided post-conference

\*Access is subject to applicable privacy laws.



### Premium Onsite & Virtual Branding Opportunities

(Available to Platinum Sponsors Only)

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#### Room Keys – **SOLD**

- Sponsor logo or artwork imprinted on hotel room keys, distributed to all JW Marriott conference guests. May include contactless check-in branding opportunities.

#### Pocket Agendas

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

#### Registration Bags

- 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 – **HOLD**

- 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 – **HOLD**

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

#### Virtual Keynote Sponsored Session – **HOLD**

- Put your brand in front of attendees by sponsoring a high profile session! Sponsor logo on screen during session.



### Onsite Branding Opportunities

(Available to Diamond and Gold Sponsors Only)

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#### **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 – 1 LEFT!**

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

#### **Conference App (\$17,500)**

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

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

- 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.

#### **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 Wednesday or Thursday morning.

#### **Health & Wellness Optional Events (\$10,000)**

- Sponsor of Thursday Morning Yoga and Friday Guided Run/Walk around the National DC Mall. Signage plus branded item with sponsor logo.

#### **Charging Station (\$10,000)**

- 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.



### Onsite Branding Opportunities – Cont'd

(Available to Diamond and Gold Sponsors Only)

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#### **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 1 LEFT!**

- 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)**

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

#### **Morning/Afternoon Snack Break (\$5,000) – 4 Available 3 LEFT!**

- Signage and branded cocktail napkins for either Wednesday or Thursday, morning or afternoon, snack break.

#### **Room Drop (\$5,000) – 6 Available 4 LEFT!**

- 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 7 LEFT!**

- 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.



## 89th Annual Market Structure Conference Registration Pricing

### In-Person Registration

<b>STA Member</b>	<b>\$1,395</b>
<b>STA Non-Member</b>	<b>\$1,795</b>
<b>Buy-Side*/Retail Order Routing</b>	<b>FREE</b>
<b>Government/Regulator/IROC/FINRA Employees</b>	<b>\$325</b>
<b>Onsite/Late Registration</b>	<b>\$1,995</b>

### Virtual Registration

<b>STA Member &amp; STA Non-Member</b>	<b>\$195</b>
<b>Employees of Sponsoring Firms</b>	<b>FREE</b>
<b>Buy-Side*/Retail Order Routing</b>	<b>FREE</b>
<b>Government/Regulator/IROC/FINRA Employees</b>	<b>\$95</b>

\* Must be a Registered RIA.