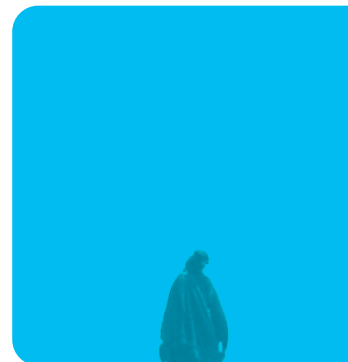




93rd Annual Market Structure Conference

2026 Sponsorship Opportunities



JW Marriott
Washington DC
Oct. 14-16, 2026





Dear Colleague,

Security Traders Association (STA) recently concluded its 92nd 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 93rd 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 a **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.

Kevin Skarbek
Chairman of the Board

James Toes
President & CEO

Chair
Kevin Skarbek
Charles Schwab
Chicago, IL

President & CEO
James Toes
STA
New York, NY

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Shawn Glisson
Durable Capital Partners
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Carlos Jimenez
Berenberg Capital Markets
Philadelphia, PA

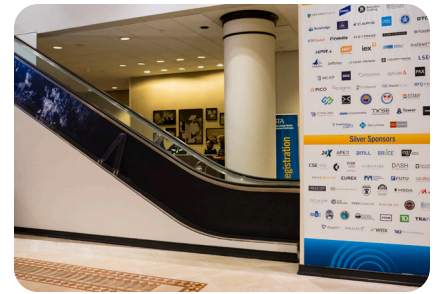
Brian Kennedy
DASH Financial Technologies
New York, NY

Rebecca Lahar
T. Rowe Price
Baltimore, MD

Vinnie LaMacchia
Cantor Fitzgerald
Scottsdale, AZ

Jeff Mendl
OTC Markets Group
New York, NY

Jeremy Vest
S3
Austin, TX



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 \$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 ¹	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****		✓	✓	

Platinum
Sold
Out

¹ 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



STA Advisory Committees



STA maintains Advisory Committees comprised of representatives from sponsoring firms. Chaired by industry professionals, these committees foster ongoing engagement, provide unique forums for discussion, and keep members informed on matters that directly impact their business.

Representation on STA Advisory Committees is a year-long benefit of sponsorship that goes beyond the Annual Market Structure Conference, ensuring that eligible sponsors receive maximum value for their sponsorship spend.

Throughout the year, members receive reports on market structure issues, congressional and regulatory updates, drafts of STA comment letters, discussions documents used in meetings with regulators and congressional representatives and staff, and other relevant communications.

STA ETF Committee

Comprised of ETF issuers, market makers, and exchange operators. Members meet in person three times per year, offering unique opportunities for industry stakeholders to discuss emerging trends and potential regulatory or legislative changes. Virtual meetings are held on an as-needed basis.

Eligible firms may designate up to two (2) representatives.

STA Listed Options Committee

Comprised of market makers, exchange operators, wholesalers, clearing firms, and self-directed retail firms. Members meet in person three times per year, offering unique opportunities for industry stakeholders to discuss emerging trends and potential regulatory or legislative changes. Virtual meetings are held on an as-needed basis.

Eligible firms may designate up to two (2) representatives.

STA Retail Advisory Committee

Comprised of individuals responsible for handling, routing, or monitoring retail orders for their firm. Members meet in person three times per year, offering unique opportunities for industry stakeholders to discuss emerging trends and potential regulatory or legislative changes. Virtual meetings are held on an as-needed basis.

Eligible firms may designate up to two (2) representatives.

STA Market Structure Analyst Committee

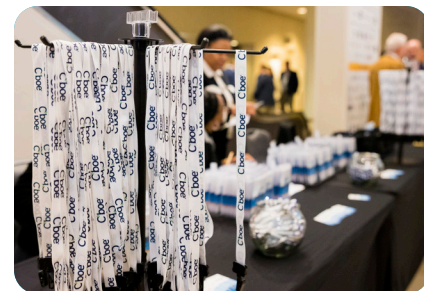
Distribution: 400+ representatives across 200+ firms

Comprised of C-suite executives, industry experts, and leaders within the market structure arena. Serves as a key communications vehicle for ongoing engagement between STA and sponsoring firms. No formal meetings are held.

Eligible firms may designate up to five (5) representatives.

To learn more about STA's Advisory Committees, visit <https://securitytraders.org/about/committees>.

STA reserves the right to approve or deny committee representatives at any time.



Premium Branding Opportunities

(Available to Platinum Sponsors Only)

Room Keys

Sold

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

Lanyards

Sold

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

Conference Wi-Fi

Sold

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

Sold

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

Sold

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

Sold

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

Sold

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

Sold

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.

For more information about these sponsorships, or to discuss an opportunity not listed here, please contact: Dawn Combs at 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!**

Sold Out

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 (9,700+ 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

1 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 **9,700+ LinkedIn followers**, giving consistent exposure to engaged financial industry professionals.

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

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

Sold

Be seen where the industry connects. Provide a custom banner for the **homepage of STA's official website**, 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. **Onsite branding opportunities are limited.**

**About STA Open Calls¹**

STA Open Calls are pre-recorded video interviews distributed via STA's email subscriber list and social media channels. STA Open Calls provide educational content on critical topics, including market structure, legislative and regulatory developments, pertinent industry trends, and career development.

What is the format of an Open Call?

Open Calls are typically one-on-one interviews with STA taking the role of moderator. However, we are flexible.

How are STA Open Calls distributed?

- Open Calls are distributed via STA's 28,000 email subscriber list.
- STA also produces a 60-second teaser clip that is distributed through our 9,000+ LinkedIn followers.

What else should I know about Open Calls?

- STA has produced over 80 Open Calls to date.
- Opens on promotional emails often average 12,000, or a 44% open rate.
- Views on teaser clips range from 2,500 to 7,000.
- Actual views on the interviews range from 500 to 1,400.
- View all Open Calls on STA's website, under the News & Views section.

How can I or someone at my firm present on an Open Call?

The STA team typically conducts outreach – however, if someone at your firm is an expert on a trending topic you think our audience would like to learn more about, let us know! For more information, contact us at sta@securitytraders.org.

¹ STA Open Calls are funded by grants from the STA Foundation, a 501 c-3 non-profit corporation.



STA Women in Finance Sponsorships

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 Primary Sponsor (\$17,500) – 1 Available

On Hold

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
- Recognition in a Conference App push notification promoting the Symposium

STA Women in Finance Symposium Secondary Sponsor (\$12,000) – 2 Available

Be a secondary sponsor of the 11th Annual STA WIF Symposium. 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:

- On-site signage throughout the Symposium
- Opportunity for sponsor to provide a branded gift or promotional item to attendees

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 **9,700+ LinkedIn followers**.

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

1 Available

Sponsoring firm will gain 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 second half of 2026. 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. **Onsite branding opportunities are limited.**



Event Sponsorships

(Available to Diamond and Gold Sponsors)

Networking Reception (\$17,500) – 2 Available 1 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 Sold Out

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) Sold

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) Sold

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.

Wednesday Check-In Refreshments (\$12,000) – **NEW for 2026!** Sold

Welcome attendees as they check in to the JW Marriott with some refreshing beverages and tasty treats! Branded sponsor signage and napkins will be provided.

Breakfast (\$12,000) Sold

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 1 Available

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

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



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)

Sold

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

2 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

Sold Out

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

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

Sold Out

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

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

Sold Out

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)

Sold

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. Onsite branding opportunities are limited.



Room Drops & Registration Bag Inserts Continued

(Available to Diamond and Gold Sponsors)

Late Night Snacks (\$17,500)

Sold

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)

Sold

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) – 10 Available

4 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!

Sold

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!

Sold

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

Breath Mints (\$12,000)

Sold

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!

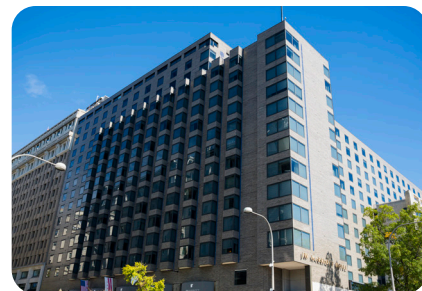
Sold

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

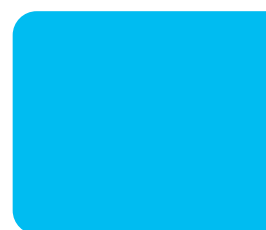
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2026 Conference Registration and Hotel Pricing



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
Standard Room at JW Marriott DC, per night	\$ 409



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