

Sponsor & Vendor Opportunities

STA

88th Annual
Market Structure Conference

October 6-8, 2021





Dear Colleague,

Thank you for your interest in learning about STA's sponsorship opportunities for 2021!

In 2020, 86 firms sponsored STA because they viewed us as a unique and cost effective resource to understand key regulatory and legislative issues in Washington DC, assist in the career development of their employees, and promote their brand. The majority of these firms committed during Q1 2020 to maximize the year-long benefits in their package, including representation on STA's Market Structure Analyst Committee and Listed Options Committee.

STA 2021 Events

Washington DC Spring Update

April 2021

Event Type: Virtual

Market Structure Conference

October 6-8, 2021

Washington DC JW Marriott

Event Type: Hybrid – In Person plus Virtual

2020 was a year marked by our industry having to pivot and adapt. For STA, this led to our flagship Market Structure Conference being held virtually, the first time in its 87-year history. The response was overwhelmingly positive, evidenced by the number of registrants, attending firms and countries, and by the average views per panel.

We are pleased to announce two events for 2021. The first is an **STA Washington DC Spring Update**. This fully virtual event will be held in April, and will feature congressional members and staff, as well as regulatory and business leaders. Our **88th Annual Market Structure Conference**, scheduled for Oct. 6-8 at the JW Marriott in Washington DC, will be a hybrid event (in-person plus virtual).

All levels of sponsorship include *unlimited complimentary virtual registrations* to both 2021 events. Additional onsite and virtual branding opportunities are outlined in this prospectus.

On the political and regulatory fronts, 2021 will be a year of transitions. We should expect these transitions to have an impact on market structure – and possibly your business. STA is well positioned for these transitions and we will continue to be a valuable resource to you, our sponsors.

As you develop your 2021 plans, we encourage you to commit early, as many of our sponsor benefits last a full calendar year.

On behalf of the entire 2021 STA Board of Governors, thank you for your consideration.

Andrew D'Amore
2021 Chairman of the Board

James Toes
President & CEO



Sponsorship Levels

All sponsorship levels include onsite signage, prominent placement of company logo on STA's 2021 Conference webpage, STA Virtual Showcase and promotional emails sent to more than 30,000 subscribers. Complimentary onsite and virtual registrations are for sponsor employees only and are not transferable.

Diamond – \$17,500

- Branded as Diamond sponsor of 88th Annual Market Structure Conference and Washington DC Spring Update
- Unlimited complimentary virtual registrations to Washington DC Spring Update
- Three (3) complimentary onsite conference registrations *plus* unlimited complimentary virtual registrations to 88th Annual Market Structure Conference
- Preferential consideration for a panelist or moderator slot at 88th Annual Market Structure Conference
- One (1) Onsite Branding Opportunity or one (1) Virtual Branding Opportunity (see below)
- Firm representation on STA Market Structure Analyst Committee and/or Listed Options Committee
- Early access to conference registration list (Name, Title, Company, State, Country)

Gold – \$10,000

- Branded as Gold sponsor of 88th Annual Market Structure Conference and Washington DC Spring Update
- Unlimited complimentary virtual registrations to Washington DC Spring Update
- Two (2) complimentary onsite conference registrations *plus* unlimited complimentary virtual registrations to 88th Annual Market Structure Conference
- One (1) Onsite Branding Opportunity (see below)
- Firm representation on STA Market Structure Analyst Committee and/or Listed Options Committee
- Access to conference registration list (no sooner than 2 weeks prior to conference)

Silver – \$6,000

- Branded as Silver sponsor of 88th Annual Market Structure Conference and Washington DC Spring Update
- Unlimited complimentary virtual registrations to Washington DC Spring Update
- One (1) complimentary conference onsite registration *plus* unlimited complimentary virtual registrations to 88th Annual Market Structure Conference
- Access to conference registration list (no sooner than 2 weeks prior to conference)

Sponsorship Plus! Save \$1,000!

Add the **Virtual Vendor Hub** to your current sponsorship package for only **\$2,000!** Details below!



Virtual Vendor Hub

The Virtual Vendor Hub will only be available at STA's 88th Annual Market Structure Conference.

Virtual Vendor Hub – \$3,000

Registrations

Five (5) complimentary virtual registrations to 88th Annual Market Structure Conference

Pre-Event Promotion

Dedicated email blast to 30,000+ subscriber list

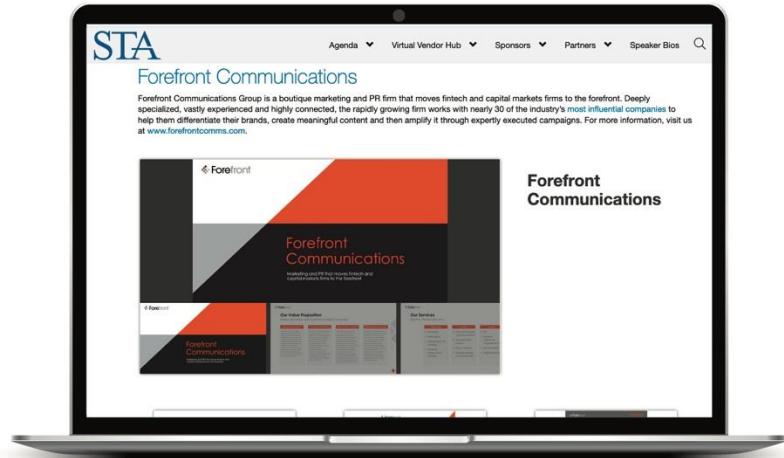
Virtual Vendor Hub Platform

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 creation of content. All content must be submitted by stated deadline and approved by STA.)

Examples of acceptable content include:

- Short (2-3 minute) Video
- PowerPoint Presentation
- Downloadable PDF



Exclusive Vendor Benefits

- Prominent placement of logo in Vendor Hub within STA Virtual Showcase
- Sponsored Sessions: First five (5) committed vendors only
- Ability to schedule meetings with attendees during the two-day conference
- Early access to registration list pre-conference

Registration List

- Early access to conference registration list
- Metrics provided post-conference



Onsite Branding Opportunities (Diamond & Gold Sponsors)

Room Keys (\$17,500) – 1 Available

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

Registration Bags (\$17,500) – 1 Available

- Company logo or artwork will be imprinted on registration bag, distributed to all attendees.

Conference App (\$17,500) – 1 Available

- Exclusive sponsor of Conference App. Includes email notifications to all registered attendees plus up to three (3) push notifications (messaging provided by Sponsor).

Conference Wi-Fi (\$17,500) – 1 Available

- Exclusive sponsor of Conference and Guest Room Wi-Fi. Signage with company logo plus custom ID/password.

Espresso Bar (\$17,500) – 1 Available

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

Networking Lunch (\$17,500) – 2 Available/1 Per Day

- Signage and napkins with company logo will be displayed.

Cocktail Reception (\$17,500) – 2 Available/1 Per Day

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

Breakfast (\$10,000) – 3 Available/1 Per Day

- Signage and napkins with company logo will be displayed.

Morning Snack Break (\$5,000) – 2 Available/1 Per Day

- Signage and napkins with company logo will be displayed.

Afternoon Snack Break (\$5,000) – 2 Available/1 Per Day

- Signage and napkins with company logo will be displayed.

Guided Run/Walk for Charity (\$5,000) – 1 Available

- Exclusive sponsor of this attendee event. Firm will be promoted prior to conference via email, and onsite via signage along with branded item with company logo.



1,525 Industry professionals
from 15 countries



129 Students from
35 universities



296 Firms attended



Onsite Branding Opportunities – Cont'd (Diamond & Gold Sponsors)

Charging Station (\$10,000) – **1 Available**

- Charging station area with signage for both days of the conference.

General Session Chair Drop (\$10,000) – **4 Available/2 Per Day**

- Drop marketing materials or a logo promotion item during General Session! Size restrictions may apply; sponsor assumes costs on all materials and shipping.

General Session Pens (\$10,000) – **2 Available/1 Per Day**

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

General Session Notepads (\$10,000) – **2 Available/1 Per Day**

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

General Session Mints (\$10,000) – **2 Available/1 Per Day**

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

General Session Mini Hand Sanitizers (\$10,000) – **2 Available/1 Per Day**

- Mini hand sanitizer to feature company logo/ad, placed in General Session each day.

General Session Coasters (\$5,000) – **2 Available/1 Per Day**

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

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

- 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.



Attendees interacted
with **11** participating firms



336 Average Viewers Per Session
551 Average Views Per Session



Virtual Branding Opportunities (Diamond Sponsors Only)

Virtual Opportunities will only be available at STA's 88th Annual Market Structure Conference.

Virtual Platform Showcase Sponsor – 2 Available/1 Per Day

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

Registration & Check-In Sponsor – 1 Available

- Two high visibility touchpoints in one sponsorship! Prominent placement of sponsor logo on STA's online registration form and the login page to access the STA Showcase.

Digital “Swag” – 2 Available/1 Per Day

- Send STA conference attendees a digital gift card, exclusive online discounts, digital publication subscriptions or other digital “swag” to promote your brand!
- Sponsor logo would be integrated at various touchpoints, depending on the specific digital offer. Sponsor assumes all costs related to digital giveaway.

Keynote Sponsored Session – 2 Available

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

Virtual Networking Break – 2 Available/1 Per Day

- Sponsor a virtual networking break between sessions! Holding slide with sponsor logo shown during breaks, plus a dedicated private Zoom meeting room to chat with attendees during the break.

Surveys & Interactive Polling – 2 Available/1 Per Day

- Prominent placement of sponsor logo on Survey/Interactive Polling pop-up screen.

2021 Market Structure Conference Registration Pricing

STA Member	\$1,095
Non-Member	\$1,495
Buy-Side*/Retail Order Routing	FREE**
Government/Regulator/IROC/FINRA Employees	\$325
Onsite Registration	\$1,800

*Must be a registered RIA. **Limit one per firm.