

45TH ANNUAL CONFERENCE

Sponsorship Prospectus

February 24–26, 2027 | The Don Cesar Beach Resort | St. Pete Beach, Florida

The Security Traders Association of Florida invites your institution to sponsor our 45th Annual Conference — three days of candid dialogue, relationship-building, and market insight among the professionals shaping capital markets across the state. For 45 years, STA Florida has connected broker-dealers, asset managers, exchanges, and the financial institutions that serve them. Sponsorship places your brand, your people, and your solutions in front of the decision-makers who matter most to your business, in an environment built for meaningful conversation.

150

ANTICIPATED REGISTRANTS

60

COMPANIES REPRESENTED

8

NETWORKING EVENTS

About STA Florida

STA Florida is a dedicated community of finance professionals committed to advancing the interests of those who work in capital markets and financial services — connecting service providers, thought leaders, and experts across the industry. Through year-round programming, mentorship, and advocacy, STA Florida gives members access to a trusted national network and a state chapter built on relationships.

Why Partner with Us?

- Direct, in-person access to influential decision-makers across Florida's financial institutions
- Brand visibility that carries year-round across STA Florida events, not just conference week
- Custom branding and enhancement opportunities tailored to your marketing goals
- Early access to the attendee list so your team can plan meaningful introductions

Who You'll Meet

The room brings together the professionals driving Florida's capital markets forward — the exact audience your institution wants to be in front of.

Broker-Dealers • Asset Managers • Wealth & Portfolio Managers • Trading & Market Structure Professionals • Compliance & Operations Leaders • Fintech & Service Providers • Exchanges & Capital Markets Executives

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Sponsorship Opportunities

Five tiers designed to fit institutions of every size — each includes year-round branding at STA Florida events and the option to include a bag insert.

TIER	INVESTMENT	PASSES	KEY BENEFITS
Diamond	\$15,000	4 complimentary	- Speaking opportunity - Choice of signature enhancement (Fishing Tournament, Casino Night, or Cornhole Tournament) - Premium digital & video presence - Early registration list access
Platinum	\$10,000	3 complimentary	- Choice of enhancement (Reception, Meeting App, Lanyard, or Tote Bag sponsor) - Digital presence - Early registration list access
Gold	\$7,500	2 complimentary	- Choice of branded enhancement item (WiFi, Coffee, Popcorn, Playing Cards, and more) - Early registration list access
Silver	\$5,000	1 complimentary	- Early registration list access - Recognition throughout the conference
Bronze	\$3,500	N/A	- Early registration list access - Recognition throughout the conference

Enhancement Options

Diamond: Fishing Tournament · Casino Night · Cornhole Tournament | **Platinum:** Reception · Meeting App · Lanyard · Tote Bag
Gold: WiFi · Playing Cards · Coffee · Popcorn · Tumbler · Koozie · Sunscreen · Notepad · Hand Sanitizer · Pen · and more

Choose Your Tier

Review the options above and pick the level and enhancement that fits your goals.

Reach Out

Scan the QR code, email or call our team and we'll walk you through availability and next steps.



Confirm & Prepare

We'll lock in your branding and passes so your team is ready for February 24–26.

Ready to Sponsor? We'd love to build a package around your institution's goals

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