



The Security Traders Association of New York

is pleased to announce the following events for

2010

- **74th Annual Conference & Dinner, Thursday April 22, 2010- Cipriani Wall Street**
- **STANY Golf Classic, Monday, July 26, 2010- Canoe Brook Country Club, Summit, NJ**
- **19th Annual International Reception, November 18, 2010 – TBD**
- **Bi-Monthly Roundtable Breakfasts**

STANY is pleased to offer numerous options to increase your firm's visibility with our Sponsorship Packages. **Your firm can support STANY at various levels ranging from \$500 to \$75,000!**

Participation at the Leadership Circle or Premiere Circle level offers you the opportunity to increase your firm's visibility at not just one event but as a major supporter of all STANY's events for the year! Not only will your firm be able to deliver its message all year long, it will also distinguish you as a prime supporter of the Association and its efforts on behalf of the trading community.

In addition to the Sponsorship Packages described below, STANY offers an "à la carte" approach to sponsorship and advertising. Through our events and our Annual Guide, broker/dealers, financial service providers and exchanges can target their marketing and promotional message to a niche market of traders and the financial community in the United States and Canada. Very few other advertising vehicles offer such a direct and focused audience for financial institutions.

We are able to sustain the organization and plan programs for our members only through the generous support of members, their firms, and other individuals and firms who are interested in the securities industry.

Please contact Emily Escott at 212-344-0410 or emilye@stany.org for more information.

2010 Leadership Circle

The Leadership Circle program is STANY's new sponsorship category that gives industry leaders the opportunity to support STANY's mission to advocate on behalf of our members who are trading professionals and promote positive market structure in the US and Global Capital Markets. This new category offers 2 levels of participation, providing high-profile status at STANY's events as well as year-long acknowledgement as a Leadership Circle Sponsor on the STANY website, at STANY's conferences, events, and breakfasts and on our emails to our members.

STANY works with each Leadership Circle Sponsor to create a custom package that will meet its strategic marketing objectives and deliver maximum benefits. There are 2 levels of Participation: Underwriting and Sustaining. With each level of commitment, the Sponsor will receive additional benefits and discounts on the components of the package.

Underwriting Sponsor: \$75,000

Sustaining Sponsor: \$50,000

Benefits:

- Your firm's Logo and Link on STANY's homepage for 1 year
- Marketing Materials to be displayed at STANY events
- Sponsorship exclusivity for certain events
- Discounted rate tickets to STANY's Annual Dinner, International Reception and Golf Outing
- Plus all the benefits of a Lead Sponsor (see below)

2010 Premiere Circle

Lead Sponsorship - \$35,000

- Prominent billing at the 74th Annual Conference & Dinner, Golf Classic and the International Reception
- 14 tickets to the Annual Conference & Dinner
- 8 tickets to the International Reception
- Foursome at the Golf Classic
- Speaking slot or session moderator for your firm (must be a senior executive- topic TBA)
- Full page color ad on inside covers or outside back cover of Annual Guide
- Company profile in the Annual Guide with logo (250 word limit)
- Opportunity to showcase firm's products or services at **both** the Annual Dinner & International Reception
- Logo on STANY website for 1 year with link
- Advanced attendee lists for the three sponsored events

Diamond Sponsorship - \$25,000

- Recognition at the 74th Annual Conference & Dinner, Golf Classic and the International Reception
- 10 tickets to the Annual Conference & Dinner
- 6 tickets to the International Reception
- 2 tickets to the Golf Classic
- Opportunity to be part of panel discussions (topics TBA)
- Full page color ad in the Annual Guide (premiere placement)
- Company profile in the Annual Guide with logo (200 word limit)
- Mention on signs and advertisements for three STANY events in 2010
- Opportunity to showcase your firm's products or services at the **both** the Annual Conference & Dinner and Annual International Reception
- Logo on STANY's sponsorship webpage for 1 year with link
- Advanced attendee lists for the three sponsored events

Platinum Sponsorship - \$15,000

- Recognition at the 74th Annual Conference & Dinner, Golf Classic and the International Reception
- 8 tickets at the Annual Conference & Dinner
- 4 tickets to the International Reception
- Full page color ad in the Annual Guide
- Company profile in the Annual Guide with logo (150 word limit)
- Mention on signs and advertisements for all STANY events in 2010
- Opportunity to showcase your firm's products or services at the Annual Conference & Dinner **or** International Reception (**choose 1**)
- Logo on STANY's sponsorship webpage for 1 year

2010 Event Sponsorships

74th Annual Conference & Dinner

Gold Sponsorship - \$10,000

- 6 tickets to the Annual Conference & Dinner
- Full page color ad in the Annual Guide
- Company profile in the Annual Guide with logo (150 word limit)
- Mention on signs and advertisements at the Annual Conference & Dinner
- Listing and link on STANY sponsorship webpage for 1 year

Vendor Sponsorship - \$6,000

- 4 tickets to the Annual Conference & Dinner
- Full page black and white ad in the Annual Guide
- Company profile in the Annual Guide with logo(150 word limit)
- Mention on signs and advertisements at the Annual Conference & Dinner
- Opportunity to showcase your firm's products or services at the Annual Conference & Dinner
- Listing and link on STANY's sponsorship webpage for 1 year

Silver Sponsorship - \$5,000

- 3 tickets to the Annual Conference & Dinner
- Full page black-and-white ad in the Annual Guide
- Company profile in the Annual Guide (75 word limit)
- Mention on signs and advertisement for the Annual Conference & Dinner
- Listing on STANY sponsorship webpage for 1 year

Bronze Sponsorship - \$3,000

- 1 ticket to the Annual Conference & Dinner
- Full page black-and-white ad in the Annual Guide
- Mention on signs and advertisement for the Annual Conference & Dinner
- Listing on STANY sponsorship webpage for 1 year

20th Annual International Reception

Gold Sponsorship - \$10,000

- 7 tickets to International Reception
- Full page color ad in the Annual Guide (ad deadline: March 19, 2010)
- Mention on signs and advertisements at the International Reception
- Opportunity to showcase your firm's products or services at the International Reception
- Listing and link on STANY sponsorship webpage for 1 year

Silver Sponsorship - \$5,000

- 5 tickets to the International Reception
- Full page black-and-white ad in the Annual Guide (ad deadline: March 19, 2010)
- Mention on signs and advertisement for the International Reception
- Opportunity to showcase your firm's products or services at the International Reception
- Listing on STANY sponsorship webpage for 1 year

Bronze Sponsorship - \$3,000

- 1 Ticket to the International Reception
- Full page black-and-white ad in 73rd Annual Guide (ad deadline: March 19, 2010)
- Listing on STANY sponsorship webpage for 1 year

Annual Guide

Rates for the Annual Guide

<u>Ad Size</u>	<u>Dimensions</u>	<u>Rate</u>
Full page color ad	4 5/8" x 7 5/8"	\$1,500
Full page black & white ad	4 5/8" x 7 5/8"	\$950
½ page black & white ad	4 5/8" x 3 1/4"	\$800
1/3 page black & white ad	4 5/8" x 2"	\$500
Company Profile only (100 word limit)	N/A	\$250
Company Profile (with ad purchase) (100 word limit)	N/A	\$50
Company Listing only (30 word limit)	N/A	\$50

2010 Golf Classic

<u>Sponsorship Options</u>	<u>Availability</u>	<u>Rate</u>
Brunch	4 sponsorships	\$1,000
Buffet	4 sponsorships	\$1,000
Cocktails	4 sponsorships	\$1,000
Half-Ways	2 sponsorships	\$1,000
Holes	36 holes available	\$500 (per hole)
Beverage carts	2 sponsorships	\$500
Golf carts	4 sponsorships	\$500

Bi-Monthly Roundtable Breakfast Series

Breakfast Sponsor - \$5,000

- 15 tickets to the Breakfast
- Logo on breakfast email invitation
- Speaking slot or session moderator for your firm (Senior Executive- topic TBA)

Media Partnership

Media Partnership allows firms direct access to our members and to event attendees through limited marketing opportunities at no cost. The nature of these agreements consists of continued exposure on a per event basis.

- Logo with link on Media Partner section of sponsorship webpage
- Logo under Media Partner on invitation (email and hard copy)
- 1 complimentary pass to event

Custom Events

STANY can work with sponsors to create a custom event to launch or promote a new product or service. We will invite our members (1,000 STANY members) to help your firm launch or promote a product. For more details please contact Emily at 212-344-0410 or emilye@stany.org.

Annual Guide Information

AD DEADLINE: MARCH 19, 2010

COMPANY PROFILE DEADLINE: MARCH 15, 2010

The preferred format for receipt of digital advertising files is PDF created from a Postscript file. It is strongly recommended that the file is saved as a Postscript file from the native application used and generates a PDF from Adobe Acrobat Distiller, which comes standard with any full version of Adobe Acrobat software. It is not recommended to export PDF files directly from the native application (Quark, InDesign, Illustrator, etc). The result of exporting the file can be unreliable in quality. For Acrobat Distiller version 6 or higher, it is recommended to use PDF/X-1a job option, which comes standard with the application. For Acrobat Distiller version 5 or lower, it is recommended to use Press job option, which comes standard with the application.

For the Company profile, please email the profile in a word document. Logos must be a JPG or PNG file.

For any specific questions regarding journal ads, please contact Deb Kim (deb@johnnyagency.com or 516-322-1270). If you would like to create a new ad, she will be able to assist you.

Postscript Checklist

- 1) Check page size.
 - a) All non-bleed ads should be built to trim size.
 - b) All bleed ads should extend 1/8" or more from trim size.
- 2) Check Colors used
 - a) Ensure all colors separates properly in a 4-color process or grayscale work flow unless specified.
 - b) Please note that when converting Pantone colors and RGB colors to C.M.Y.K. there is a possibility that the color will change drastically.
 - c) Make sure that you remove all the color profiles embedded in images.
 - d) Total area of density in a vector element should not exceed 300%.
- 3) Check Fonts
 - a) All fonts need to be Postscript Type 1 and embedded.
 - b) True Type fonts, Multiple Master fonts and Composite fonts are not acceptable.
- 4) Check Images
 - a) All images must be CMYK or grayscale TIFFs or EPS at 300 dpi imported at 100%.
 - b) Do not embed ICC profile with images.

Ad Specifications:

4/C Ads:	File/images must be 300 dpi; do not use TrueType fonts
1/C Ads:	File/images must be 300 dpi; do not use TrueType fonts
Page Size:	5 3/8" x 8 3/8" (5.375" x 8.375")
Live Area:	4 5/8" x 7 5/8" (4.625" x 7.625")
Trim:	5 3/8" x 8 3/8" (+ 1/8" bleed – 5 5/8" x 8 5/8"), Safety: at least 1/4" in from trim
Half Page:	7" X 4 3/4"
Third Page:	5" X 3"
E-mail ads to:	emilye@stany.org

2010 Sponsorship Authorization Form

By completing and signing this form, we agree to sponsor at the level indicated below:

Leadership Circle

Underwriting Sponsor \$75,000 **Sustaining Sponsor** \$50,000

Premiere Circle

Supporting Sponsor \$35,000 **Diamond Sponsor** \$25,000
 Platinum Sponsor \$15,000

Event Sponsorships

74th Annual Confernece & Dinner

Gold Sponsor \$10,000
 Vendor Sponsor \$6,000
 Silver Sponsor \$5,000
 Bronze Sponsor \$3,000
 upgrade to Color Ad \$400 (Silver & Bronze only)

2010 Golf Classic

Brunch Sponsor \$1,000
 Dinner Sponsor \$1,000
 Cocktails Sponsor \$1,000
 Half-Ways Sponsor \$1,000
 Golf Hole Sponsor \$500 (per hole)

Profile

Beverage Carts Sponsor \$500
 Golf Carts Sponsor \$500

20th Annual International Reception

Gold Sponsor \$10,000
 Silver Sponsor \$5,000
 Bronze Sponsor \$3,000

2010 Annual Directory

Full Page Color Ad \$1,500
 Full Page Black & White ad \$1,100
 ½ Page Color Ad \$950
 ½ Page Black & White Ad \$800
 1/3 Page Black & White Ad \$500
 listing in Company Profile \$250
 upgrade to listing in Company

(with ad purchase)\$50

Company Listing only \$50

AD DEADLINE: MARCH 19, 2010

COMPANY PROFILE DEADLINE: MARCH 15, 2010

If sponsorship level offers an ad, or your firm wishes to place an ad in our Dinner Journal, please check all that apply to your ad:

Use ad from 2009
 New artwork and copy to follow via e-mail
 Ad sent direct from firm or from ad agency (fill in below):

Ad Contact (at firm or ad agency): _____

Contact Phone: _____ email: _____

Sponsorship Firm Information

Firm Name: _____

(Please spell out name as firm wishes to have its name appear in the Dinner Journal and on all signage)

Sponsorship Contact: _____

Address: _____

City: _____ State: _____ Zip: _____ email: _____

Phone: _____ Fax: _____

Payment Information

Please enclose all appropriate charges; additional charges may be billed separately if necessary.

Check enclosed **Please invoice** **Check to follow**

Accounts Payable Contact: _____ Phone: _____

Mail: STANY, 39 Broadway, Suite 1840, New York, NY 10006 **fax:** 212-943-8478

Questions? Contact Emily Escott - emilye@stany.org or call 212.344.0410