



San Francisco Security Traders Association
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Dear Sponsors:

Thank you for your consideration to sponsor SFSTA's annual conference taking place on June 10-13th, 2021. As you are aware, we had to cancel our conference last year due to extenuating circumstances related to the pandemic. Our board worked very closely with Pebble Beach and we were able to cancel last year and move it to this year. With that said, we will monitor conditions leading up to the conference but we expect to be able to hold our conference safely this year. This conference could not be possible without your sponsorship and support!

Because of sponsor support in the past, we are able to deliver industry leading content during our business sessions and provide multiple opportunities for members to build new and stronger relationships. This is a critical time in our business as both buy side and sell side continue to evolve and consolidate across many different paths. Particularly due to circumstances in the past year, people have missed a lot of opportunities to connect with each other and build relationships. Relationships, as always, are essential to long term success in our industry--we continue to believe SFSTA is the vital hub for the West Coast trading community.

We were thrilled at the support last year by our broad trading community across California and beyond. The Conference has always been the highlight event of our calendar and 2019 was no different. We are happy to report this conference maintains its position as the premier STA event on the West Coast.

To recap 2019: **We had over 250 in attendance with 40% representing the buy side, 60% sell side and vendors. Our local turnout was 50% coming from San Francisco Bay Area, 10% from Southern California and the balance from out of state.**

Attached is the Sponsorship sheet for 2021. I encourage you to review the different options for your firm.

FYI, Tier 1 Sponsorships were sold out for our 2019 Conference and we expect many of the firms to renew. Tier 1 provides truly differentiated exposure with speaking opportunities at the Conference and a greater opportunity to showcase thought leaders from your firm. The Thursday sessions were standing room only at Bloomberg. Regardless of your sponsorship, we will work diligently to ensure a successful and safe 2021 Conference for you and your firm.

Most importantly, THANK YOU from the SFSTA Board for your consideration to support this year. Your dollars and participation are essential to making this year an even bigger success. Please let us know if you have any feedback or questions regarding this year's program.

Thanks!

Stephanie Libien, President 2021

The 2021 SFSTA Board

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