



## OFFICERS

Feb 2010

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## 2010 DSTA Convention

### **\*\*Highlights and Sponsorship\*\***

Dear Friend of the DSTA,

Thank you for your continued interest in supporting the Dallas Security Traders Association. This year's convention will be held September 9<sup>th</sup> through September 12<sup>th</sup>, 2010, at the Four Seasons Resort in Las Colinas. Without the generous support of firms like yours, it would be impossible to make the DSTA Convention an ongoing success. Last year more than 300 industry professionals from both the buy-side and sell-side attended the DSTA Convention. We look forward to another convention filled with the most current content on trading technology, regulatory updates, industry changes, as well as our keynote speaker on Saturday night, "Trader Vic" Sperandeo, who was featured in the best-selling books *Super Traders* and *The New Market Wizards*. The attendees are able to recognize and appreciate the convention's sponsors thanks to our effective avenues of advertising. Depending on the sponsorship level, we would like to recognize **your firm** as a major contributor to the convention through the following channels:

- Over 5,000 brochures will be mailed out that, in addition to detailing the schedule of events for the DSTA Conference, will clearly list the Convention sponsors.
- Also, the DSTA Convention t-shirts will list **your firm** as a sponsor.
- Prominent, large signage displaying **your firm** will be available at the respective sponsored events.

Sponsor levels for this year's convention will be divided into five tiers. **Please note the deadline for becoming a sponsor is May 30<sup>th</sup>, 2010.**

**Platinum Sponsorship** – The premier level of sponsorship is reserved for the major events that have helped to make our convention so successful. The four events that are available at this level will be the Friday Night Cocktail Party (The most heavily attended event of the entire weekend), the Golf Tournament, the Saturday Night Cocktail party and the Saturday Night Dinner. Platinum sponsors will receive 4 invitations to the Presidents Cup Golf Tournament and 4 invitations to the VIP Dinner. Platinum sponsors will also get 4 complimentary registrations to the convention. **In addition, Platinum Sponsors will be able to distribute items (at their own cost) either via a room drop or on display at registration.**  
**Cost: \$ 15,000**

**Gold Sponsorship** – Our next level of sponsorship grants billing at some of the more attended events such as the VIP Dinner, Presidents Cup Golf, Billiards and Cigar Party, Golfers Lunch, Poolside Splash Party, and Dinner Wine. Gold sponsors will receive 2 invitations to the Presidents Cup Golf and to the VIP Dinner, as well as 2 complimentary registrations to the convention.  
**Cost: \$ 10,000**



**Silver Sponsorship** – Sponsorship of smaller, but well attended events such as the Institutional Luncheon, Business Meeting, Skeet Shoot, and the Spa Day. Silver sponsors also will receive one complimentary registration to the convention.

**Cost: \$ 7,500**

**Bronze Sponsorship** – Sponsorship of our smaller events and awards such as Early Registration Cocktails, Golfers Breakfast, Farewell Breakfast, Skeet Shoot Prizes/Lunch, Golf Prizes, or the Hole in One Contests.

**Cost: \$ 5,000**

**Friends of the DSTA** – Your firm's name will be represented on all Convention related materials. The money will be used for miscellaneous expenses.

**Cost: \$ 2,500**

If you have any questions regarding sponsorships or any other matter, please contact any Officer/Director of the DSTA. Once again, thank you for your consideration and we look forward to seeing you in September.

Sincerely,

Dan Mele  
DSTA 2<sup>nd</sup> Vice President  
972-759-2083  
dmele@williams-financial.com

Please make checks payable to DSTA and send checks by May 30<sup>th</sup>, 2010 to:

DSTA  
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Dallas, TX 75206-1906