



# WSTA Resource Guide

## Order Form and Agreement

The WSTA Resource Guide lists companies who offer a broad range of products and services for the financial technology industry by category.

The following listing options are available (Based on a calendar year from Jan-Dec 2011):

- **Basic:** Post your company name, contact name, address, phone number and URL– **no charge**
- **Basic Plus** – Add email and company logo/link - **\$100**

**Enhancements:** *Dramatically increase your company's visibility and receive added exposure by choosing an enhancement:*

1. 50-word company description, company logo and full contact information (also includes one-time promotion in the monthly WSTA Limelight e-newsletter – sent to 14,000 recipients) - **\$350**
2. Featured Listing - first company to appear when a category is selected in the online resource guide - **\$200**

### ORDER FORM INSTRUCTIONS

Please complete this order form and fax to 732.530.0020, attn: Cheryl Gardina. You will receive an invoice via email.

Basic: **\$0**

(Email your company name, contact name, address, phone number and selected category (choose from categories listed in section 3) to cheryl.gardina@wsta.org)

Basic Plus: **\$100**

(Fill out the order form excluding section 4 – email .jpeg logo to cheryl.gardina@wsta.org)

**Enhancements (includes Basic Plus) – Check all that apply.** (You will be invoiced for items selected.)

1. 50-word company description in the online Resource Guide - **\$350** (\$175 by 1/5/11)

2. Featured Category Listing - **\$200**  **Category Name:** \_\_\_\_\_

### 1) Company/Billing Information

Contact Name & Title: \_\_\_\_\_

Billing Name (if different from above): \_\_\_\_\_

Company: \_\_\_\_\_

Address (billing): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ URL: \_\_\_\_\_



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Shrewsbury Ave., Suite C, Tinton Falls, NJ 07701, PH: 732.530.8808 FX: 732.530.0020

2) Published Information

Company Name: \_\_\_\_\_

Contact (list one only): \_\_\_\_\_

Street Address: \_\_\_\_\_

City, ST, ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_ URL: \_\_\_\_\_

3) Choose category or categories:

- Broker Workstations/Trading Systems
- Business Continuity/Disaster Recovery
- Business Intelligence Tools & Integration
- Cabling
- Carrier Services
- Cloud Computing
- Collaboration Tools (Email, IM, Audio, Video, Web)
- Compliance
- Consulting & Integration Services
- Data Center Solutions
- Enterprise Software
- Event Planning & Management
- Expense Management
- Hosting Solutions (ASPs, Co-Location)
- Internet Solutions
- Leasing/Technology Finance Services
- Managed Services
- Market Data
- Mobility Solutions
- Network Infrastructure
- Network Management
- Outsourcing
- Recording Systems
- Recruiting
- Risk Management
- Security
- SOA Data Services
- Social Networking Technologies
- Software Development
- Storage Technologies
- Systems Management
- Virtualization
- VOIP/IP Telephony

4) Email 50-Word Company Description to (cheryl.gardina@wsta.org): The WSTA will not accept text longer than 50 words. Longer submissions will either be sent back to the originator for editing (time permitting) or not accepted for publication (due to deadlines). PLEASE KEEP YOUR LISTING TO 50 WORDS MAXIMUM. \*\$35.00 charge for logo or text changes after Ticker/Resource Guide issue is printed and/or listing is posted on website.

5) Email your .jpeg logo with this order form to (cheryl.gardina@wsta.org) Logo Size: Approximately 1" x 1". We realize that some logos will be longer or higher than 1".



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The WSTA agrees to sell and the undersigned advertiser and/or advertiser's agency agrees to purchase and furnish files for (web) advertising on the WSTA web site for the fee specified on the order form. The WSTA is not responsible for content or typographical errors as submitted by the advertiser. Additionally, costs associated with modifying the file that is submitted by the advertiser/agency will be passed along to the advertiser and/or advertiser's agency. Advertiser and/or advertiser's agency may not use the WSTA name without prior written permission by the WSTA. Advertiser and/or advertiser's agency may not use the WSTA name as part of an email or URL address. The WSTA reserves the right to change its rate sheet without notice. In addition, the WSTA reserves the exclusive right to edit or reject any Resource Guide listing.

### Billing & Cancellation Policy

All Advertisers/Agencies must pay the amount due by the date indicated on the Order Form/Agreement. Invoices will be issued based on the net cost (no agency discounts). If payment is not received by the date specified, the WSTA reserves the right to void the Agreement and a twenty-five percent (25%) cancellation fee will apply. \$ \_\_\_\_\_ Term: \_\_\_\_\_

A cancellation fee of twenty-five percent (25%) of net cost will be assessed if a Digital Ticker/Resource Guide order is cancelled, in writing, within three (3) business days after the WSTA has received the Agreement. After that date, no refunds will be issued.

Advertiser/Agency agrees that it shall be responsible for all costs and expenses associated with the collection of delinquent amounts under this Agreement, including reasonable attorney's fees and costs.

**AGREED AND ACCEPTED BY:**  
**Advertiser Information and Signature**

\_\_\_\_\_  
Advertiser (Company)

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/State/Zip

\_\_\_\_\_  
Advertiser Printed Name                      Title

\_\_\_\_\_  
Advertiser Signature                      Date

**AGREED AND ACCEPTED BY:**  
**Wall Street Technology Assoc. (WSTA)**  
620 Shrewsbury Ave., Suite C, Tinton Falls, NJ 07701  
Tel: 732-530-8808                      Fx: 732-530-0020  
www.wsta.org

\_\_\_\_\_  
Jo Ann Cooper or Phyllis Lampell,  
Executive Director, WSTA

\_\_\_\_\_  
Salesperson

Please fax or (scan & email) a copy of this signed agreement to [cheryl.gardina@wsta.org](mailto:cheryl.gardina@wsta.org)