



Building Knowledge and Professional Relationships

**2012 Affiliate Program
Platinum Level**

Limited to 12 Companies

Annual \$18,000

(Based on a calendar year from January-December 2012)

Highlights: Platinum Affiliates will be placed in an early speaking spot at the seminar of their choice (in either New York City or Boston), to educate WSTA members about a solution you are promoting; participation on the Content Committee with the WSTA Board and other WSTA Committee members to discuss technology and issues facing Wall Street firms and introductions to some key WSTA Board and financial firm members at the WSTA Board Social and other events. **Only Vendor Affiliates and sponsors will be able to attend the exclusive Holiday Gala.**

Benefits Include:

OPPORTUNITIES TO MEET WITH WSTA BOARD, COMMITTEE MEMBERS AND OTHER INDUSTRY PROFESSIONALS TO DISCUSS TECHNOLOGY AND BUILD RELATIONSHIPS

- Two senior level representatives can participate on the Content Committee. Participation includes conference calls and annual Content session addressing technology and business topics that currently are and will be important in the future (Note: This is not a position on the WSTA Board of Directors, but an opportunity to meet with WSTA Board/Committee members through conference calls and at an annual Content meeting)
- These two representatives will also be invited to the WSTA Board Social

EDUCATIONAL, RELATIONSHIP BUILDING AND NETWORKING OPPORTUNITIES

- An early speaking spot and tabletop at one WSTA seminar of your choice
- Tabletop at another WSTA seminar
- **Introductions to some key WSTA Board and financial firm members at events**
- Two (2) complimentary passes to attend each seminar and discounts on additional passes
- **Attendee list from all seminars with emails (unless attendees opt out)**
- Six (6) complimentary tickets to the WSTA Gala (must be a Vendor Affiliate or Sponsor to attend this exclusive event).
- **Access to the WSTA Member Directory (includes: company name, individual name, title, mailing address, phone, fax and email address). The Membership Directory is distributed at the end of the 1st and 2nd Quarters. No Membership Directories will be distributed after August 31, 2012.**

BRAND EXPOSURE

- Teasers for an educational article and What's New listing included in two Digital Ticker issues (links to article and listing on WSTA Web site)
- Listed as a Platinum Affiliate in all Ticker issues and Limelight e-newsletters
- Promotion of a product/service in two Limelight e-newsletters
- A featured listing in one category of the online Resource Guide
- Enhanced listings in other categories in the Resource Guide
- Banner ad on the WSTA Web site for 30 days
- Recognition on the WSTA Web site as a Platinum Affiliate throughout 2012
- Company information sheet in attendee packages at all WSTA seminars (restrictions apply)
- Inclusion on signage at WSTA events

DISCOUNTS AND OTHER SPECIAL OFFERINGS

- 10% off additional speaking sponsorships at WSTA seminars (subject to availability)
- 10% off advertising opportunities over \$1,000
- Offer your financial services clients 25% off WSTA Corporate Member dues if they are not currently a member
- Offer discounts on your products and services to WSTA members

Please call the WSTA office at 732-530-8808 for more information about the 2012 Platinum Affiliate Program.