



3PM

THIRD PARTY MARKETERS ASSOCIATION

MEMBERSHIP APPLICATION

Name: _____

Title: _____ Email Address: _____

Firm Name: _____

Address: _____

Phone: _____ Fax: _____ Year Started: _____

Number of Principals/Owners: _____ Number of Employees (non-Principals/Owners): _____

Number of Traditional Managers Represented: _____ Number of Alternative Managers Represented: _____

Assets (\$) Raised Since Inception: _____

Managers Represented: _____

If you would like your business web site included in your 3PM.org members listing, please enter your web address (URL):

All membership applications must be accompanied by a letter of recommendation from a current 3PM member in good standing and a 100-150 word description of your 3PM firm. (Note: The letter of recommendation and application can be e-mailed to Barbara Swanda at info@3pm.org.)

A letter of recommendation is enclosed forthcoming from _____

Membership Dues Scheduling

(Note: Annual dues are valid from July 1st - June 30th)

- January 1st - April 30th dues are pro-rated at 1/2 the regular member rate
- May 1st - December 31st dues are full price

Please **indicate only one** of the appropriate sections for either Individual Membership or Firm Membership.

INDIVIDUAL MEMBERSHIP (Regular Rate - \$400 USD)

Yes, I would like to be an Individual Member of the Third Party Marketers Association, Inc. and payment method of membership dues is:

- check enclosed paid by credit card.
 My membership information is shown above.

_____ I have received and agree to abide by the Third Party Marketers Association's Code of Conduct and Best Practices.

please initial

FIRM MEMBERSHIP (Regular Rate - \$800 USD)

Yes, this is an application for Firm Membership (maximum of two additional firm participants) for Third Party Marketers Association, Inc. check enclosed paid by credit card

Following are the Firm employees and their e-mail addresses who will also be members of the Association:

Name: _____ E-Mail: _____

Name: _____ E-Mail: _____

_____ I affirm that each applicant shown above has received, and agrees to abide by, the Third Party Marketers Association's Code of Conduct and Best Practices.

please initial

METHOD OF PAYMENT

Check/Money Order Master Card VISA American Express

Exp. Date _____ Signature: _____

I've attached the description/profile of my 3PM Firm (100-150 words) (Please attach file)

As the representative submitting this application for membership into Third Party Marketers Association, I vow that the statements above are true and as accurate to the best of my knowledge and ability.

Signature

Date

Firm Profile

In order that we may implement your Membership benefits immediately, please complete the following questions. All information being collected is for in-house use only and will be held in strictest confidence, unless authorized otherwise by the Member/Member Firm as specified in response to this next statement.

May we use the information on this application to add you and/or your firm to our web site, www.3pm.org? Yes No

May we use this profile in our newsletter, *3PM News*? Yes No

Note: Referrals from our 3PM.org web site will only be distributed based on your authorization and completion of this page.

Are you presently a Registered Investment Advisor (RIA)? Yes No

Plan to be an RIA? Yes No

Do you manage money? Yes No

Plan to manage money? Yes No

Who *primarily* completes RFPs, databases and questionnaires? My firm Money manager firm Outsourced

With regard to alternative investing, you Own a broker-dealer (BD) Are affiliated with a BD

Plan to affiliate with BD Have no plans to own or affiliate with BD

Would you be interested in receiving inquiries from:

Traditional Firms

With less than \$100M AUM?..... Yes No

With track records less than 3 years?..... Yes No

That are affiliated with banks, insurance companies, broker-dealers and/ or publicly held corporations?..... Yes No

Domestic equity?..... Yes No

Fixed income?..... Yes No

International?..... Yes No

Other: _____

Alternative Firms

With less than \$100M AUM?..... Yes No

With track records less than 2 years?..... Yes No

That require offshore distribution?..... Yes No

Hedge funds?..... Yes No

Hedge funds of funds?..... Yes No

Private equity?..... Yes No

Private equity fund of funds?..... Yes No

Real estate?..... Yes No

Other: _____

On what distribution channels does your firm focus? (Check all that apply)

High Net Worth/Retail

Individuals..... Yes No

Family Offices..... Yes No

Wrap/Managed Account Platforms..... Yes No

Other: _____

Institutional Investors

Corporations..... Yes No

Public Funds..... Yes No

Taft-Hartley/Union Plans..... Yes No

Foundations and Endowments..... Yes No

Other: _____

Financial Intermediaries

Investment Consultants..... Yes No

Insurance Companies..... Yes No

Manager of Managers/Subadvisory Business..... Yes No

Emerging Manager Platforms..... Yes No

RIA and Wealth Management Platforms..... Yes No

Other: _____

How did you hear about The Third Party Marketers Association?

Would you be interested in partnering with another 3PM firm?..... Yes No

Would you be interested in participating in one of the following committees?..... Yes No

If "Yes", please rate your interest in participating on the following committees: 1= highest interest, 2 = medium interest, 3 = lowest interest

Communications/ Marketing Committee. This committee works to improve the 3PM web site, providing members with access to new content and serves as mechanisms for keeping members abreast of new information important to the promotion of events and member benefits.

Events Committee. This committee works on the location and content of 3PM's annual conference, meetings and webcasts.

Membership Committee. This committee works to increase the membership of the organization by proactively contacting third party marketing firms that are not current members. They work closely with the Strategy and Communications/ Marketing Committees.

Sponsorships, Partnerships & Member Benefits Committee. This committee works on recruiting sponsors for all 3PM events. This committee also negotiates with vendors regarding the Member Benefit Program as well as engaging in Media and Association Partnerships.

Strategy Committee. This committee works on the growth of 3PM while maintaining and improving the association's credibility. This committee also works with the Membership Committee to broaden 3PM's reach outside the U.S.

IMPORTANT NOTE: if you choose to electronically send this completed application to info@3PM.org, please be sure to SAVE the completed document and transmit the SAVED document. You may also print and mail or fax this completed application to:



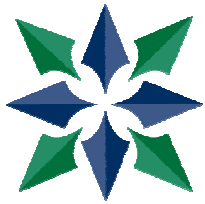
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THIRD PARTY MARKETERS ASSOCIATION

Code of Conduct

Members of The Third Party Marketers Association (“3PM”) adhere and subscribe to an honor code and pledge to follow the tenets listed below:

1. 3PM members will represent their client managers truthfully and will not knowingly present data that is misleading, manipulated or false.
2. 3PM members will not knowingly solicit or deliberately attempt to lure away client managers to fellow 3PM members.
3. 3PM members will observe professional courtesy with other 3PM members, offering advice and counsel to other 3PM members within the range of prudent business dealings.
4. 3PM members will refrain from speaking ill of other 3PM members when each is engaged in investment manager-client competitions, to include investment manager final presentations with consultants, plan sponsors or high net worth individuals.
5. 3PM members marketing securities regulated under the NASD and/or SEC, such as but not limited to mutual funds, commingled funds and/or limited partnerships will be registered as necessary with such agencies and in compliance with their respective regulations.
6. 3PM members will undertake to deliver a copy of their investment manager’s current brochure to each prospective client, at the time of any solicitation activities by any 3PM members on behalf of their current managers.
7. 3PM members will also undertake to deliver to each prospective client, at the time of any solicitation activities by a 3PM member on behalf of one of their client managers, a written copy of a disclosure document as specified under SEC Rule 206(4)-3(b) under the Investment Advisor’s Act of 1940.
8. 3PM members will keep confidential all information shared with fellow members during any 3PM event and/or subsequent conversations.
9. 3PM members will refrain from using information on fellow 3PM gathered through 3PM events in competition for either manager clients of funds to be placed under management.
10. 3PM members will refrain from knowingly soliciting any and all employees currently employed by fellow 3PM members.



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THIRD PARTY MARKETERS ASSOCIATION

3PM Best Practices

The Third Party Marketers Association feels it is important to define, what they believe, are the industry's best practices and to establish a code of conduct that should be followed by all third party marketers. The following represents a list of best practices that have been compiled from input from some of the most successful and seasoned 3PM firms in the industry. Feedback was also provided by Lisa Roth of ComplianceMax whose experience and knowledge in compliance has proven to be extremely insightful. These practices have been categorized into three major groups: Client Selection and Retention, Sales Practices, and Business Management.

Client Selection and Retention

1. **Identifying Manager-Clients.** The 3PM will:

- A. Utilize multiple sources including web sites and publications, mailings, manager databases and referrals. There are many excellent managers and products available in the marketplace today. The challenge is to find the good managers whose goals are objectives match those of your firm's.
- B. Respect other marketers' relationships with managers.

2. **Due Dilligence.** The 3PM should:

- A. Execute a thorough due diligence process. This process should include an in-depth understanding of the manager's product(s) and process(es); their relative demand in the marketplace at a point in the investment cycle; full, written disclosure of all material facts (including Form ADV Part II) and a personal visit to the manager's firm.
- B. Expect the manager to perform a similar level of due diligence on your firm, including historical track record performance, reference checks and prior asset-gathering campaigns.

3. **Contract Negotiations.** The 3PM should:

- A. Be specific about the key business points including: term, compensation, roles, responsibilities and the firm's personalized marketing work plan. Although all participants of the contract expect marketing success, it is important to manage expectations early in negotiations. This should be a long-term relationship.
- B. Agreements should clearly outline roles and responsibilities for manager and 3PM firm. It is important that the client understand that each play a key role in the relationship. There should be an assigned resource/designated contact person available to the 3PM firm within the manager's organization to help coordinate and execute the marketing work plan.
- C. Agreements should take into account the regulatory limitations, restrictions or other parameters for each party involved.

4. **On-Going Relationship.** The 3PM should:

- A. View all manager relationships as long-term partnerships.
- B. Provide their contracted managers with frequent updates, both informal and formal reports of marketing progress, to continually manage the marketing plan.

Third Party Marketers Association • 191 Clarksville Road • Princeton Jct., NJ 08550