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3PM Opens Annual Conference to Investment Managers and Investors for the First Time

PRINCETON JUNCTION, NJ – August 18, 2011 – The Third Party Marketers Association (3PM), a professional association of firms that assist their manager clients in growing their assets, will hold its 12th Annual Conference on October 26-27, 2011 at the Hilton Back Bay in Boston, Massachusetts.

This year marks the first time 3PM will open their conference to outside attendees. The shift in focus is a result of 3PM's desire to facilitate a better understanding of the third party marketing industry and to encourage networking between its members, potential manager clients and investors.

Day 1 of the conference features sessions tailored to all attendees. The "3PM Primer" session will kick-off a jam-packed day of learning, giving attendees the opportunity to hear from experienced third party marketers about their businesses. Day 1 also includes an Investor Panel comprised of money owners and gatekeepers who will discuss the products that will dominate upcoming searches. Sarah Carter from Actiance will lead the "Social Media – Best Practices and Regulatory Compliance" session and will discuss how social media can be used to enhance business while remaining within regulatory guidelines. The day will end with a cocktail reception and dinner giving attendees time to network and wind down from the long day of content-filled sessions.

While both days are open to third party marketers, Day 2 is strictly for 3PMs only. Day 2 will include a panel discussion, "Transformation of 3PM Contracts and Compensation" featuring Larry Beaupre from Proskauer Rose, Matthew Eisenberg from Finn Dixon Herling and 3PM's own Charlie Bartzof Berchwood Partners. Panelists Susan Bryant from Bryant Law, Bryan S. Mick and William B. Kimme, both from Mick & Associates will provide insight on due diligence topics including the red flags to look for, what elements should be a part of a due diligence review and how much due diligence is enough. Frank Minard from XT Capital will close the day by having a one-on-one discussion with Dick Charlton from New England Pension Consultants about the changing face of the consulting industry and what this means for 3PMs.

"Through our Annual Conference, we continue to provide our members with an open forum where they can discuss best practices and learn about the changes impacting the investment management industry," said Stacy Havener, President of 3PM. "This year 3PM wants investment managers and investors to participate in the dialogue so that we may develop stronger relationships among the industry's key participants."

3PM is once again pleased to have Northern Lights serve as the conference's platinum sponsor and Meridian-IQ as a gold sponsor. Actiance, a new sponsor for 3PM, is also a gold sponsor as well as Ashland Partners who is a bronze sponsor.

For more information about 3PM, to register for the Conference or to sponsor the event, please visit www.3pm.org or contact Kristin Couch at info@3pm.org.

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About Third Party Marketers Association, Inc. (3PM)

3PM is a professional association made up of firms that assist in increasing institutional assets for their diverse following of investment manager clients. The organization's goals are to cultivate relationships and business opportunities among members and to provide information and education about the industry. In addition, 3PM also aims to enhance professional standards and integrity by advancing best practices throughout the financial services industry. More information is available at www.3pm.org.