

## **FOR IMMEDIATE RELEASE**

Contact: Kaitlin Friedmann  
(609) 799-6000 ext. 21  
[kfriedmann@cmasolutions.com](mailto:kfriedmann@cmasolutions.com)

### **3PM LAUNCHES 10<sup>TH</sup> ANNIVERSARY CELEBRATION AT ANNUAL CONFERENCE OCTOBER 29-30 IN CHICAGO**

**PRINCETON JUNCTION, NJ – August 20, 2008** – The Third Party Marketers Association, Inc. (“3PM”), a professional association with more than 60 member organizations that assist in increasing institutional assets for their diverse following of investment manager clients, will hold their 3PM Annual Conference on October 29-30, 2008 at the Sheraton Gateway Suites O’Hare in Chicago. The conference will begin the official kick-off of 3PM’s 10<sup>th</sup> anniversary celebration.

Since the formation in 1998 of the industry’s first-ever trade association, the goals of 3PM have been to provide business and networking opportunities, educate members about the financial services industry and enhance current standards and business practices among third party marketers worldwide.

At this year’s Annual Conference, 3PM will feature for the first time a Pre-Conference Primer for newly formed 3PM firms, with a panel of experienced marketers including Stacy Havener of Candlewood Advisory Partners Inc., Peter Pavlina of Hamersley Partners, and John DeLuna of DeLuna Partners. Designed for firms with less than two years experience in third party marketing, this session will cover basic issues such as outsourcing, contracts, finding new managers and other items relevant to new firms.

The conference will also offer 3PM members educational sessions that are specifically tailored to their interests, including a pre-conference workshop on “Improving the Quality of Your Database,” led by Steve Rubenstein of Arrow Partners, a founding Member of 3PM. Other topics include: “Structuring a Successful 3PM/Investment Manager Relationship,” “Legal, Compliance and Regulatory Update” as well as the ever popular “Open Dialogue Session” which allows members to get advice on specific issues from their peers.

Ashland Partners, LP will serve as the conference’s Platinum Sponsor and will lead the “Creating and Improving Marketing Materials while Remaining Compliant” session. Attendees will also enjoy several networking opportunities including a welcome cocktail reception sponsored by JC Public Relations as well as a networking lunch

sponsored by Financial Investment News and an afternoon break sponsored by Northern Lights Distributors, LLC, who is also a Third Party Provider (“3PP”) Member of the Association..

“Over the past 10 years, 3PM has become a valuable forum for our members to engage in open and candid discussions about best practices and changes occurring in the industry,” said Donna DiMaria, President of 3PM. “This annual Conference shows how far we’ve come both as an industry and as an association. Now more firms than ever are entering the 3PM space and the demand for products is changing. This is a very exciting time for us.”

For more information about 3PM or to register for the Conference, please visit [www.3pm.org](http://www.3pm.org) or contact Barbara Swanda at [info@3pm.org](mailto:info@3pm.org).

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

3PM is a professional association with more than 60 member organizations 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](http://www.3pm.org).