



## Participating in 3PM Frequently Asked Questions

### ***What are the benefits of 3PM Membership?***

In addition to the many networking and industry advocacy benefits, 3PM offers the following specific benefits solely to our 3PM Member Firms:

1. Firm listing on 3PM's website Member Directory
2. Eligible to receive referrals from 3PM, based on firm profile
3. Eligible to participate in 3PM events: conferences, webcasts, and our other events
4. Eligible for 3PM vendor discounts
5. Permitted to list 'Member of 3PM' or 'Member of the Third Party Marketers Association, Inc.' on firm collateral, email signatures, etc
6. Eligible to receive 3PM's newsletter – *3PM News*
7. Eligible for firm profile in *3PM News*

### ***What are the criteria for 3PM Membership?***

3PM offers membership in the association for a period of one year (July 1 – June 30), provided the following criteria are met:

1. Membership is available solely to sales and marketing organizations in good industry standing.
2. All sales professionals of the firm must be registered and licensed with the appropriate regulatory authorities where they are selling products, whether in the United States or abroad.
3. All active firm owners and principals must have a minimum of five years of direct investment management and/or financial services related business experience.
4. All employees and owners, or at least two management team members (CEO, CFO, CCO and/or COO), must attest via signature that they, their firm, and/or any of their employees or owners, have NOT been the subject of any revocation, censure or litigation by the regulatory bodies that govern the financial services industry, including the SEC, FINRA, the individual States, or (for those located and selling outside the U.S.), the appropriate regulatory entity (for example the FSA in the U.K.). If this has occurred, a detailed explanation must be attached for which 3PM will determine eligibility on a case by case basis.

5. Any exceptions require Board approval via negative consent; exceptions are rarely granted.
6. Firms seeking membership must complete the application process and all required attachments in their entirety.
7. Firms seeking, and approved for, membership must pay an annual membership dues of \$850 USD per firm for 2010-2011 year.

***What if we do not meet the criteria for 3PM Firm Membership?***

Firms interested in participating in 3PM, who do not meet the criteria for membership, may complete an application to participate in either the [3PM Mentor Program](#) for a period of one year; or, if the firm is an organization that does not offer sales activities, but rather performs marketing related services or other services not requiring licensing and/or registration, the firm may submit an application for [Industry Associate](#). Click on the links for copies of the applications.

***What if we are existing members of 3PM?***

Based on the changes in membership requirements implemented by the 3PM Board of Directors in May 2010, all firm's seeking membership in 3PM, even firms who have been members in the past, must complete the attached [Membership Application](#). Once received, all firm membership applications will be carefully reviewed, and notification of membership acceptance will be provided upon approval. It is anticipated for this year only, the membership approval process may take several months. As such, firms who are currently members will continue to be able to receive benefits in the association until such time as their membership becomes official. If their application is denied, the firm will be removed from the 3PM Member List and will no longer be eligible to participate.

***What if I am aware of other firms who may be great candidates for 3PM Membership, Mentor Program participation, or Industry Associate participation?***

We encourage you to share this email along with the applications with firms you believe to be strong candidates for participation. From the feedback received from our members over the years, we know 3PM adds tremendous value to organizations at all three levels of participation.

We encourage you to complete the appropriate application for your firm immediately so you may begin benefiting from the many aspects of 3PM. If you have any immediate questions, please do not hesitate to contact either of us directly.

Sincerely,

**Sandra Powers**  
Membership Committee Co-Chair  
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**Lisa Roth**  
Membership Committee Co-Chair  
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For help with the application process, please contact:

**Christopher L. Decker**

Association Coordinator

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