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3PM's Annual Conference, *New Horizons*, to Explore Worldwide Industry Impacts

Representatives from FINRA and MSRB to Address the Effects of Major Industry Shifts

PRINCETON JUNCTION, NJ – January 30, 2014 – The Third Party Marketers Association (3PM), a global association of independent, outsourced sales and marketing firms that support the investment management industry worldwide, will hold its 14th Annual Conference on April 9-10, 2014 at the Seaport Boston Hotel in Boston, Massachusetts.

Themed *New Horizons: Investment Marketing in the Age of Globalization*, this year's conference will delve into real-world insights and solutions aimed at meeting the unique challenges faced by third-party marketers and the investment industry.

3PM is pleased to announce that Chip Jones, senior vice president of the Financial Industry Regulatory Authority (FINRA) member relations, will lead the discussion on the proposed "Limited Corporate Financing Broker Registration" during the conference's regulatory update session on Day 1. Jones will discuss who will be eligible to register under the proposed rule and update attendees on FINRA's plans to create an abbreviated rule set for this category of registrants. Gary L. Goldsholle, the General Counsel from the Municipal Securities Rulemaking Board (MSRB) will once again be on hand to participate at the conference and will provide a regulatory update related to municipal advisors.

Day 2 will feature a Global Regulatory session. Panelists will discuss key concerns for US managers doing business abroad and for foreign managers working in the US.

"As the industry continues to expand globally and evolve at increasingly rapid rates, staying informed of the latest national and global regulations is vital," said 3PM President, Stacy Havener. "This year's conference will ensure that our attendees not only get the latest information, but will also walk away with extra knowledge that will help position them at the forefront of the industry."

The conference will also feature a variety of speakers from different disciplines, an investor panel, networking opportunities, as well as breaks with exhibitors.

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

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

3PM is a global association of independent, outsourced sales and marketing firms that support the investment management industry worldwide. 3PM Members are registered and licensed organizations



consisting of experienced sales and marketing professionals who come together to establish and encourage best practices, share knowledge and resources, enhance professional standards, build industry awareness and generally support the growth and development of professional outsourced investment management marketing. Members of 3PM benefit from regulatory advocacy, best practices and compliance, industry recognition and awareness, manager introductions, educational programs, online presence, conferences and networking and service provider discounts. More information is available at www.3pm.org.