



**3PM**

THIRD PARTY MARKETERS  
ASSOCIATION

**2016 ANNUAL CONFERENCE SPONSORSHIP AGREEMENT**  
October 19-20, 2016

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| new york '16



# new york '16

## 2016 ANNUAL CONFERENCE SPONSORSHIPS



### 3PM

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#### Dear Sponsor,

As many of you know, the Third Party Marketers' Association annual conference has been in Boston, MA for the past few years. We loved being in Boston, but felt it was time to go back to our roots... New York City – where 3PM started! Hosting the conference in the heart of the financial services industry, we hope to bring together even more Third Party Marketers and Placement Agents along with Investment Managers, Financial Intermediaries and Investors. The agenda is expanding to offer even more opportunities for inclusive networking as well as specialized tracks for managers and for marketers. 2016 is shaping-up to be one of our most successful conferences ever, and we hope you'll be a partner with us at the event.

The 2016 Annual Conference will take place this fall for two days. On Wed October 19th, we will be featuring a pre-conference session just for managers and then officially kicking-off the conference with everyone before lunch. On Thurs October 20th the conference will be for all attendees and will transition into a post-conference with sessions for marketers only. As always, we are partnering with high-caliber speakers for educational sessions and have built lots of time for networking into the agenda. To help you assess sponsorship opportunities at the 2016 Conference, here is an overview:

**Day 1** will begin with a Pre-Conference session for managers only and transition to the official conference welcome for all attendees. Sessions will kick-off with 3PM's Investor Panel – a conference favorite! The day will conclude with a cocktail reception and dinner which is a great place to connect with old friends and forge relationships with new industry contacts!

**Day 2** will feature sessions on relevant topics of interest to all attendees – including marketing, regulatory, technology, as well as insights into the current fundraising landscape. After closing remarks in the early afternoon, we'll transition to our post-conference session for marketers only.

At 3PM, creating an inclusive association remains a primary focus of our mission. Our annual conference is the primary event to unite all our constituents. Crafting sessions that are universally applicable as well as carving-out time for issues relevant to a specific member base creates a powerful educational experience for all. 3PM hopes to have another year of record-breaking attendance at our conference. It is our hope that increased attendance combined with a strong commitment to both programming and networking will create a compelling opportunity for you - our sponsors. We look forward to discussing sponsorships with you and to hearing about other ways in which you would like to support the association at large or specifically at this event.

Every year at 3PM we look forward to working with so many returning sponsors - many of whom have become trusted business associates and friends. In addition, welcoming new sponsors helps the association to learn about fresh ideas and to make new friends. To all of our partners: we would be honored to have your firm join us for 3PM's 2016 Annual Conference. See you in New York City!

Best regards,

Stacy Havener  
President

## 2016 ANNUAL CONFERENCE SPONSORSHIPS



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### PLATINUM LEVEL (SIGNATURE EVENT SPONSORS)

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#### 2 Platinum Sponsorships Available

##### Pre-Conference Educational Track - \$6,500

**SOLD!**

###### Featuring:

- Two webinar opportunities: one Pre-Conference, one Post-Conference
- Two speaking opportunities as part of the Pre-Conference session/panels
- Introduction by a Board Member at the Conference Welcome
- Company mention in Conference press
- Feature in Pre-Conference e-blasts
- Full page color ad in the front of the Conference program
- Conference registration and meals for two attendees

- Your logo showcased on Pre-Conference Track signage
- Your company name and logo showcased on Pre-Conference Track program card
- Pre-Conference Track sponsorship acknowledgement in the Conference program
- Personalized pen with company name and logo included in each attendee's welcome package
- Company literature included in each attendee's welcome package
- Display table in the Exhibitor's area
- Your company logo and website address on all Conference materials
- Your company name, logo and company description included in Conference promotional materials
- 3PM Membership List and Conference Attendee List with contact information
- Your company logo and web link on the 3PM Conference webpage

##### Networking Cocktail Reception & Dinner - \$6,500

###### Featuring:

- Two webinar opportunities: one Pre-Conference, one Post-Conference
- Introduction by a Board Member at the Conference Welcome
- 15-minute company overview speaking opportunity
- Company mention in Conference press
- Feature in Pre-Conference e-blasts
- Full page color ad in the front of the Conference program
- Conference registration and meals for two attendees

**SOLD!**

- Your logo showcased on Cocktail Reception & Dinner signage
- Your company name and logo showcased on Cocktail Reception & Dinner program card
- Opening dinner sponsorship acknowledgement in the Conference program
- Personalized pen with company name and logo included in each attendee's welcome package
- Company literature included in each attendee's welcome package
- Display table in the Exhibitor's area
- Your company logo and website address on all Conference materials
- Your company name, logo and company description included in Conference promotional materials
- 3PM Membership List and Conference Attendee List with contact information
- Your company logo and web link on the 3PM Conference webpage

## 2016 ANNUAL CONFERENCE SPONSORSHIPS



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### GOLD LEVEL (SESSION SPONSORS)

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#### 4 Gold Sponsorships Available

**Pre-Conference Speaker - \$3,250**

**Pre-Conference Speaker - \$3,250**

**Session Speaker - \$4,000**

**Session Speaker - \$4,000**

# SOLD!

**Only One Session Speaker Spot  
Remains!**

#### Featuring:

- Speaking opportunity as part of a Pre-Conference or Conference panel
- Introduction by a Board Member during the conference
- Half page color ad in the Conference program
- Conference registration and meals for two attendees

- Your logo showcased on session signage
- Gold Sponsor acknowledgement in the Conference program
- Company literature included in each attendee's welcome package
- Your company logo and website address on all Conference materials
- Networking opportunities at sessions and meals
- Display table in the Exhibitor's area
- Your company name, logo and company description included in Conference promotional materials
- 3PM Membership List and Conference Attendee List with contact information
- Your company logo and web link on the 3PM Conference webpage

### SILVER LEVEL (NETWORKING SPONSORS)

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#### 4 Meal Sponsorships Available

**Day 1 Breakfast - \$2,500**

**Day 1 Lunch - \$3,000**

**Day 2 Breakfast - \$2,750**

**Day 2 Lunch/iPad Drawing - \$3,500**

# SOLD!

#### Featuring:

- Introduction by a Board Member at Lunch or Breakfast
- Logo showcased on Lunch or Breakfast Signage
- Quarter page color ad in the Conference program
- Representative from sponsor to draw iPad winner (iPad sponsor exclusive)
- Your logo showcased on sponsor trivia card (iPad sponsor exclusive)

- Meal Sponsor acknowledgement in the Conference program
- Display table in the Exhibitor's area
- Conference registration and meals for one attendee
- Your company logo and website address on all Conference materials
- Company literature included in each attendee's welcome package
- Your company name, logo and web link included in Conference promotional materials
- Networking opportunities at sessions and meals
- 3PM Membership List with contact information
- Your company logo and web link on the 3PM Conference webpage

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## 2016 ANNUAL CONFERENCE SPONSORSHIPS



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#### SILVER LEVEL (NETWORKING SPONSORS)

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##### 3 Break sponsorships available

**Day 1 Afternoon Break - \$2,500**

**Day 2 Morning Break - \$2,500**

**Day 2 Afternoon Break - \$2,250**

##### Featuring:

- Introduction by a Board Member before the Break
- Logo showcased on Break Signage
- Quarter page color ad in the Conference program

- Break Sponsor acknowledgement in the Conference program
- Display table in the Exhibitor's area
- Conference registration and meals for one attendee
- Your company logo and website address on all Conference materials

- Company literature included in each attendee's welcome package
- Your company name, logo and web link included in Conference promotional materials
- Networking opportunities at sessions and meals
- 3PM Membership List with contact information
- Your company logo and web link on the 3PM Conference webpage

#### SILVER LEVEL (NETWORKING SPONSOR)

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##### Registration Desk - \$3,000

##### Featuring:

- Introduction by a Board Member at Conference Welcome
- Option to have a representative from Sponsor at Registration Desk to greet attendees
- Your logo showcased on Registration Desk signage

- Sponsor acknowledgement in the Conference Program
- Quarter page color ad in the Conference program
- Display table in the Exhibitor's area
- Conference registration and meals for one attendee
- Company literature included in each attendee's welcome package

- Your company name, logo and company description included in Conference promotional materials
- Networking opportunities at sessions and meals
- 3PM Membership List with contact information
- Your company logo and web link on the 3PM Conference webpage



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### BRONZE LEVEL (EXHIBIT SPONSORS)

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#### 10 Bronze Sponsorships Available

##### Bronze Sponsorship - \$1,750

- Bronze Sponsor listing in the Conference Program
  - Display table in the Exhibitor's area
  - Conference registration and meals for one attendee
  - Your company logo and website address on all Conference materials
  - Company literature included in each attendee's welcome package
  - Your company name, logo and web link included in Conference promotional materials
  - Networking opportunities at sessions and meals
  - 3PM Membership List with contact information
  - Your company logo and web link on the 3PM Conference webpage
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**Sponsors may register additional attendees at a cost of \$350 each.**

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#### CONFERENCE PROGRAM LISTING - \$350

— Sponsorship acknowledgement in the Conference program, featuring company name & logo, contact information, website, and company description (max. 100 words)

#### Sponsors and Speakers Discount: \$250

This discount is extended to anyone who adds a conference program listing to their base sponsorship or is engaged as a 3PM conference speaker.



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## 2016 ANNUAL CONFERENCE SPONSORSHIP AGREEMENT October 19-20, 2016

All Sponsorship opportunities and display tables are reserved on a first-come, first-served basis. Don't delay!

Name

Company

(Print company name above exactly as it will appear on all Sponsorship materials)

Address

City/State/Zip

Telephone  E-mail

### Tell us which Conference Sponsorship(s) you would like:

- |  |                    |   |             |
|--|--------------------|---|-------------|
| <input type="radio"/> <del>Platinum Level - Pre-Conference Track</del>             | <del>\$6,500</del> | <input type="radio"/> Silver Level – Day 2 Morning Break        | \$2,500     |
| <input type="radio"/> <del>Platinum Level – Networking Cocktail &amp; Dinner</del> | <del>\$6,500</del> | <input type="radio"/> Silver Level – Day 2 Lunch/iPad           | \$3,500     |
| <input type="radio"/> Gold Level – Session Speaker                                 | \$4,000            | <input type="radio"/> Silver Level – Day 2 Afternoon Break      | \$2,250     |
| <input type="radio"/> <del>Gold Level – Pre-Conference Speaker</del>               | <del>\$3,250</del> | <input type="radio"/> Silver Level – Registration Desk          | \$3,000     |
| <input type="radio"/> Silver Level – Day 1 Breakfast                               | \$2,500            | <input type="radio"/> Bronze Level – Sponsor                    | \$1,750     |
| <input type="radio"/> Silver Level – Day 1 Lunch                                   | \$3,000            | <input type="radio"/> Program Listing/Speaker & Sponsor Listing | \$350/\$250 |
| <input type="radio"/> Silver Level – Day 1 Afternoon Break                         | \$2,500            | <input type="radio"/> Additional Attendee                       | \$350       |
| <input type="radio"/> <del>Silver Level – Day 2 Breakfast</del>                    | <del>\$2,750</del> |   |             |

**PAYMENT:** Must be made by credit card in the 3PM Online Store or by check. Please make checks payable to: **"3PM"**  
(checks must be in U.S. funds only and drawn on a U.S. bank). Payment due within 21 days of invoice date.

Please return payment with this Agreement Form to:

**3PM** 191 Clarksville Road, Princeton Junction, NJ 08550 or by fax: (609) 799-7032

**ADDITIONAL INFORMATION:** For questions or to learn more about partnership and advertising opportunities available with 3PM, please contact Gabrielle Copperwheat, Executive Director at (609) 799-4900.

**CANCELLATION & PAYMENT POLICY:** This document serves as a contract. All Sponsorship agreement terms are final. Execution of this Agreement Form signifies assumption of legal responsibility to pay the full amount of sponsorship as stipulated on this form. Payment must be made in U.S. dollars drawn on a U.S. Bank. Sponsorships are non-refundable if cancellation is sought by the Sponsor.

Signature: By signing this document, you agree to the guidelines outlined above.

Printed Name

Signature  Date