

# Powerful Advocacy. Essential Expertise. Crucial Connections.

The Investment Adviser Association is the only organization exclusively representing the interests of fiduciary investment adviser firms. Our member firms range from global asset managers to the medium- and small-sized firms that make up the majority of our industry. Together, IAA members manage some \$35 trillion in assets for a wide range of individual and institutional clients.

The IAA offers its members valuable benefits, including:

## Powerful Advocacy

- The IAA serves as an energetic and effective **voice for our industry** on Capitol Hill and before the SEC, DOL, and other regulators. The IAA influences the debate and, with member input, helps shape how laws and rules are developed
- Our annual **Adviser Advocacy Day** offers firm executives the opportunity to meet with their representatives to advocate for policies that promote and protect their ability to run their businesses and serve their clients

## Strategic Networking

- Participation on our more than 25 issue-specific **Committees and Working Groups**
- Participation in the **IAA's Executive Roundtables**, where C-Suite executives meet in small groups to hear from leading experts on timely topics, share best practices, and gain valuable perspectives
- Participation in the **IAA Exchange**, our online community platform for connecting with peers to pose questions and exchange ideas on topics ranging from compliance issues to business practices

## Robust Regulatory/Compliance Resources

- Complimentary access to the **IAA Legal Team** for information and expertise that saves your team time and money
- Exclusive access to our Members-Only **Online Resource Center**, a valuable hub that houses a wealth of practical guides, helpful checklists, and insightful FAQs designed to support you in all aspects of your business
- **Compliance and regulatory intel and guidance** via committees, briefings, webinars, and presentations





## Timely News & Information

- **IAA Member Alerts** inform members immediately of significant developments affecting them and are delivered quickly via email
- **IAA Today** covers developments in the regulatory and legislative arenas, industry trends, as well as industry intel inside Washington
- **The IAA's YouTube Channel** features videos on regulatory, operations, and other business issues



## Content-Rich Events & Education

- **The IAA's Investment Adviser Compliance Conference** provides advisers with the most current information available on the changing regulatory landscape — directly from regulators and other experts
- **The IAA's Compliance Workshops Series** feature SEC officials and compliance experts offering new information and practical insights on challenging legal and regulatory issues
- The IAA's other events bring together RIA executives to explore industry trends, exchange ideas, and develop valued professional relationships

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You can learn more about the benefits of IAA membership by visiting our YouTube channel at <https://www.youtube.com/c/InvestmentAdviserOrg> or on our website at [www.investmentadviser.org](http://www.investmentadviser.org).

**For more information about IAA membership** please contact IAA Vice President, Membership Alain Taylor at [alain.taylor@investmentadviser.org](mailto:alain.taylor@investmentadviser.org) or 202-507-7200.