

MEMO# 32223

February 20, 2020

REMINDER: Advertising Compliance Advisory Committee Call on March; Request for Discussion Items

[32223]

February 20, 2020 TO: Advertising Compliance Advisory Committee RE: REMINDER:
Advertising Compliance Advisory Committee Call on March; Request for Discussion Items

The Advertising Compliance Advisory Committee will have its next quarterly conference call on **Wednesday, March 4, from 2:00-3:30 p.m. Eastern Time**. (You should have already received a calendar invitation for this call with dial-in information.) We will be joined on the call by FINRA staff, who will discuss their recent advertising-related work and respond to member questions that we send them in advance.

In advance of the call, please submit agenda items to me (matt.thornton@ici.org). Typically, these are questions on which members seek feedback from their peers at other ICI member firms (e.g., whether other members have received certain comments from FINRA). Because we will be joined by FINRA staff, this call also provides an excellent opportunity to pose questions to them as well. If you submit a discussion question, please specify whether you want it directed to FINRA staff or want it to be a group discussion item only.

An agenda will be sent to members prior to the call. During the call, the member who suggested the agenda item will be asked to pose the question to the call participants/FINRA staff for discussion.

Please note that the value of these calls derives in large part from members identifying issues for the agenda and call participants being willing to actively discuss those issues. Accordingly, I encourage each of you to submit agenda items and actively participate in the discussion. We would appreciate it if you could provide us with any proposed agenda items by **Friday, February 28 (close of business)**.

Thanks in advance for your participation, and we look forward to speaking with you then.

Matthew Thornton
Assistant General Counsel

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