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**Performance Marketing Leadership Summit Reviews Online  
Fraud Prevention And Affiliate Screening  
Cost Per Action Network Owners And Affiliate Managers Will Learn Strategies  
And Tactics For Detecting And Eliminating Online Fraud**

New York, NY – November 2, 2009 – Offervault, the leading consolidator of online [affiliate programs](#) and [cost per action networks](#) (CPA networks), is hosting a special “**Performance Marketing Leadership Summit**” from 12:00 noon to 6:00 pm, on Tuesday, November 3<sup>rd</sup>, the day before the Ad Tech New York meeting. The event will occur at the Doubletree Metropolitan Hotel at 569 Lexington Avenue.

This exclusive and important event is open to CPA Network Owners and Top Executives who are concerned about the growing problem of [affiliate fraud](#) and how to detect and eliminate it. In a series of keynote presentations and panel discussions, participants will receive information which they will be able to immediately implement to correct this problem.

“As we have been intimately involved with CPA Networks and Affiliate Programs covering thousands of offers, one of the most common complaints or issues we hear from our partners is the problem of affiliate fraud, how to properly screen affiliates, how to detect affiliate fraud, and how to monitor the large numbers of affiliates,” said Mark Roth, founder of OfferVault. “So, we decided to sponsor this special event the day before Ad Tech New York as a way to bring the most important industry players together in one room and give them up-to-date information.”

Peter Bordes, MediaTrust Founder and CEO will lead off the Summit with a keynote address covering the state of the industry and how to minimize and deal with affiliate fraud. Following a panel discussion about Affiliate Screening and [CPA Network](#) concerns, David Montague, The Fraud Practice Founder and President, will review fraud detection and monitoring. An additional panel discussion will cover credit card fraud, advertiser terms, and monitoring affiliate activity. After an Offervault presentation, the Summit will wrap up with a networking session.

Confirmed attendees include representatives from Motive Interactive, Linkshare, Neverblue, XY7, Hydra network, Azoogle, Copeac, Uniqueleads, Affiliate Venture Group, and Peerfly, among others.

Offervault has acted as a consolidator of affiliate offers from top CPA networks and other affiliate networks since 2007. Committed to improving the overall industry, its breadth and depth of offers and its free training programs have been highly recognized by the industry. [Offervault](#) offers a free sign up process at its website for affiliate managers.

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