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Dreamforce Booth #130

## FOR IMMEDIATE RELEASE

### ActevaRSVP Now Available on Salesforce.com's AppExchange

Salesforce.com customers can now easily create events, invite participants, and track RSVPs—without leaving the familiar interface of Salesforce

#### **SAN FRANCISCO – Salesforce.com Dreamforce Conference – September 17, 2007 –**

Acteva today announced the availability of ActevaRSVP for salesforce.com's AppExchange. ActevaRSVP lets Salesforce users know who is coming to their event and gain insights into their needs and preferences. Unlike other solutions that force users to work within two different applications, ActevaRSVP resides within the Salesforce user interface, making it extremely easy to use. The announcement was made today at Dreamforce '07, salesforce.com's User and Developer Conference.

ActevaRSVP is a subscription-based event registration solution developed specifically for ease of use and integration with Salesforce data. Some of the basic functionality includes the users' ability to publish and preview registration forms; ask targeted questions of attendees; create emails via WYSIWYG editing; deliver mass email invitations; track open and click-through rates; capture participation responses via on-line registration forms; accept answers to questions about their participation; send automated confirmations and reminders, as well as report on participation status.

Unlike other applications or services, there is no external setup, exporting of Salesforce data, or learning curve involved shielding the user of distractions from their primary objective of putting on an event. In addition, ActevaRSVP presents attendees with a branded registration form that is free of any outside advertising.

"In 20 minutes or less and with no technical knowledge, ActevaRSVP customers can create a professional-looking event registration web page, invite Salesforce contacts to participate in their event, and check each attendee's participation status in Salesforce," said Ed Lemire, Executive Vice President for Acteva.

ActevaRSVP is ideally suited for all types of simple, free events including webinars, partner training sessions, luncheons, investor meetings, field marketing events, special booth invitations and user group meetings. New customers are already noticing the timesaving benefits of the user-friendly solution.

"Before ActevaRSVP, I had to go back and forth on email and telephone, and use a spreadsheet to track RSVPs and all the various follow-up activities," said Natan Zaidenweber, CEO of StakeWare. "ActevaRSVP saves me time, increases event attendance and helps me improve future events and relationships."

"With hundreds of applications available on the AppExchange, it's easy for Salesforce users to discover offerings that improve their business processes," said George Hu, Chief Marketing Officer at salesforce.com. "ActevaRSVP exemplifies how a company with specific industry expertise, in this case online event registration, can develop an application for the AppExchange that can benefit virtually any salesforce.com customer."

ActevaRSVP is AppExchange Certified and available for test drive and deployment at <http://www.salesforce.com/appexchange>.

#### **About Acteva and ActevaRSVP**

ActevaRSVP is another powerful yet simple on-demand business solution from Acteva. Designed exclusively for the AppExchange, ActevaRSVP is ideal for managing all types of simple, free events.

Acteva is the worldwide leader in online event registration and payment solutions. Since 1998, over 11,000 customers have used Acteva to manage more than 150,000 events and process more than 1.75 million registrations. Acteva's customers include McKesson, Bausch & Lomb, Pfizer, Check Point Software, Lending Tree and thousands of small to large-sized businesses and organizations.

For more information on ActevaRSVP, please visit [www.ActevaRSVP.com](http://www.ActevaRSVP.com).

### **Force.com Platform and the AppExchange**

Force.com is the on-demand platform for the next generation of business applications. Force.com reinvents traditional customization and integration and enables the creation of a whole new generation of on-demand applications that go beyond client/server computing. Force.com allows applications to be easily shared, exchanged and installed with a few simple clicks via salesforce.com's AppExchange marketplace, enabling all the innovation that Force.com unleashes to benefit the entire on-demand community.

The AppExchange economy continues to expand as thousands of salesforce.com customers have installed thousands of on-demand business applications available on the AppExchange, found at <http://www.salesforce.com/appexchange>.

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