

FOR IMMEDIATE RELEASE

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Acteva to Present Event Technology Marketing Session at Meetings Technology Expo
Educational Presentation Features Tips on Integrating Social Networking to Market Events

Acteva, the trusted leader in online event registration, ticketing and payment management services, will be presenting and exhibiting at the Meetings Technology Expo, November 12 at the Holiday Inn Midtown, New York, NY.

Acteva will again be delivering a marketing technology educational session titled "Event Marketing Tech Tools – Technology, Strategy and Tactics." Ed Lemire, Acteva's Executive Vice President, will be presenting the popular session that will highlight the latest technology available to help meeting planners reach and exceed their goals - regardless of the size of the event. Those attending will also learn how to leverage social networking tools to market their events and implement a solution that meets their specific needs.

"MTE is *the* technology learning event for the meetings industry," says Paul Paone, Executive Director for the Meetings Technology Expo. "Our educational speakers, like Ed Lemire of Acteva, are experienced tech veterans who know their area of expertise inside and out and are able to provide clear, objective and practical advice on how to select and implement technology solutions. Ed's technology marketing session is a great example - his post-event survey remarks continually praise his great ideas, helpful event marketing tips and practical tech solutions to meet their challenges."

In addition to the educational presentation, Acteva will also be in attendance as an exhibitor in Booth #402.

For more information on Acteva's services, go to www.Acteva.com/getstarted.html

About Acteva

Acteva is the trusted leader in online event registration, ticketing and payment management services. Since 1998, over 12,500 customers have used Acteva to manage more than 215,000 events and process more than 3.4 million registrations. Acteva's customers include Bausch & Lomb, Pfizer, SAP, Girl Scouts of America, Whole Foods, Craigslist Foundation, Lending Tree and thousands of small to large-sized businesses and organizations. Acteva is headquartered in San Francisco, California. More information on Acteva is available at www.Acteva.com

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