

FOR IMMEDIATE RELEASE

Contact: Ed Lemire
Acteva
Phone: 415-962-9039
Fax: 415-366-1713

60 Spear Street
San Francisco, CA 94105
Phone: 415-962-9000
Fax: 415-366-1713



Acteva to Sponsor the Sixth Annual Hospitality Sales and Marketing Association's Mid-America Conference

Initial Sponsorship includes Multiple Educational Sessions; Booth Exhibit

SAN FRANCISCO – March 24, 2006

Acteva, the leader in online event registration and payments solutions, will serve as an educational session sponsor at the sixth annual Hospitality Sales and Marketing Association International (HSMIAI) Affordable Meetings® Mid-America program, March 29-30 at the Navy Pier in Chicago, IL.

Acteva will provide sponsorships including four morning educational sessions on the first day. This year, HSMIAI organizers are expecting more than 1,000 qualified meeting planners and hundreds of exhibiting companies. Among them will be Acteva, who will be exhibiting for the first time in Booth #924. Acteva will be in attendance to answer questions about their online registration services.

According to Acteva Vice President of Marketing Ed Lemire, "This is our initial opportunity to serve as a sponsor at the Affordable Meetings program, and we're very excited about the event. We hope to be a sponsor for more of these educational sessions at future HSMIAI events later in the year because we recognize their value to event planners."

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

About Acteva

Acteva is the worldwide leader in online event registration and payment solutions. Since 1998, more than 10,000 customers have trusted Acteva to manage their events. Acteva's customers include Bausch & Lomb, Pfizer, Check Point Software, SAP, Craigslist Foundation, Lending Tree, and thousands of other businesses and organizations. Acteva is headquartered in San Francisco, California. More information on Acteva is available at www.acteva.com

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