

## FOR IMMEDIATE RELEASE

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

100 Pine Street  
San Francisco, CA 94111  
Phone: 415-962-9000  
Fax: 415-366-1713



### **Acteva Partners with ReadyPortal**

*Strategic Partnership Allows ReadyPortal and Acteva to Join Forces*

#### **SAN FRANCISCO – October 1, 2009**

Acteva today announced a partnership with ReadyPortal providing business-grade **event management solutions** along with online registration capabilities for event professionals. Acteva's solution delivers a quick and easy way for attendees to register and pay for events, freeing up time for organizers to focus on other details. It also minimizes the administrative work typically associated with registration, reconciliation, chargebacks, refunds and fraud resolution.

ReadyPortal is the industry leader of intuitive, flexible and scalable web solutions that are cost effective and easy to manage. Acteva's online event technology complements ReadyPortal's integrated suite of web CMS and Social Media feature offerings. Since its inception in 1999, it has grown from a venture backed Silicon Valley startup to a leading Web solutions platform serving the needs of Fortune 500 Companies to Non-Profits and Trade Associations.

ReadyPortal's Chief Executive Officer, Rajiv Chatterjee, says "This strategic partnership is a wonderful opportunity for two established companies to leverage our own technology solutions and expand into new areas for mutual growth. I envision even more opportunities going forward as our partnership nets new customers in a wide range of business sectors."

According to Ed Lemire, Executive Vice President of Acteva, "We believe the ReadyPortal Web CMS platform is setting the standard by delivering innovative, web-based solutions. With their intuitive platform, ReadyPortal's user-friendly application will help customers easily manage event data and event content."

Lemire adds "With an established track record of success, ReadyPortal will help ensure customers reap the benefits of our new partnership. Simply put, ReadyPortal brings a lot to the table with their multi-faceted, multi-functional Web application."

More meeting professionals are turning to online registration and payment solutions as a way to generate additional revenue and market their events while, at the same time cutting unnecessary administrative costs. The ability to offer an affordable, secure online service to customers will help sustain many organizations through tough economic times. To learn more about this opportunity and receive special discounts that are available exclusively to ReadyPortal customers, please visit <http://pages.acteva.com/ReadyPortal.html>.

The partnership provides a range of solutions including:

- **Event Promotion** – Promote upcoming events online and to a customer base that has attended a similar event in the past
- **Reduction in Workload** – Automate manual payment processing and data collection for the entire event
- **Risk Reduction** – Acteva's 128-bit, SSL Protected, PCI Compliant service helps ensure the integrity of all payment data

### **About Acteva**

Acteva is the trusted leader in Online Event Management, including Event Registration and Payment Services, Private Social Networks and Learning Registration & Management Services. Since 1998, over 14,000 customers have used Acteva to manage more than 260,000 events and process more than 4.6 million registrations. Acteva's customers include Bausch & Lomb, Pfizer, SAP, Girl Scouts of America, Whole Foods, BMW/MINI, NASA, VMware, Apple, DHL, PG&E 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](http://www.Acteva.com)

### **About ReadyPortal**

ReadyPortal is a comprehensive suite of Web functionality that lets customers create multifunctional websites where managing content, community and memberships is easy. With ReadyPortal, clients can create a new web presence in hours or days instead of weeks or months. The ReadyPortal Web CMS platform is user intuitive requiring no special training or programming skills to modify and maintain content. More information on ReadyPortal is available at [www.ReadyPortal.com](http://www.ReadyPortal.com)

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