

FOR IMMEDIATE RELEASE

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SAN FRANCISCO – September 4, 2008

Ed Lemire to Present Educational Session at HSMAI's National Meeting

Presentation to Emphasize Value of Utilizing Fundamentals in Event Marketing & Communications

Acteva, the trusted leader in online event registration, ticketing and payment management services, will be presenting and exhibiting at HSMAI's Affordable Meetings - National, September 10-11 at The Marriott Metro Center, Washington, D.C.

Mr. Lemire, Acteva's Executive Vice President, will be presenting a session titled "Event Marketing and Communication Technologies – How to Engage Prospects and Attendees Before, During and After Your Event." The one hour session will demonstrate how fundamental marketing and communication tools remain vital to the success of an event - despite continued changes in technology. Attendees will also learn precise information that will allow them to select the right tools for their specific message and audience.

According to Lemire, "Affordable Meetings National will provide a great forum to network with colleagues at all levels of experience and gain new insights into event planning. My goal as a presenter is to provide valuable information to help a diverse group of professionals expand their knowledge base."

In addition to the educational session, Acteva will also be in attendance as an exhibitor for the 2-day event in Booth #3099.

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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