

**FOR IMMEDIATE RELEASE**

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**SAN FRANCISCO – March 19, 2009**

**Acteva to Present Event and Facility Marketing Session at ACCED-I Annual Conference**  
*Special Interest Session, Booth Exhibit Among Highlights*

Acteva, the trusted leader in online event registration, [ticketing](#) and payments, will be presenting and exhibiting at the ACCED-I 29<sup>th</sup> Annual Conference, March 22-25 at The Boston Park Plaza, Boston, MA.

On Sunday, March 22, Acteva will be presenting a Special Interest Session titled "University Event and Facility Marketing – Technology, Strategy and Tactics." Ed Lemire, Acteva's Executive Vice President, will be presenting the session that will explore the dynamic intersection of marketing, facility management and attendee engagement. Those attending will also learn how to easily incorporate smart attendee assignment technologies and inventory controls to manage their events and increase on-site attendance.

According to Lemire, "For over 10 years, Acteva has worked extensively with universities and high-level university decision makers. ACCED-I offers a great opportunity to provide valuable information to forward-looking university professionals and facility managers to expand their knowledge base. Whether you're planning to create an event listing page, a customized registration page or leverage the growing list of available social media to effectively market events, I'll demonstrate how Acteva provides a complete, professional solution."

In addition to the 75-minute Special Interest Session, Acteva will also be in attendance as an exhibitor in Booth #2.

For more information on Acteva's online registration and payment management [services](#), or to [open an Account](#), go to [www.Acteva.com/getstarted.html](http://www.Acteva.com/getstarted.html)

**About Acteva**

Acteva is the trusted leader in online event registration, [ticketing](#) and payment 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, Craigslist Foundation 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)