

How Much Does It Cost to Use Acteva Express?

Acteva Express is an entry-level event registration solution at an unbeatable price.

What It Costs

- No Per Event Activation Fees
- Use your own merchant account and pay rates and fees charged by your merchant processor and bank, or use Acteva's Payment Management Service at a cost of 3.75% per transaction (see comparison on page 2)
- Registration fees are \$0.75 to \$4.99 per ticket sold, or \$0.99 for free/unpaid events (see table, right)
- Upgrade to Acteva Plus at anytime

| Your Ticket Price | Acteva Express Fee |
|----------------------|--------------------|
| FREE | \$0.99 |
| \$0.01 to \$24.99 | \$0.75 |
| \$25.00 to \$49.99 | \$0.99 |
| \$50.00 to \$74.99 | \$1.49 |
| \$75.00 to \$99.99 | \$1.99 |
| \$100.00 to \$199.99 | \$2.75 |
| \$200.00 to \$374.99 | \$3.49 |
| \$375.00 to \$574.99 | \$4.25 |
| \$575.00 and up | \$4.99 |

Is Acteva Express Your Best Option?

If you have more sophisticated registration requirements or want to incorporate powerful marketing tools, offline registration options, or multiple forms of payment, then your best option may be Acteva Plus (see table below).

Acteva Plus charges a maximum Event Activation Fee of \$100 per event and Registration Processing Fees of \$1.49 to \$5.99 per ticket sold.

| Acteva Express and Acteva Plus Feature Comparison Summary | Acteva Express | Acteva Plus |
|---|-----------------------|---------------------------------|
| Host secure event registration pages on Acteva servers | Yes | Yes |
| Provide alternate registration options - phone, fax & mail-in registration | No | Optional |
| Accept multiple payment options - pay by check & purchase order (PO) | No | Optional |
| Run standard & custom reports | Yes | Yes |
| Access Acteva's Customer Support | Email only | Phone & email |
| Send email invitations, reminders & confirmations using EventMail | Yes | Yes |
| Define discounting & incentive-based promo codes | No | Yes |
| Send & track post-event surveys | No | Yes |
| Offer event & session-level waitlisting | No | Yes |
| Design versioned registration pages based on attendee types | No | Yes |
| Sell & track memberships, validate preferred pricing & include member a directory | No | Optional |
| Acteva Express and Acteva Plus Payment Management Services | | |
| Accept the following credit cards for payment | Visa, MasterCard only | Visa, MasterCard Discover, Amex |
| Distribute event revenue checks to organizers | Monthly or post-event | Semi-monthly or post-event |
| Accept & reconcile check payments & reconcile PO payments | No | Optional |
| Use your own merchant account | No | Optional |

Call Today: Contact Acteva Sales at **(877) 933-4730** or visit **www.Acteva.com**

"Much more than just credit card processing, Acteva serves as my outsourced merchant operations department."

Jamie Belkin

Event Organizer, Jamie Belkin Events

Compare Acteva’s Payment Management Services to Your Own Merchant Account

Many Acteva customers utilize Acteva’s Payment Management Service for 3.75% per transaction. You may also use your own merchant account and pay rates and fees charged by your merchant processor and bank — it’s your choice.

| | Acteva Payment Management Service | Your Own Merchant Account |
|---|---|--|
| Revenue Distributions | Acteva reconciles event revenues and mails checks in the amount of your net sales due twice a month | Direct deposit into your bank account, usually within 3 to 7 business days |
| Merchant Processing Fees | 3.75% + \$0.00 per transaction | 2.2% to 5% + flat fee from \$.10 to \$.50 per transaction* |
| Downgrades Fees - additional fees when cardholders use Corporate Cards, Mileage Cards, Special Promotions & Giftcards | None | .5% to 1.5% |
| Gateway Fee | None | \$50 setup fee, \$40 to \$70 per month + \$.15 to \$.25 per transaction fee* |
| Reporting Fee | None | \$10 to \$20 per month |
| Deposit Required | None | Yes* |
| Help with Fraud Mitigation | Included, no additional charge | Limited |
| Reconciliation | Included, no additional charge | You do it |
| Refund Processing & Management | We do it + \$2 per refund | You do it + gateway fees |
| Chargeback/Dispute Resolution | We do it + \$20 per occurrence | You do it + \$20 to \$40 per occurrence |
| Cardholder Support | We do it, no additional charge | You do it |
| Application Process | None | Full credit application + 1 week minimum to set up |
| Term Obligation | None | 2 to 5 year lease obligation |

*Typical fees when qualifying for a merchant account. Based on risk profile, annual volume and credit history.

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, BMW/MINI USA, NASA, VMware, Apple, DHL, PG&E and thousands of small to large-sized businesses and organizations.

Find out how Acteva can benefit your organization today by visiting us on the web at www.Acteva.com or calling us at (877) 933-4730.