

FOR IMMEDIATE RELEASE

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Acteva to Sponsor Hospitality Sales and Marketing Association's Western Conference
Participation to Include Booth Exhibit and Educational Session Sponsorships

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Acteva, the leader in online event registration and payments solutions, will serve as an educational session sponsor at the Annual Hospitality Sales and Marketing Association International (HSMIAI) Affordable Meetings® West program, June 14-15 at the Long Beach Convention Center in Long Beach, CA.

Acteva will sponsor morning educational sessions on the first day of the conference including "Event Budgeting: From Start to Finish – Part 1" and "How to be a World Class Negotiator." This year, HSMIAI organizers are expecting more than 600 qualified meeting planners and hundreds of exhibiting companies. Included among them are Acteva, located in Booth #1106, who will be returning as an exhibitor to answer questions regarding their online registration services.

According to Acteva Vice President of Marketing Ed Lemire, "Having just participated as a sponsor at the Mid-America conference in March, we recognize the value of HSMIAI events. This is a great opportunity to gain exposure in the Southwestern U.S. and meet with event and meeting planners face-to-face."

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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