



ACTIVE Network™ Continues Event Management Best Practices & Expertise Series Throughout October

ACTIVE Network™ (NYSE: ACTV), the leader in cloud-based Activity and Participant Management™ solutions, today announced the continuation of its event-management best practices and expertise series through the month of October. The Company will demonstrate new products and share best practices related to electronic Requests for Proposals (eRFPs), leveraging social media, maximizing event content, and implementing Strategic Meetings Management (SMM) at [IMEX America](#) and the [GBTA Procurement Symposium](#). Details are as follows:

Event: IMEXAmerica

When: Oct. 14 – 17, 2013

Where: Sands Expo in Las Vegas, NV

Exhibition: Visit ACTIVE Network's [booth #2661](#) to learn about new products and view demonstrations of the all new ACTIVE RegOnline™ for small-to-mid-sized events, as well as the industry-leading ACTIVE Conference™ solution for managing complex conferences, and ACTIVE StarCite™ for Strategic Meetings Management.

Speaking: Kevin Iwamoto, Vice President of Industry Strategy

[Electronic RFP \(eRFP\) Best Practices: Perspectives from all Stakeholders](#)

Thursday, October 17 at 10:30 a.m.

Tech Hub booth #3461

Join ACTIVE Network's Kevin Iwamoto as he moderates this panel discussion on best practices in electronic RFP (eRFP) creation and management that enable companies and associations to better control meeting costs via supplier negotiations. Participants will gain knowledge of new strategies and technologies to help maximize their supplier relationships. Panelists include Therese Jardine, Senior Procurement Manger of Events with Microsoft and Larry Bonistalli, Vice President of HRG North America.

Experts from ACTIVE Network will speak on maximizing content and best practices for using social media to engage members in PCMA's booth #2861 at IMEX. Details are as follows:

Cece Salomon-Lee, Director of Content Marketing

[Driving Results with Event Content](#)

PCMA booth #2861

Tuesday, October 15 at 3 p.m. and

Wednesday, October 16 at 1:30 p.m.

The value of the event content you've created doesn't end when the event is over. ACTIVE Network's Cece Salomon-Lee will share best practices for leveraging event content beyond the event, itself. Learn the top ways to leverage content via sponsorship, increase results by providing value-added access, and stretch sponsorship dollars to maximize value.

- more -

Justin Ramers, Director of Digital & Social Media

[Engaging Your Members: New Ways to Keep Attendees Connected & Informed](#)

PCMA booth #2861

Wednesday, October 16 at 3 p.m.

Attend this session to learn how to leverage the power of social media such as Facebook and Twitter, as well as mobile technology, to engage attendees. Learn best practices for incorporating social and mobile into events, and then track results such as leads, registrations, shares, social impressions, social mentions, and feedback to help drive engagement, and grow the business.

Event: [GBTA Procurement Symposium](#)

When: October 29 – 30

Where: W Atlanta Downtown in Atlanta, GA

What: Visit ACTIVE Network's table to learn about its industry-leading Strategic Meetings Management technology, ACTIVE StarCite.

ACTIVE Network™ Business Solutions Group

ACTIVE Network™ is powering the next generation of SMART EVENTS™ through its Business Solutions technology suite, which provides intelligent data and insights designed to increase potential revenue growth, deepen attendee engagement and gain efficiency. Customers of all sizes—including small and medium-sized businesses, enterprise corporations, associations, tradeshow and expos—benefit from a single technology partner for all of their [event](#)

[management](#) needs. The Business Solutions technology suite includes ACTIVE Conference™ for large flagship conferences, ACTIVE RegOnline™ for attendee management solutions, ACTIVE StarCite™ for [strategic meetings management](#) and event expense management, and the ACTIVE Marketplace™ to connect events with suppliers. For more information on ACTIVE Network Business Solutions please visit www.ACTIVEevents.com.

About ACTIVE Network™

ACTIVE Network™ is the leading provider of Activity and Participant Management™ solutions. Our leading ACTIVE Works cloud platform scales to meet the needs of our customers, large and small, and makes managing and operating all types of activities, events and organizations smarter and more efficient. We power over 55,000 global customers and build leading vertical technology applications for the markets we serve. ACTIVE Network was founded in 1999, is headquartered in San Diego, California, and has offices worldwide. For more information, visit www.ACTIVEnetwork.com or follow us @activenetwork.

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