



ACTIVE Network™ Announces Details of November Event-Management Best Practices & Expertise Series

Company to share knowledge related to attendee engagement, Strategic Meetings Management, selecting the right event tech

SAN DIEGO, Calif.—Nov. 4, 2013—[ACTIVE Network](#)™ (NYSE: ACTV), the leader in cloud-based Activity and Participant Management™ solutions, today announced the details of its November event-management best practices and expertise series, which will focus on maximizing attendee data for year-round engagement, Strategic Meetings Management (SMM), and the top questions companies should ask before selecting event-management technology. The Company will speak at EventTech in Las Vegas, the MPI Tennessee Chapter Event in Memphis, the Arizona Business Travel Association's (BTA's) monthly meeting in Scottsdale, and at EIBTM in Barcelona, Spain. Details are as follows:

Event: [EventTech](#)
When: Nov. 4 – 6, 2013
Where: The Bellagio Hotel in Las Vegas, NV
Speaking: Wednesday, Nov. 6 at 9:45 – 10:15 a.m.

Justin Ramers, Director of Digital Marketing & Social Media

[B-to-B Events: Using Technology to Gather Year-Round Intelligence](#)

Event marketers are collecting data at dozens of different touch-points, but year-round events programs as a whole can be hard to measure. How do you put it all together holistically to deepen relationships with attendees and business partners? Join ACTIVE Network's Justin Ramers as he presents this session on how to tie together pre-event, social, onsite, mobile, and virtual engagements to aggregate data and help grow your business.

Event: MPI Tennessee Chapter Event, "[Mind Your Meetings](#)"
When: Nov. 19, 2013 at 7:30 a.m. - Noon
Where: Marriott East in Memphis, TN
Speaking: Joshua Templeton, Director of Enterprise Sales with ACTIVE Network's Business Solutions Group, will present best practices related to SMM in this educational event for meeting professionals.

Event: [Arizona BTA Monthly Meeting](#)
When: Nov. 13 at 11 a.m. – 1 p.m.
Where: The Venue in Scottsdale, AZ
Speaking: Kevin Iwamoto, vice president of Industry Strategy with ACTIVE Network's Business Solutions Group will present best practices related to SMM in the association's monthly meeting.

Event: [EIBTM](#)
When: Nov. 19 – 21, 2013
Where: Barcelona, Spain
Speaking: Wednesday, Nov. 20 at 4:10 – 4:30 p.m. in Innovation Zone O100

Tim Bull, Director of Supplier & Intermediary Sales for EMEA and APAC

[Top 10 Questions Smart Companies Need to Ask Before Selecting Event Technology](#)

Attend this session to learn what questions to ask before selecting technology to manage your meetings and events. Director of Supplier & Intermediary Sales Tim Bull will deliver an educational session that will explore how technology can help companies to manage their events, engage more deeply with attendees, and leverage leads, and attendee intelligence to help grow their business.

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.

About Forward-Looking Statements

The Active Network, Inc. cautions you that the statements included in this press release that are not a description of historical facts are forward-looking statements within the meaning of the federal securities laws. Any such statements are subject to substantial risks and uncertainties, and actual results may differ materially from those expressed in these forward-looking statements. More detailed information about The Active Network, Inc. and the risks and uncertainties that may affect the realization of these forward-looking statements is set forth in its filings with the Securities and Exchange Commission (SEC). These filings may be read free of charge on the SEC's website at www.sec.gov. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof. All forward-looking statements are qualified in their entirety by this cautionary statement and The Active Network, Inc. undertakes no obligation to revise or update this press release to reflect events or circumstances after the date hereof.

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