

## Entry-Level Online Registration and Payment Management

Acteva offers two event registration and payment solutions, Acteva Plus and Acteva Express, to address the diverse needs of different event organizers.

If you are an event organizer in need of a comprehensive online registration solution that includes Promo Code marketing, fully branded registration pages, and multiple registration and payment options, then Acteva Plus is your best choice. However, if you have simple online registration needs, host small or infrequent events, and only need to accept Visa and MasterCard payments, then Acteva Express may be your best solution.

With Acteva Express, you can create in minutes what would otherwise take months of development time and thousands of dollars: secure, professional-quality registration pages with built-in payment processing and management. Acteva Express allows you to create basic registration pages from templates using pre-defined themes. You can also include a logo or image of your choice.

We're always here to help. You can start by requesting a free, interactive training session—a step-by-step walk-through showcasing all the features and capabilities of Acteva Express. Once signed up with Acteva Express, you'll gain unlimited access to email support. Acteva Customer Support is available to help you with any questions about setting up your registration pages, or to help you with payment management issues such as handling refunds, chargebacks and fraud resolution.

### Acteva Express Features

#### Logo-branded registration pages include:

- Detailed information about your event, registration options and ticket prices
- Visa and MasterCard payment acceptance capabilities
- Email support to help your attendees complete the registration process
- A direct 'Register Now' link from your website to your registration page

#### Easy-to-use sales, marketing and management tools:

- Web-based content management to instantly add, edit and publish content
- EventMail for sending out invitations, reminders and automatic confirmations
- Printed Ticketing Option for the printing and delivery of professional-looking tickets as well as Print-at-Home Tickets
- Standard and Custom Reports to track sales, attendee information, questionnaire responses and order status
- Payment management support to resolve requests for refunds, chargebacks, cancellations

### How Much Does It Cost to Use Acteva Express?

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

- 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
- Registration fees are \$0.75 to \$4.99 per ticket sold, or \$0.99 for free/unpaid events
- Upgrade to Acteva Plus at anytime

#### Acteva Express Capabilities:

- Create Logo-Branded Registration Pages
- Accept Visa & MasterCard Payments Online
- Sell & Deliver Printed Tickets
- Send Invitations, Reminders & Confirmations
- Track Attendee Status & Run Standard & Custom Reports Contact Acteva Support



## 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 or payment, then your best option may be Acteva Plus (see comparison chart below)

Acteva Plus charges a maximum Event Activation Fee of \$100 per event and Registration Processing Fees of \$1.99 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	✓	✓
Create Customized Event Registration Pages	Standard Palette	Customized Palette
Provide Alternate Registration Options - Phone, Fax & Mail-in Registration		Optional
Accept Multiple Payment Options - Pay by Check & Purchase Order		Optional
Enable Bar Coded Receipts		✓
Sell & Deliver Printed Tickets as well as Print-at-Home Tickets	Optional	Optional
Run Standard & Custom Reports	✓	✓
Access Acteva's Customer Support	Email Only	Phone & Email
Send Email Invitations, Reminders & Confirmations using EventMail	✓	✓
Define Discounting & Incentive-based Promo Codes		✓
Publish Events on Google	✓	✓
Send & Track Post-Event Surveys		✓
Offer Event & Session-level Waitlisting		✓
Design Versioned Registration Pages Based on Attendee Types		✓
Sell & Track Memberships, Validate Preferred Pricing & Include Member Directory		Optional
Acteva Express and Acteva Plus Payment Management Services	Acteva Express	Acteva Plus
Accept the Following Credit Cards for Payment	Visa & MasterCard Only	Visa, MasterCard, Discover and Amex
Distribute Event Revenue Checks to Organizers	Monthly or Post Event	Semi-Monthly or Post Event
Process Refunds, Handle Chargeback Requests & Manage Fraud Resolution	✓	✓
Accept & Reconcile Check Payments & Reconcile P.O. Payments		Optional
Use Your Own Internet Merchant Account	Optional	Optional
Acteva Express and Acteva Plus Pricing	Acteva Express	Acteva Plus
No Account Setup or Monthly Subscription Fees	✓	✓
No Credit Application or Internet Merchant Account Required	✓	✓
Event Activation Fees (volume discounts for multiple events - call us if you hold lots of events)		\$100 Maximum
Registration Processing Fees for Paid Events Starting at	.75	\$1.49
Registration Processing Fees for No-Charge Events (Flat Fee per completed registration)	.99	\$1.99

### Logo-branded Pages:

Insert a logo or image into your registration pages. Select from six registration page themes.

### Payment Management:

Acteva helps with refunds, chargebacks and fraud resolution.

### Pay-as-you-go:

No account setup or monthly subscription fees. Pricing starts at just \$0.75 per ticket sold or \$0.99 for free / unpaid 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 you own merchant account and pay rates and fees charged by your merchant porocessor 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 once a month (twice a month with Acteva Plus)	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 - \$20 per month
Deposit Required	None	Yes*
Help with Fruad Mitigation	Included, no additional charge	Limited
Reconcilliation	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 occurence	You do it + 20-\$40 per occurence
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.

## Experience that counts

Acteva is the worldwide leader in online event registration and payment solutions. Since 1998, over 14,000 customers have used Acteva to manage more than 260,000 events and process more than 4.6million registrations. Acteva's customers include McKesson, Bausch & Lomb, Pfizer, SAP, Girl Scouts of America, Whole Foods, Craigslist Foundation, BMW/ MINI, 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](http://www.Acteva.com) or calling us at (877) 933-4730.