

HI FIRST NAME,

In recent years, event planning was named one of the top 10 most stressful jobs, next to a police officer*. With this in mind, we redesigned **ACTIVE RegOnline™** to help relieve some of that stress. The result is a single solution with the right tools to ease the entire planning process for you.

ACTIVE RegOnline is the entry-level, online event management solution for events of all sizes. There are no set up costs, no software to install, and no contracts required. From event promotion and custom branding to attendee management and data tracking, ACTIVE RegOnline has it all.

Now, you can get back to focusing on your event and your attendees – ACTIVE RegOnline will take care of the rest. Discover how ACTIVE RegOnline can make your job easier: ACTIVEevents.com/TryReg.

And remember, we're always here to help you.
Contact us at any time for assistance with creating your next SMART EVENT!

Sincerely,
Your **ACTIVE RegOnline™** team

Call toll free: 855-ACTIVE-8 OR 855-228-4838
Visit us at ACTIVEevents.com/TryReg

* CareerCast, 2012



HOW DOES ACTIVE REGONLINE HELP YOU?

SAVE TIME & MONEY

One central software system with self-setup, easy tools & a FREE mobile event app (typically a \$1.5K-25K cost).

One client experienced 90% time savings after switching to ACTIVE RegOnline.

SECURE HOTELS & VENUES

Research, compare and book hotels & venues with an online wizard or over the phone.

9 out of 10 event planners using online sourcing tools receive hotel responses in less than a day.**

MARKET LIKE AN EXPERT

Sophisticated email features, custom website builder & social media tools to connect via Twitter, Facebook, LinkedIn & more.

One client saw cost savings of 45% - 65% per person on promotions/registrations.

CAPTURE EVENT DATA

Financial, attendee & cross-event reports with real-time web links for sharing.

One client reported they can now run a session report in 10 minutes or less.

MEASURE RESULTS

Event surveys & analytics to provide customer intelligence & attendee insight.

Reporting helped one client close out its year with less than 1% owed to them on overdue accounts.

What Should You Expect?

- Simple navigation based on the event cycle
- A single, technology solution
- Quick, intuitive self-setup
- Easy attendee engagement
- Successful events every time

** What RFPs Mean to SMBs: Turning Headaches Into Solutions for Event Planners, ACTIVE Network and i-Meet, 2013

WHY SHOULD ACTIVE REGONLINE BE YOUR ONLY CHOICE?



- 1 No Hidden Fees and Add-ons**
 - One low cost: just \$3.95 per registration
 - All-inclusive tools
 - Free customer support
- 2 FREE Mobile Event App**
 - Only RegOnline offers this application for free
 - Saves you thousands of dollars
 - Attendees can access from any smartphone
- 3 One Easy System**
 - Manage every part of your event in one location
 - Seamless registration forms
 - Custom-branded websites
- 4 FREE Online Sourcing Tools & Support**
 - Access to tens of thousands of hotels and venues
 - Online wizard to quickly create and submit eRFPs
 - Free support during the planning process
- 5 Experience You Can Trust**
 - RegOnline has supported over 200,000 events
 - Part of ACTIVE Network, the first publicly traded company in the event technology space
 - Unrivalled industry experience

ACTIVE
network™



GET STARTED TODAY! ACTIVEevents.com/TryReg



- NEW navigation flow simplifies event planning, promotion and management
 - Access to tens of thousands of hotels and venues worldwide so you can easily find the right location
 - Electronic wizard helps you quickly create and submit requests for proposals (RFPs)
- ACTIVE RegOnline is the easy-to-use, affordable online event management solution for event planners of all levels and events of all sizes:

WELCOME TO THE NEW ACTIVE REGONLINE™ – DESIGNED WITH YOU IN MIND!

ACTIVE REGONLINE™



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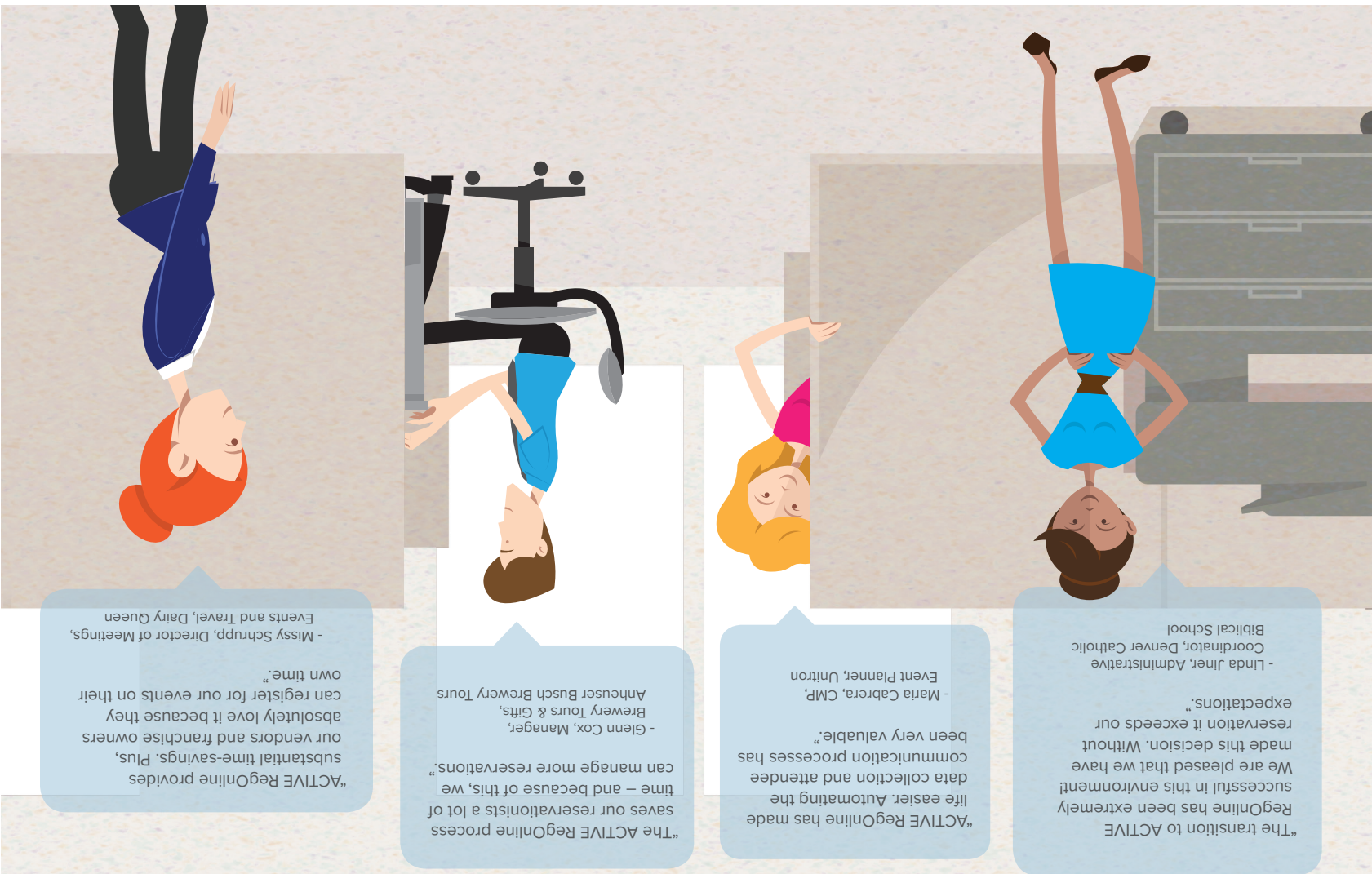
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ACTIVE Network is powering the next generation of SMART EVENTS™ through its Business Solutions technology suite, which provides intelligent data and insights designed to increase potential revenue growth, deepen attendee engagement and gain efficiency. Customers of all sizes—including small and medium-sized businesses, enterprise corporations, associations, tradeshows 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 ACTIVE Marketplace to connect events with suppliers.

For more information on ACTIVE Network Business Solutions please visit ACTIVEevents.com.



“The transition to ACTIVE RegOnline in this environment has been extremely successful in that we have made this decision. Without reservation it exceeds our expectations.”

- Linda Jiner, Administrative Coordinator, Denver Catholic Biblical School

“ACTIVE RegOnline has made life easier. Automating the data collection and attendee communication processes has been very valuable.”

- Maria Cabrera, CMP, Event Planner, Unifron

“The ACTIVE RegOnline process saves our reservationists a lot of time – and because of this, we can manage more reservations.”

- Glenn Cox, Manager, Brewery Tours & Gifts, Anheuser Busch Brewery Tours

“ACTIVE RegOnline provides substantial time-savings. Plus, our vendors and franchise owners absolutely love it because they can register for our events on their own time.”

- Missy Schnupp, Director of Meetings, Events and Travel, Dairy Queen