

Founded in 2003, Eventective has grown to become the largest, most up-to-date resource for everyday people planning events.

- **WIDER REACH** -- more than 10 million visitors per year searching our directory of over 300,000 event venues and service providers
- **HIGHER MEDIA VALUE** – up to 50% greater value in reaching event and wedding planners than any other channel
- **MORE FLEXIBILITY** – advertising and lead generation options that fit any marketing budget

Eventective
10 Plaza Drive
Suite 105
Scarborough ME 04074

(207) 253-1653
sales@eventective.com

ev



41%
weddings

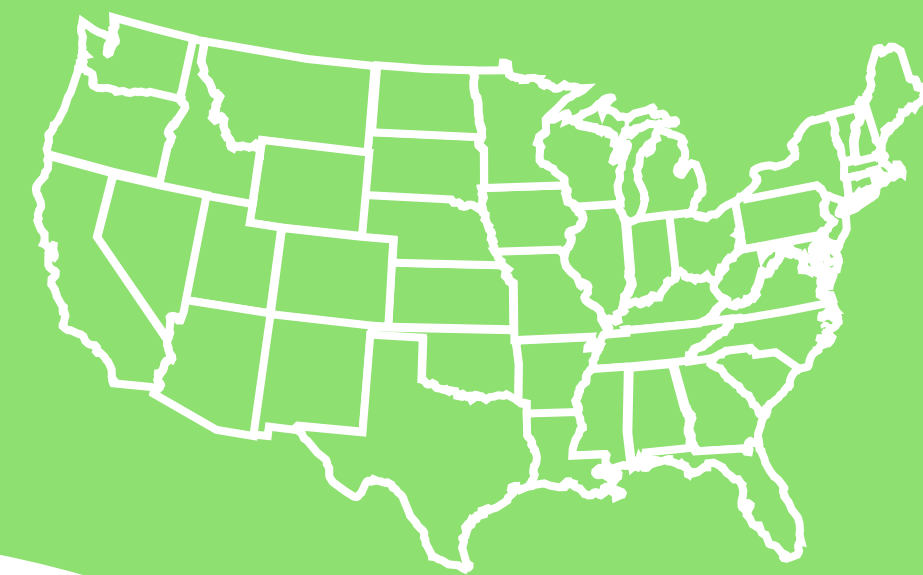


44%
parties



15%
meetings
& others

events planned on Eventective



10M+ planners

reached annually in over

16K+ cities/towns

across North America

700K+

events planned
yearly on Eventective

=

\$10B

in business

\$7,000

average value of an
Eventective sales lead



Majority of Eventective visitors



75% female



50% 18-34 yrs old



50% use a mobile device

optimal ad value

High visibility placements

Local area listings that present your venue or service to thousands of event planners

Detailed venue profiles

Descriptions, photos, packages, pricing, website, social media links, and direct prospect contact

Mobile format

Your listing auto-adapts to fit the planner's device, screen size and preferences

Direct contact with leads

Connect with leads directly by phone and email, and we never charge a commission on closed deals

Options that fit every ad strategy and budget

Premium

One flat fee for all platform features with unlimited ad exposure across your metro area and free access to all sales leads

Basic

Full, unlimited exposure in your selected city and ability to purchase individual sales leads

EventClicks

Pay-for-performance based on your set budget, daily maximums, geographic reach and event types

- \$0.25 per click to your listing
- \$2 - \$5 per lead



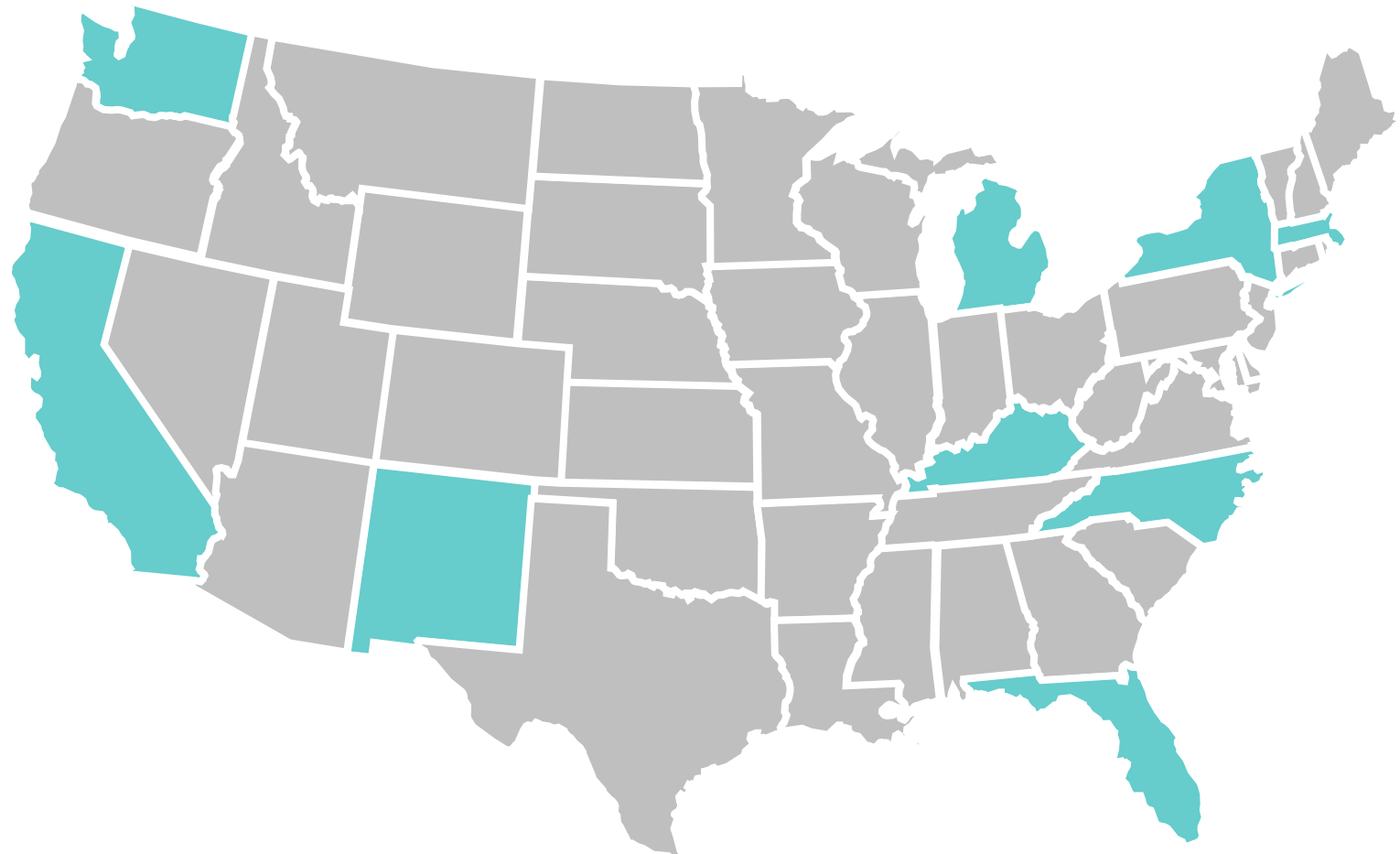
Advertising Features	Premium	Basic	EventClicks
Unlimited photos, videos and more	✓	✓	✓
Views to your listing	✓	✓	\$
Featured in your city	✓	✓	\$
Featured across your metro area	✓		\$

Lead Generation Features	Premium	Basic	EventClicks
Event leads	Free	\$	\$
Subscriber discount on leads	Free	20%	
Refunds on non-responsive leads	Free	✓	
Auto-response email to planners	Free		

Eventective Corporate Program

Additional value and extra savings to organizations with multiple locations

- Monthly reports to monitor listing, website, and lead activity by location
- Daily export of leads
- Custom email marketing to event planners
- Call Center Connect for integration with CRM systems
- Discounts based on number of locations



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