



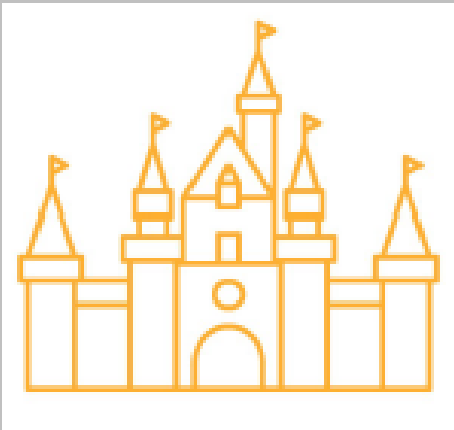
ALTA MEDIA KIT

2024

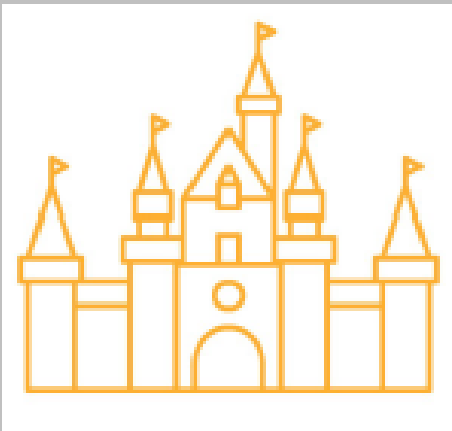
Membership | Benefits | Sponsorship | Packages | Ideas

# Why ALTA?

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- ♦ For more than a century, the American Land Title Association (ALTA) has been the voice, advocate, and champion of the 6,400-memberstrong abstract title insurance industry. As the convener of America's title and settlement companies large and small, ALTA represents a powerful community of dedicated professionals and organizations, who, along with their industry partners, are shaping the very bedrock of the nation's homebuying landscape.
- ♦ ALTA members represent a powerful force in the U.S. economy, overseeing a \$17 billion industry that touches upon every city, town, and village across the nation. They provide homebuyers the peace of mind and security – keeping America strong and thriving.



# New

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# New Opportunities for 2024

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- ♦ ALTA Advocacy Summit:

- ♦ Exhibitor space— reasonably priced and very limited number
- ♦ Capitol Hill Lobby Day App: item code 16.20

- ♦ Advertising:

- ♦ Banner and button advertisements on all of ALTAs main event schedules : See Advertising Products Guide
- ♦ ALTA Research Sponsorships: See Advertising Products Guide

- ♦ ALTA SPRINGBOARD:

- ♦ Braindate sponsorship package: item code 5.11

- ♦ ALTA ONE:

- ♦ ALTA ONE app sponsorship: item code 16.21
- ♦ Branding opportunities are now specified down to location at point of sale: item codes 35.xx
- ♦ Hospitality hubs and meeting rooms specified by location at point of sale: item codes 32.xx
- ♦ Small– low priced locations available for evening events

For further Elite Provider Program information please contact [eliteproviders@alta.org](mailto:eliteproviders@alta.org)

# 2024 Changes from 2023

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## Spending across ALTA's main events

In 2023 to assist partners in budgeting their spending for what was anticipated to be a difficult year for the industry, ALTA relaxed its Strategic Partner program apportionment requirement: This is where we expect Partners to spend at least 10% of their budgets on each of our three main events.

In 2024 we are reintroducing this requirement back to the program. Therefore when planning sponsorships Strategic Partners should ensure spending is allocated as follows:

- ♦ ALTA Springboard—Minimum of 10% of total spend
  - ♦ ALTA Advocacy Summit—Minimum of 10% of total spend
  - ♦ ALTA ONE—Minimum of 10% of total spend
- Remaining 70% at the Partners discretion

For further Elite Provider Program information please contact [eliteproviders@alta.org](mailto:eliteproviders@alta.org)

# ALTA Elite Provider Program

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The ALTA Elite Provider designation is an industry recognition awarded to a selected group of members that have demonstrated their commitment to providing high quality services to the title insurance and settlement services industry. Elite Providers promote the highest industry standards and provide effective solutions for ALTA members' critical needs.

Some benefits include:

- ♦ Elite Provider Recognition: ALTA Elite Provider certificate and badge in signature line and collateral
- ♦ Premium Placement: Complimentary ALTA Premium subscription and exclusive benefits showcased at the top of the ALTA Marketplace
- ♦ Elite Provider Promotion: Press releases, e-blasts, news, social media and special consideration for speaking engagements and educational submissions
- ♦ ALTA Conferences: Special signage, booth enhancements and discounts on Level 3 & 4 booths at ALTA ONE

Cost: \$5,000. This fee may contribute to the overall investment to achieve your desired level of ALTA Strategic Partner Sponsorship.

For further Elite Provider Program information please contact [eliteproviders@alta.org](mailto:eliteproviders@alta.org)

# 2024 ALTA Associate Membership

When you join ALTA as an Associate Member you get access to a whole host of benefits

Benefits include:

- ♦ Access to ALTA's more than 6,400 member companies
- ♦ New Associate Members— 1 free registration to ALTA ONE plus 1 free tote bag insert
- ♦ Listing in the ALTA Marketplace – Online Platform that allows visitors to find solutions to their title industry products & services needs
- ♦ Exhibit Hall access—only Members and Associate Members can exhibit in our exhibit halls, including vendor demo sessions
- ♦ Opportunities for increased profits through extensive industry networking events

Publications Received:

- ♦ Weekly Advocacy Update from ALTA's CEO
- ♦ Daily news clips of top headlines across the country
- ♦ Print & Digital editions of the TitleNews magazine
- ♦ Twice a week TitleNews Online newsletter
- ♦ Twice a month DigitalFix newsletter

Enhancement:

- ♦ Associate Members can enhance their Marketplace profile through the Associate Marketplace Enhancement



Associate Membership: \$600 per year

Marketplace Companies: Associate Members have a free Marketplace subscription. The rest of ALTA Members can subscribe for \$200 per year

Marketplace Premier: This option includes additional fields such as customer references and product and service videos. They are displayed on top of the Marketplace Companies. \$400 per year

Elite Provider: This option provides exclusive benefits to ALTA Members, includes a Marketplace Premier subscription and is listed at the top of the search results. Dues: \$5,000 per year

# ALTA's Strategic Partner Program

Bundle your money and save \$

Obtain additional exposure throughout the year

Customizable to fit your marketing plan Available  
to current members only

NOTE: The sponsor maybe responsible for any additional costs  
associated with a sponsorship such as acquisition, production,  
printing or some hotel direct costs

Minimum of 10% to ALTA Advocacy Summit; Minimum of 10% to  
ALTA SPRINGBOARD; Minimum of 10% to ALTA ONE.  
Remaining 70% to be distributed as company sees fit.



# ALTA's Strategic Partner Program

Access to the Strategic Partner Program is available to current members only.

Your annual membership fee must be paid in order to sign on as partner for this year.

- ◆ Steps on selecting your partnership levels:
  - ◆ To join the program partners must have spent a minimum of \$20,000 in the prior year.
  - ◆ Determine your total investment amount
  - ◆ Select your sponsorship and advertising options that fit your marketing plan & meet your partnership level minimums
- ◆ Partner level is based upon your total spend after partner bonus and any discounts have been applied



## Legend

Investment: \$100,000 - \$199,999

Bonus: \$18,000

- ◆ First choice of exhibit booth space for ALTA SPRINGBOARD and ALTA ONE (In the event of multiple Legend Partners, slots will be assigned based on investment total.)
- ◆ Automatic ALTA Meetings Acknowledgements (Omni Sessions (Sponsor Loop), promotional pieces, signage)
- ◆ Event attendee lists with emails
- ◆ First choice of new opportunities added by ALTA during the year
- ◆ Option to “lock-in” opportunities for 3 years, single or multi event –exclusive to Legend & Icon Partners
- ◆ Discount on Level 3 & Level 4 booth ALTA ONE purchases



## Icon

Investment: \$80,000 - \$99,999

Bonus: \$15,000

- ◆ Second choice of exhibit booth space for ALTA SPRINGBOARD and ALTA ONE (In the event of multiple Legend Partners, slots will be assigned based on investment total.)
- ◆ Automatic ALTA Meetings Acknowledgements (Omni Sessions (Sponsor Loop), promotional pieces, signage)
- ◆ Event attendee lists with emails
- ◆ Second choice of new opportunities added by ALTA during the year
- ◆ Discount on Level 3 & Level 4 booth ALTA ONE purchases



### Superstar

Investment: \$60,000 - \$79,999

Bonus: \$12,000

- ◆ Third choice of exhibit booth space for ALTA SPRINGBOARD and ALTA ONE (In the event of multiple Legend Partners, slots will be assigned based on investment total.)
- ◆ Automatic ALTA Meetings Acknowledgements (Omni Sessions (Sponsor Loop), promotional pieces, signage)
- ◆ Event attendee lists with emails
- ◆ Discount on Level 3 & Level 4 booth ALTA ONE purchases



### Celebrity

Investment: \$30,000 - \$39,999

Bonus: \$4,500

- ◆ Fifth choice of exhibit booth space for ALTA SPRINGBOARD and ALTA ONE (In the event of multiple Legend Partners, slots will be assigned based on investment total.)
- ◆ Automatic ALTA Meetings Acknowledgements (Omni Sessions (Sponsor Loop), promotional pieces, signage)
- ◆ Event attendee lists with emails
- ◆ Discount on Level 3 & Level 4 booth ALTA ONE purchases



### VIP

Investment: \$40,000 - \$59,999

Bonus: \$8,000

- ◆ Fourth choice of exhibit booth space for ALTA SPRINGBOARD and ALTA ONE (In the event of multiple Legend Partners, slots will be assigned based on investment total.)
- ◆ Automatic ALTA Meetings Acknowledgements (Omni Sessions (Sponsor Loop), promotional pieces, signage)
- ◆ Event attendee lists with emails
- ◆ Discount on Level 3 & Level 4 booth ALTA ONE purchases



### Insider

Investment: \$20,000 - \$29,999

Bonus: \$3,000

- ◆ Sixth choice of exhibit booth space for ALTA SPRINGBOARD and ALTA ONE (In the event of multiple Legend Partners, slots will be assigned based on investment total.)
- ◆ Automatic ALTA Meetings Acknowledgements (Omni Sessions (Sponsor Loop), promotional pieces, signage)
- ◆ Event attendee lists with emails
- ◆ Discount on Level 3 & Level 4 booth ALTA ONE purchases

# Advertising, Web Exposure & Webinar Sponsorships



Details on pricing and specifications are found in the ALTA Advertising Products Guide  
<https://www.alta.org/about/advertise-with-alta.cfm>

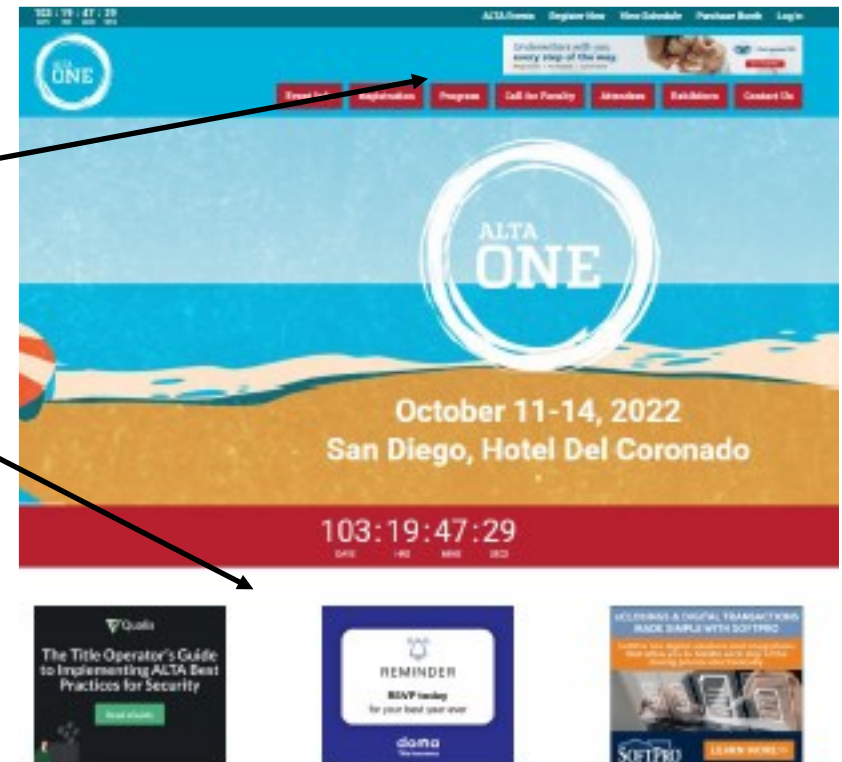
# New in 2023 and 2024! - ALTA Events Schedule Advertising

## ALTA Event Schedule Branding—Banner

- ◆ Brand all pages of the Schedule for any of ALTA's 3 national events with a banner ad—exclusive

## ALTA Event Schedule Branding—Buttons

- ◆ One of three square ads on the home page, static, each ad is exclusive, pricing is per button



Please refer to the ALTA Advertising Guide <https://www.alta.org/about/advertise-with-alta.cfm>

for detailed product descriptions, pricing, art work specs and dead-line information.

# TitleNews



## TitleNews Magazine - Print & Digital

The land title industry's essential magazine contains vital information and analysis geared specifically for the land title insurance industry as well as general business articles to help you effectively manage and grow your business. The magazine is printed quarterly with a digital version emailed every month that can be shared with employees and clients. Our full-color magazine features in-depth articles on business, regulatory, and technology issues facing the land title professional.

## TitleNews Online

- ◆ Distributed twice weekly (Tuesday & Thursday)
- ◆ Distributed to ~33,000 emails
- ◆ Average ad clicks -150 per month
- ◆ ALTA-produced content on popular topics in the title industry
- ◆ Limited to three banners/four buttons
- ◆ Sold monthly
- ◆ Static images only

## TitleNews Digital Banner and Button Ads

- ◆ Digital copy distributed via email to all contacts and marketed throughout the year
- ◆ Digital edition has a reach of ~25,000 per month

Please refer to the ALTA Advertising Guide  
<https://www.alta.org/about/advertise-with-alta.cfm>  
for detailed product descriptions, pricing, art work specs and deadline information.

## News You Can Use (NYCU)

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- ♦ Distributed five days a week
- ♦ Distributed to ~33,000 emails
- ♦ Average ad clicks - 75 per month
- ♦ Daily news relevant to the title industry gathered together into one e-newsletter
- ♦ Seven ads per issue
- ♦ Seven ads per issue
- ♦ Static images only

Please refer to the ALTA Advertising Guide  
<https://www.alta.org/about/advertise-with-alta.cfm>  
for detailed product descriptions, pricing, art work  
specs and deadline information.

## ALTA.org Advertising

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- ♦ ALTA.org receives an average of 250,000 page views per month.
- ♦ Banner ads
- ♦ Ad will rotate with up to six other ads on the home page and all internal pages
- ♦ Average views of 50,000 per month per ad
- ♦ Average ad clicks - 20 per month Button ads
- ♦ Ads will be located on internal pages hand picked by you.
- ♦ Average ad clicks - 30 per month (all pages)

## DigitalFIX

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- ♦ Distributed twice monthly
- ♦ Distributed to ~33,000 emails
- ♦ Average ad clicks - 50 per month
- ♦ Content focused strictly on hot, innovative, and digital topics relevant to title insurance
- ♦ Limited to two banners/four buttons
- ♦ Sold monthly
- ♦ Static images only

# New in 2024—ALTA Research Sponsorships

We offer banner ads on all ALTA Research products: Webpages and survey dashboard mastheads

Options:

- ◆ Exclusive “global branding” where sponsors ad is on all products
- ◆ Or a la carte where sponsors can pick and choose where their ads appear

## ALTA Research

- ◆ Web Page Banner Ad

### Benchmarking Surveys

- ◆ Web Page Banner Ad

#### Compensation Index

- ◆ Web Page Banner Ad
- ◆ Survey Dashboard Masthead

#### Operations Surveys

- ◆ Web Page Banner Ad
- ◆ Survey Dashboard Masthead

### Critical Issues Studies

- ◆ Web Page Banner Ad
- ◆ 2 new products coming in early 2024:

#### Digital Closing Survey

- ◆ Web Page Banner Ad
- ◆ Survey Dashboard Masthead

#### Cyber Crime Survey

- ◆ Web Page Banner Ad
- ◆ Survey Dashboard Masthead

Please refer to the ALTA Advertising Guide  
<https://www.alta.org/about/advertise-with-alta.cfm>  
for detailed product descriptions, pricing, art work  
specs and deadline information.

# ALTA Insights Webinar Series

- ◆ Updates and additions will be posted as they become available
- ◆ Sold per webinar
- ◆ 30 - 60 second sponsor commercial slot
- ◆ Sponsor mentioned on invitation emails, verbally during webinar and logo on the webinar PPT slide
- ◆ See more information on ALTA Insights webinars go to [alta.org](http://alta.org) search for Webinars
- ◆ All videos, artwork or branding items must be delivered at least 30 days before the scheduled webinar
- ◆ Dates, topics and speakers are subject to change after a sponsorship is secured.



Item Code	Month	Date & Time	Price	Topic
WJanA	Jan A		\$ 3,250	Market Outlook
WJanB	Jan B		\$ 3,250	
WFebA	Feb A		\$ 3,250	
WFebB	Feb B		\$ 3,250	
WMarA	Mar A		\$ 3,250	
SPRINGBOARD	Mar B		\$	- No Webinar this slot
WAprA	Apr A		\$ 3,250	
WAprB	Apr B		\$ 3,250	
WMay	May		\$ 3,250	ALTA Advocacy Summit webinar
WJunA	Jun A		\$ 3,250	
WJunB	Jun B		\$ 3,250	
WJulA	Jul A		\$ 3,250	
WJulB	Jul B		\$ 3,250	
WAugA	Aug A		\$ 3,250	
WAugB	Aug B		\$ 3,250	
WSepA	Sep A		\$ 3,250	
WSepB	Sep B		\$ 3,250	
ALTA ONE	Oct		\$	- No Webinar this slot
WNovA	Nov A		\$ 3,250	
WNovB	Nov B		\$ 3,250	
WDecA	Dec A		\$ 3,250	



## Be a Sponsor or Exhibitor at one of Our Events



Details on pricing and specifications are found in the ALTA Advertising Products Guide  
<https://www.alta.org/about/advertise-with-alta.cfm>

# ALTA Commercial Network

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## Four BIG Reasons to Attend:

- ♦ **NETWORKING:** Finding other people who work solely in the commercial market can be difficult at other events, but it's easy at ALTA Commercial Network! No other meeting provides a simple, effective opportunity to identify title resources and referrals
- ♦ **DEEP-DIVE CONVERSATIONS:** ALTA Commercial Network presents an intimate setting in which to ask in depth and nuanced questions of your peers and industry experts.
- ♦ **THE LATEST INFORMATION:** There are hot topics in the commercial real estate space. Get updates on these issues and discuss the one most important to you in a small group setting.
- ♦ **FUN:** Is there another time or place where you can talk commercial title while soaking up the fun?



ALTA Annual Commercial Network Meeting

February 25–27, 2024

Royal Sonesta Hotel, New Orleans, LA

## Call or email For sponsorship opportunities

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Omni Oklahoma City  
Oklahoma City, OK, 73109  
March 19 – 21, 2024

ALTA SPRINGBOARD takes attendees' organizations and careers to the next level - it is the forum for fresh thinking, new insights, and a big step forward.

NOTHING about this event is traditional

- ♦ Three-day conference that is part business accelerator, part knowledge community, and part leadership ideas festival where attendees will experience fresh thinking, new insights, and advanced education
- ♦ 200+ attendees
- ♦ Vendor Space: Space is available in the Braintree Lounge located by food and drinks
- ♦ Once determined the schedule information will be available on our website: [meetings.alta.org/springboard](https://meetings.alta.org/springboard)
- ♦ Booths available for purchase now



Conrad  
Washington, DC, 20001  
May 6 – 8, 2024

The ALTA Advocacy Summit unifies those in our industry to create influence, strength, and a voice that resonates.

- ♦ Advocacy is in our mission as an association – it's part of our purpose and one of the places where we have a legacy of impactful contributions.
- ♦ At this Summit, ALTA members come together to connect, learn, and advance the industry
- ♦ 250 attendees
- ♦ Sponsor and registration packages available
- ♦ Very exclusive & limited exhibitor space available - call for details
- ♦ Once determined, the schedule will



Signia by Hilton Bonnet Creek  
Orlando, FL, 32821  
October 15 – 18, 2024

- ♦ ALTA ONE brings together leaders, professionals, and innovators in the title insurance, abstracter and settlement industry and is viewed as indispensable and irreplaceable. This experience is designed and curated for the community. The curriculum features stimulating speakers, dynamic networking opportunities and a forum for keeping up with best practices and regulation changes.
- ♦ 1,000+ attendees
- ♦ Vendor space: Space is available in Market ONE located by food, and drinks
- ♦ Schedule information will be available on our website: [meetings.alta.org/ALTAONE](https://meetings.alta.org/ALTAONE)
- ♦ Booths available for purchase now

Purchase your ALTA SPRINGBOARD & ALTA ONE Booths here: <https://portal.alta.org/exhibits/upcoming-exhibits>

To purchase a booth at ALTA ADVOCACY SUMMIT please email [sponsorship@alta.org](mailto:sponsorship@alta.org)



Sponsor Shipping Instructions: Please include in second line of your shipping label the following sponsor information

[YOUR COMPANY NAME] [SPONSORSHIP TYPE] [DAY IF APPLICABLE]

EXAMPLE: [Google] [Chair Drop] [Wed]

Sponsor shipping instructions: All sponsor acquired items must be shipped to the event hotel as follows:

### ALTA SPRINGBOARD

Attn: ALTA/E Mincey/P Martin

[YOUR COMPANY NAME] [SPONSORSHIP TYPE]

[DAY IF APPLICABLE]

Omni Oklahoma City

100 Oklahoma Blvd

Oklahoma City, OK, 73109

(405) 438 6500

Shipments to arrive after 3/13/24 and before 3/16/24

### ALTA ADVOCACY SUMMIT

Attn: ALTA/L

Yarborough/P Martin

[YOUR COMPANY NAME] [SPONSORSHIP TYPE]

[DAY IF APPLICABLE]

Conrad

950 New York Ave NW, Washington, DC, 20001

(202) 844 5900

Shipments to arrive after 5/1/24 and before

5/3/24

### ALTA ONE

Attn: ALTA/L Yarborough/  
Paul Martin

[YOUR COMPANY NAME] [SPONSORSHIP  
TYPE] [DAY IF APPLICABLE]

Signia by Hilton Bonnet Creek 14100

Bonnet Creek Resort Ln Orlando, FL, 32821

(407) 597 3600

Shipments to arrive after 10/9/24 and

before 10/12/24

All tracking numbers must be emailed to ALTA upon shipping

# 2024 Featured Sponsorships

## Braindate Sponsor (5.11)\*

Available only at ALTA SPRINGBOARD, increase your visibility by branding the highly popular Braindate app and sessions. Your logo will appear in the PlayBook, Braindate check-in and in emails to attendees. In addition, your logo will be featured on signage, plus table drops on all Braindate tables throughout the event.

~~\$5,000~~ **SOLD**



## ALTA Meetings App Only (16.2) \* Capitol Hill Day App

Sponsor the Capitol Hill Day App and provide your organization the opportunity for maximum exposure. Your company will be recognized each time an attendee utilizes the app which will be used to schedule and track congressional meetings for lobby day. No add ons.

~~\$5,000~~ **SOLD**

## SPRING BOARD & ALTA ONE App

Sponsor the Meeting app get exposure to all attendees. No add ons.

~~\$5,000~~ ~~\$7,500~~ **SOLD**

## Conference Sponsorship (88)\*

Sponsor a conference and receive one free registration plus recognition on strategic partner signage and a free tote bag insert. This is a cost-effective way for small companies to get big recognition at a reasonable price.

**\$3,000**

## Sponsor Delegates' Rides on Capitol Hill Day (106)\*

Using Uber vouchers, your organization will provide rides for delegates to use to get around the Capitol on Capitol Hill Day. The voucher will be customized with your logo to provide an even more tailored and effective touch point.

**\$8,000**



# ALTA ONE Places and Spaces

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## Working Lounges (45)\*

At ALTA ONE Working Lounges are placed in the common areas of the conference space and can be fully branded. Available in Large, Medium and Small configurations. Each can be used as a collaborative space, or simply as a quiet space to recharge, take a call, or relax with customers. Includes furniture and back wall graphics

Prices range from \$8,000 to \$15,000 some with exclusivity options

## Take the Stage! (47)\*

Demonstration stage within Market ONE: with audio and acoustics to provide a great forum for your demo.

~~\$10,000 No longer available~~

## Wi-fi (102.10)\*

Exclusive: Brand meeting space Wi-Fi, branded passcode insert in Pad portfolio or tote bag

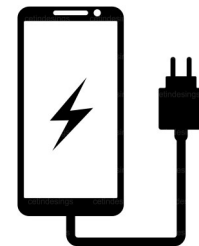
\$15,000



## Charging Station (15.10)\*

Located either in Market ONE, Braintree Lounge or pre-function areas. Power drop and item branding graphics included. Sponsor may purchase more than one charging station.

\$10,000



# ALTA ONE Meeting Rooms

## Hospitality Hubs and Meeting Rooms

Premier—The 3-C's: 1 x meeting room on the lower level, prime spot, 2,600 Sqft can hold up to 280 people:

Citrus + Collier + Columbia (no break up)

**32.10\* \$15,0000**

Medium: 3 x Meeting rooms on lower level (Sq ft/#):

Dixie (1200/132), Flagler + Gilchrist (1850/194),

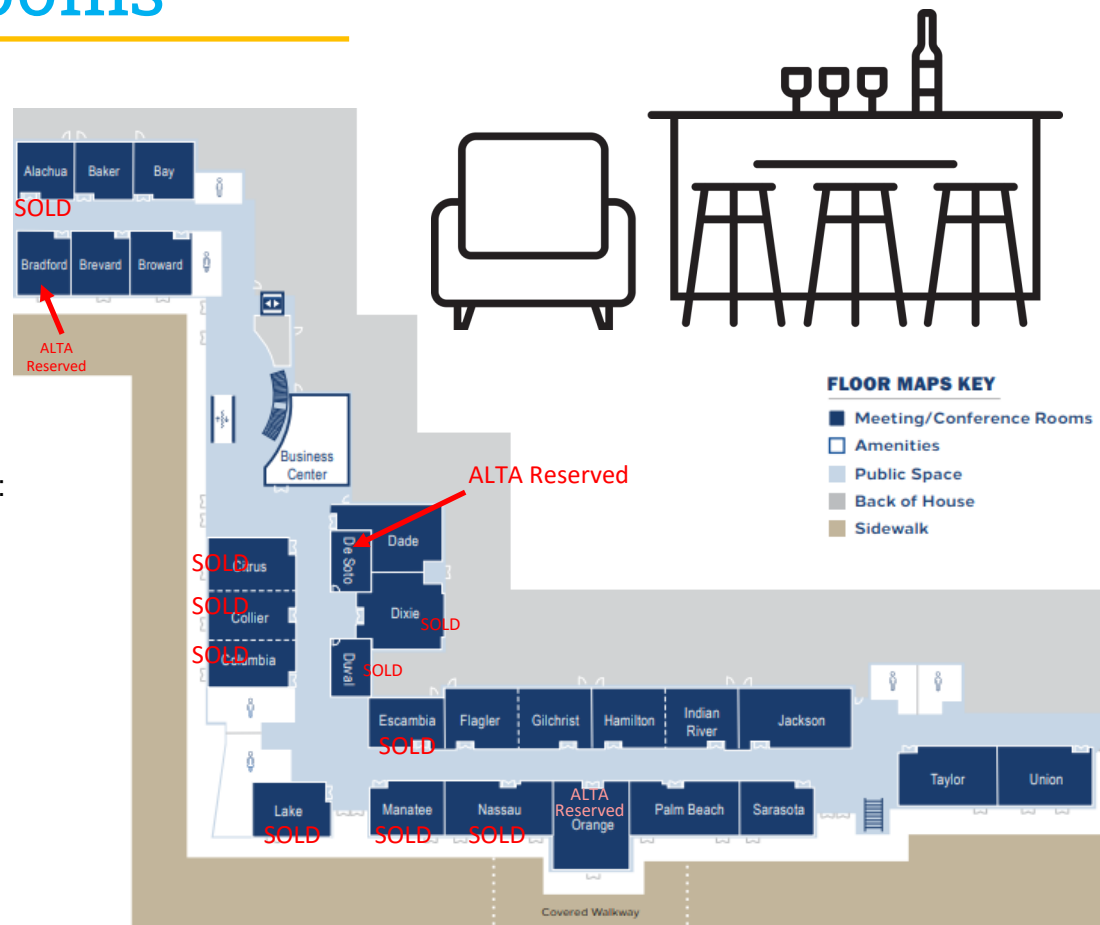
Hamilton + Indian River (1850/194)

**32.11\* \$7,500 Breakup available**

Friendly: 9 x Meeting rooms, range in size 780–1100 Sqft can hold 80–150 people respectively

Alachua 800/82 Dade (1155/60) Escambia (779/82),  
Jackson (1443/151) Lake (832/87) Manatee (796/83)  
Orange (1376/144) Palm Beach (1179/124) Sarasota (798/84)

**32.12\* \$5,000**



\*Item code in the price and availability lists

For more detail go to:

<https://hiltonbonnetcreek.com/wp-content/uploads/2023/05/Signia-by-Hilton-Orlando-Bonnet-Creek-Meetings-Floorplan.pdf>

# ALTA ONE Dining and Entertainment@—Smaller Venues

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## Outside spaces (107.1)\*

### Floridian South Terrace—\$750.00

An intimate outdoor terrace for small groups holding cocktail parties for 1–2 hours

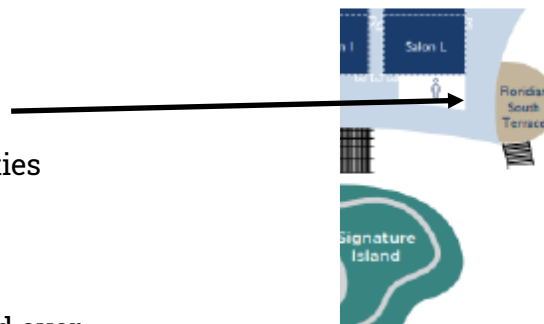
### Myth Terrace Bar (O/S) —\$3,000

Located outside the Myth bar this venue is slightly screened-in and overlooks the Bonnet Creek Pool accommodates about 30

## Indoor Spaces (107.2)\*

### Myth Terrace Bar (I/S + O/S) —\$5,000

Inside/outside place for a small cocktail party of up to 50



For 360 views of the hotel visit

<https://hiltonbonnetcreek.com/gallery/360-images>

@All prices shown are the release fees payable to ALTA, sponsor works with the hotel set up, food and beverage. For additional furniture etc. Sponsor works with Decorating Company or Hotel

\*Item code in the price and availability lists



# ALTA ONE Dining and Entertainment@ Larger Venues

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## Outside spaces (107.3)\*

The 19th Hole ~~\$5,000~~ **SOLD**

Waterside Ballroom Veranda and Terrace-  
\$5,000

Huge space—10,000 Sq Ft Inside/outside space at the rear of the brand new Waterside Ballroom ideal for cocktail parties can accommodate 200+

Bonnet Creek Lawn-\$5,000

Reception or cocktail party for up to 500

Bonnet Creek Cabanas-\$5,000

Host an event poolside

## Indoor venues (107.4)\*

Bull & Bear (Waldorf)-\$7,500

Steakhouse—style and luxury—200

Oscars (Waldorf)-\$2,500

Breakfast venue—not exclusive

La Luce (Signia)-\$7,000

Mediterranean restaurant can seat 200

Zeta (Signia)-\$5,000

Asian fusion—100

For 360 views of the hotel visit

<https://hiltonbonnetcreek.com/gallery/360-images>

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\*Item code in the price and availability lists

# ALTA ONE Branding Opportunities (35.nn)\*

## Welcome (Muse) Archway A1-B&C (35.10)

Two side panels below ALTA ONE welcome banner

~~Premier—\$10,000 for both panels~~ **SOLD**

## Goodbye Banner A4 (35.11)

Reverse aspect, says to goodbye and looks forward to next year as attendees leave (Limited time—Thursday 10:00 to end)

~~Medium—\$7,500~~ **SOLD**

## Escalator LED Screen A5-LED (35.12)

Header to escalator well animated content—exclusive. Static or dynamic images. Runs Monday thru noon Friday—One time up load, subsequent changes at an additional fee

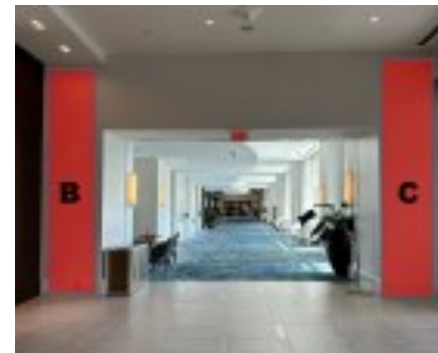
~~Premier—\$15,000~~ **SOLD**

\*Item code in the price and availability lists

Deadline for branding graphics artwork: August 28th, 2024

For 360 views of the hotel visit

<https://hiltonbonnetcreek.com/gallery/360-images>



## Convention Entrance A8 (35.14)

Gigantic wall cling—exclusive, dominates area cannot be missed!

~~Premier—\$15,000~~ **SOLD**

## Convention Exit A9 (35.15)

Huge wall cling—seen by all attendees as they return to the hotel—exclusive

~~Premier—\$10,000~~ **SOLD**

# ALTA ONE Branding Opportunities (35.nn)\*

## Market ONE Entrance Doors B2b (35.20)

Top panels over 3 entryway doors to Market ONE—may share with Market ONE logos

~~Premium—\$15,000~~ **SOLD**

## Market ONE Entrance Door Thresholds B2b-1 (35.21)

Match door headers with 3 floor clings

~~Basic—\$5,000~~ **SOLD**

## Omni Session Entrance Doors B3b (35.22)

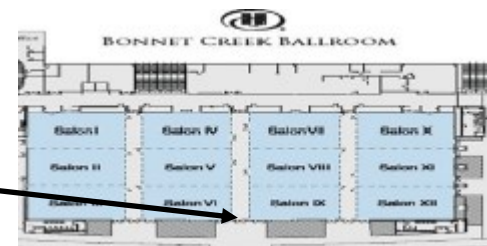
3 headers over entryway doors to Omni Sessions exclusive

~~Medium—\$15,000~~ **SOLD**

## Omni Session Entrance Door Thresholds B3a-1 (35.23)

Match door headers with 1 floor cling

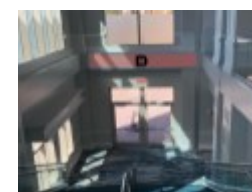
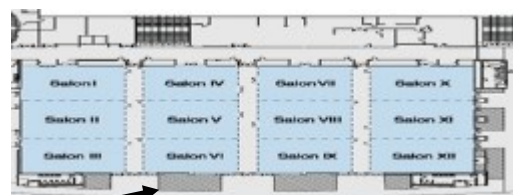
~~Basic—\$5,000~~



## Stairwell Header to Meeting Rooms B7d (35.24)

1 panel visible to attendees going to meeting rooms

~~Medium—\$6,000~~



## West Hallway and Center Foyer Window Clings B1-1 to B1-7 (35.16-35.19, 35.28-35.30)

Brand the windows in the foyer. Up to 7 banks, 3 windows per bank

~~Basic—\$2,000 per bank~~ **SOLD**

\*Item code in the price and availability lists

For 360 views of the hotel visit

<https://hiltonbonnetcreek.com/gallery/360-images>

Deadline for branding graphics artwork: August 28th, 2024

## Directional Floor Clings Convention Entrance to Market ONE FC-1 (35.26)

Up to 6 2 x 2 Directional floor clings text must include "Follow [SPONSOR] to Market ONE" -

~~Basic—\$5,000~~

# Sponsorship Opportunities and Pricing

For Sponsorship and Opportunities availability please download our Sponsorship Pricing Spreadsheet from:

<https://www.alta.org/business-operations/industry-partners/advertise-with-alta>



News + Public

HOME > BUSINESS OPS > INDUSTRY PARTNERS > ADVERTISE WITH ALTA

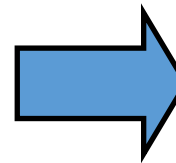
## Advertise with ALTA

### ALTA's Audience



### Sponsorship Opportunities

Throughout the year ALTA has some great opportunities for sponsors to advance their brand and meet their marketing objectives.



Download Our Latest Media Kit

Download Our Sponsor Pricing Spreadsheet

# Hosted Agent & Abstractor Program—\$2,500

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The Hosted Agent & Abstractor Program is an ALTA initiative designed to help our members continue to enjoy their bene-fits and stay engaged with the Association and other members by attending one of our annual conferences: ALTA SPRING-BOARD and ALTA ONE. For as little as \$2,500 you can help an ALTA Member.

In 2023 the program was funded through various ALTA committees and products. Those sponsoring the program become Hosts.

The program provides qualified Hosted Agents and Abstractors with steeply discounted registrations at all three of our annual conferences.

☒ To qualify for the program recipients must have a current membership and qualify as one of the following: Agent, Abstractor, or Real Estate Attorney membership with less than \$650 in dues.

- ◆ At ALTA ONE 2023 these ALTA departments contributed to this program and 11 members benefitted from their generosity



In return for their generosity, Hosts receive the following promotional opportunities::

- ◆ Acknowledgement by the ALTA President at the Ideas Festival at ALTA SPRINGBOARD and Omni Session and by the ALTA President elect at his inauguration on the last day of ALTA ONE.
- ◆ Any amount sponsored will count towards the ALTA Strategic Partner Program levels
- ◆ Acknowledgment in next years Media Kit
- ◆ The process for recipients to be selected for the program is outlined on our website: [www.alta.org](http://www.alta.org)

# The ALTA Good Deeds Foundation

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- ◆ Good deeds grow communities. The ALTA Good Deeds Foundation supports the charitable efforts of title professionals as they work to build and strengthen their local communities and exemplify the title industry's values of We Lead, We Deliver, We Protect.
- ◆ Through the end of 2022, the Foundation has awarded a total of \$739,000 to 125 different organizations throughout the country.
- ◆ Any contributions made to AGDF are separate from the ALTA partnership program levels.
- ◆ The Foundation is recognized as a tax-exempt organization under section 501(c)(3) of the Internal Revenue Code. The Foundation is registered under EIN: 85-2558405. Contributions to organizations with 501(c)(3) status may be tax deductible. Please consult your tax advisor to determine deductibility of this contribution.



[www.altagooddeeds.org/2023-donors](http://www.altagooddeeds.org/2023-donors)

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