



Signia by Hilton, Orlando Bonnet  
Creek, Orlando, FL

Tuesday, October 15th - Friday, October 18th, 2024

**2024 EXHIBITOR PROSPECTUS**

<https://portal.alta.org/exhibits/upcoming-exhibits>

# INTRODUCTION

## ALTA ONE?

- ◆ ALTA ONE is the one event that unites ALTA members through a shared purpose: to protect the property rights of homeowners and shape the future of the industry.
- ◆ 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, hot topics, and regulation changes.
- ◆ Vendor space located by event session rooms, food, and drinks in Market ONE.



## WHO WILL BE THERE?

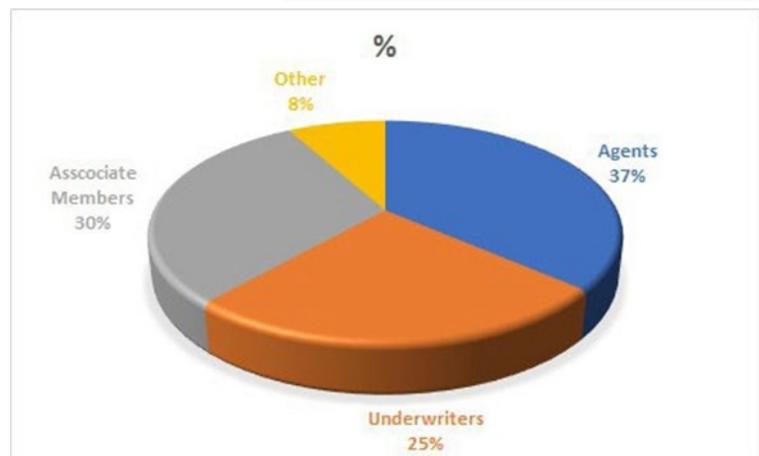
- ◆ Meet 1000+ title industry decision makers and influencers.

## OUR TYPICAL AUDIENCE

- ◆ 52 CEOs & Presidents
- ◆ 91 Other C-Suite Officers & Executives
- ◆ 48 Owners or Founders
- ◆ 232 Vice Presidents
- ◆ 65 Attorneys/Counsels/Partners

## WHY SHOULD I COME?

- ◆ Meet the Decision Makers!
- ◆ ALTA ONE is unique: Each year title industry professionals who attend ALTA ONE are qualified to make the decisions to purchase or recommend the purchase of your products and services.
- ◆ Networking Venues
- ◆ The event is designed to drive attendees into Market ONE for the best networking opportunities
- ◆ Demonstrate your Products and Services in dedicated demo sessions.



# VALUE!

## ALTA ONE—THE PLACE TO SEE AND BE SEEN

- ◆ **SHOW CASE INDUSTRY LEADERSHIP:** This is a great opportunity for your company to position itself as an industry leader: Gain visibility and recognition by being present among other top players in the field.

- ◆ **NETWORK AND COLLABORATION:** Two words: Networking and Collaboration: ALTA ONE is **THE** title industry's unique platform to connect with potential partners, clients, investors, and industry experts, fostering new business relationships and opening doors to future collaborations.



- ◆ **PRODUCT DEMONSTRATIONS:** Showcase your latest products, services, or innovations to a highly targeted audience of decision makers. Give potential customers a hands-on experience to see, touch, and interact with the offerings directly, leading to increased interest and potential sales.

- ◆ **MARKET RESEARCH AND INSIGHTS:** Understand where the market is going and what it wants: of gather market insights and competitor analysis from your target audience—in person. Gain a better understanding of industry trends, customer preferences, and emerging technologies through interactions with attendees *and* your competitors.

- ◆ **THOUGHT LEADERSHIP AND SPEAKING OPPORTUNITIES:** Share your expertise, insights, and success stories with a captive audience, positioning themselves as thought leaders in the industry.

- ◆ **BRAND EXPOSURE AND PUBLICITY:** Gain exposure and publicity opportunities that come with being an exhibitor: enjoy potential for media coverage, press releases, social media buzz, and exposure to a wide range of industry stakeholders.

- ◆ **LEAD GENERATION AND SALE OPPORTUNITIES:** Generate high-quality leads and sales conversions with attendees who make the spending decisions for their companies: Nothing beats face-to-face interactions with potential customers for better engagement, relationship building, and higher chances of closing deals.

- ◆ **COMPETITIVE ADVANTAGE:** Stay ahead of the competition by maintaining a strong presence at trade shows: Be visible and accessible to your target audience, showcasing their unique selling points and differentiating themselves from competitors.



# DATES AND TIMES

## WHEN & WHERE?

- ◆ Signia by Hilton, Orlando Bonnet Creek, Orlando, FL ("EVENT FACILITY")
- ◆ ALTA ONE ("EVENT") Dates: Tuesday, October 15th - Friday, October 18th, 2024 ("EVENT DATES")

Review the full conference schedule by visiting:  
[https:// www.meetings.alta.org/one/](https://www.meetings.alta.org/one/)

Tuesday, October 15 <sup>th</sup>	
10:00 a.m. – 3:00 p.m.	Exhibitor Move-In
3:15 p.m.	Briefing for Exhibitors
3:30 p.m. – 4:00 p.m.	1st Time & New Member Mixer with ALTA's CEO and Exhibitors
4:30 p.m. – 6:30 p.m.	Market ONE Opening Party
Wednesday, October 16 <sup>th</sup>	
7:30 a.m. – 8:30 a.m.	Breakfast in Market ONE
10:00 a.m. – 11:00 a.m.	Caffeine Break in Market ONE
11:30 a.m. – 1:30 p.m.	Lunch In Market ONE
1:45 p.m. – 2:30 p.m.	Networking Breaks in Market ONE
3:30 p.m. – 4:15 p.m.	
5:00 p.m. – 6:00 p.m.	Happy Hour in Market ONE
Thursday, October 17 <sup>th</sup>	
7:30 a.m. – 8:30 a.m.	Breakfast in Market ONE
10:00 a.m. – 11:00 a.m.	Caffeine Break in Market ONE
11:30 p.m. – 1:30 p.m.	Lunch in Market ONE
1:45 p.m. – 2:30 p.m.	Networking Break in Market ONE
3:30 p.m. – 4:30 p.m.	#SweetEndings in Market ONE
4:30 p.m.	Exhibitor Move-out*

- ◆ \*All exhibits must remain intact until the official closing hour of the exhibits as shown above. Exhibits must have staff/representatives available at the booth during show hours.
- ◆ Exhibitors may not begin dismantling exhibits before the Move-Out time as detailed above.

## IMPORTANT DATES

September 10th

- ◆ Cutoff date for hotel block bookings.
- ◆ Marketplace profile added/updated by Exhibitors

October 4th

- ◆ Exhibitor Registration Closes Final Orders Due to DECORATING COMPANY including all graphics.
- ◆ Final orders due to Hotel for AV, power etc.

October 23rd

- ◆ Post-event lists available upon request

## CONTACT DETAILS

Freeman Decorating Company ("DECORATING COMPANY")  
 Exhibitor Support: [dianner.vernon@freeman.com](mailto:dianner.vernon@freeman.com)

- ◆ Local Contact:
  - ◆ [Liz.Rodriguez-Muno@freeman.com](mailto:Liz.Rodriguez-Muno@freeman.com)
  - ◆ (407) 227-3245
- ◆ Hotel Address:
  - ◆ 14100 Bonnet Creek Resort Ln, Orlando, FL 32821
- ◆ AV Contact:
  - ◆ [austin.biggs@encoreglobal.com](mailto:austin.biggs@encoreglobal.com)
  - ◆ (574) 309-3032

## RESTRICTIONS

**Exhibits found dismantling before the move out time will be subject to additional penalties. See Restrictions in ALTA EXHIBITOR RULES AND REGULATIONS.**

**CANCELLATION POLICY: See ALTA EXHIBITOR RULES AND REGULATIONS**

# EXHIBITOR OPTIONS

To become an exhibitor companies must be an Associate Member: (join here: [www.alta.org/membership](http://www.alta.org/membership))



Member Price                      \$3,750                      Includes 2 Registrations

- ◆ Level 1 booths are simple 10'x10' pipe & drape enclosures found at most trade shows
- ◆ Exhibitors should bring their own booth equipment and have the option to rent tables and chairs from the DECORATING COMPANY



Member Price                      Regular \$6,000                      Includes 2 Registrations

- ◆ Level 2 booths are structured booths, option to purchase back wall custom graphics & furniture through DECORATING COMPANY
- ◆ All graphics are to be delivered by Exhibitor directly to DECORATING COMPANY quoting your booth number and contact details
- ◆ Regular and Premium Level 2 booths are differentiated by their location in Market ONE



Member Price                      Regular \$16,500                      Includes 3 Registrations  
Elite Providers & Strategic Partners \$16,000

- ◆ Includes furniture & custom graphics
- ◆ All graphics are to be delivered by Exhibitor directly to DECORATING COMPANY quoting your booth number and contact details



Member Price                      Regular \$21,500                      Includes 4 Registrations  
Elite Providers & Strategic Partners \$21,000

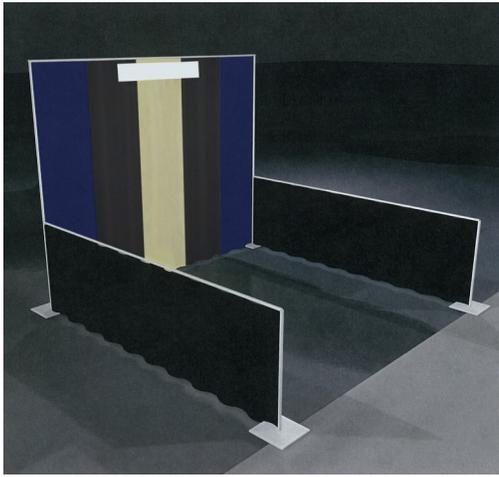
- ◆ Includes furniture & custom graphics
- ◆ All graphics are to be delivered by Exhibitor directly to DECORATING COMPANY quoting your booth number and contact details

All Booths: Exhibitors may hand carry small packages to their booths but must use the DECORATING COMPANY for heavy items. All shipments of heavier items are to be made via DECORATING COMPANY, from whom a quote for handling fees should be obtained

# EXHIBITOR OPTIONS

To become an exhibitor companies must be an Associate Member: (join here: [www.alta.org/membership](http://www.alta.org/membership))

All exhibit graphics, furniture and equipment is to be order through Exhibitor Support: [dianner.vernon@freeman.com](mailto:dianner.vernon@freeman.com)



## Level 1

- ◆ Standard Pipe and Drape enclosure
- ◆ Booth Specifications: 10'X10'
- ◆ Level 1 booths do not come with furniture – these must be provided by either the Exhibitor or ordered from the DECORATING COMPANY
- ◆ Typically floor covering is hotel carpet, exhibitors may bring own coverings if desired
- ◆ Standard booth equipment such as pop-up displays, stretch tension fabric SEG frames will fit in Level 1 booths

## Level 2 (Regular & Premium)



- ◆ Option to purchase back wall custom graphics from DECORATING COMPANY
- ◆ Booth Specifications: 10'X10' 8' high X 3m wide Event collection wall without graphics, included: 1m high X 2m long shared side walls
- ◆ Level 2 booths do not come with furniture – these must be provided by either the Exhibitor or ordered from the DECORATING COMPANY
- ◆ Exhibitors are cautioned that regular 8'X10'(height x width) standard booth equipment such as pop-up displays, stretch tension fabric SEG frames will not fit in Level 2 booths
- ◆ Booth rear panel dimensions for graphics: 117.1875"w x 95.1875"h
- ◆ When sending graphics files to DECORATING COMPANY file size must not exceed 200MB

Graphics files must be uploaded to the DECORATING COMPANY'S website. Graphics sent as an email attachment or as a link back to the Exhibitors site will not be accepted.

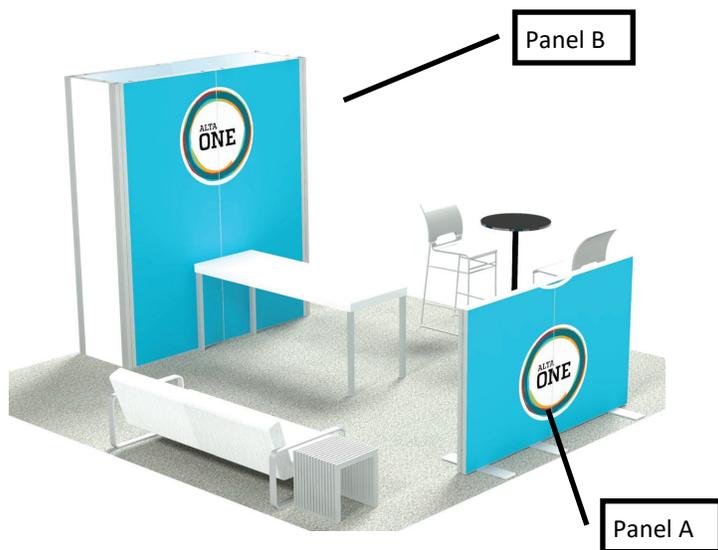
## All Level Booths:

- ◆ TVs and displays including racking and any brackets to support such items and installation are not provided and should be ordered from the DECORATING COMPANY
- ◆ Electricity and Ethernet are not included, Exhibitors should work with the hotel for these services.
- ◆ All graphics are to be delivered by Exhibitor directly to DECORATING COMPANY quoting your booth number and contact details - these MUST be delivered to DECORATING COMPANY before the cutoff date - else a 20% surcharge may be applied
- ◆ Exhibitors may hand carry small packages to their booths but for heavy items see below
- ◆ All shipments of heavier items are to be made via DECORATING COMPANY, Exhibitors should obtain a quote for handling fees

# EXHIBITOR OPTIONS

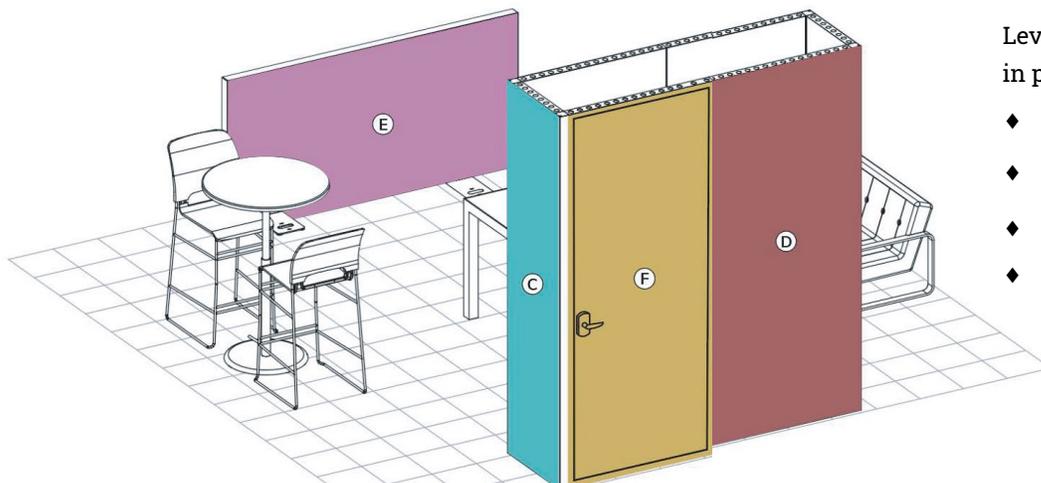
To become an exhibitor companies must be an Associate Member: (join here: [www.alta.org/membership](http://www.alta.org/membership))

All exhibit graphics, furniture and equipment is to be order through Exhibitor Support: [dianner.vernon@freeman.com](mailto:dianner.vernon@freeman.com)



## Level 3

- ◆ Includes furniture and custom graphics to be submitted to from DECORATING COMPANY BEFORE cut-off date
- ◆ Booth Specifications: 15'X15' Tier 3 Booth which includes: 8' high X 2m wide X 1/2m long storage room with inset graphics on front and back, 1m high X 2m wide divider front wall with single-sided inset graphics • One (1) Naples sofa, one (1) Regis end table, one (1) Ventura powered bar table, one(1) SoHo black-top bistro table, two (2) Limerick stools, one (1) wastebasket, 15'X15' tuxedo carpet
- ◆ When sending graphics files to DECORATING COMPANY file size must not exceed 200MB
- ◆ Panel A: 78.125"w x 39.063h
- ◆ Panel B: 83"w x 95.188"h



## Level 3 Additional Graphics not included in price

- ◆ Panel C: (2) 24.438" x 95.188"h
- ◆ Panel D:(1) 41.5"w x 95.188"h
- ◆ Panel E: (1) 78.125"w x 39.063"h
- ◆ Panel F: (1) 35.688"w x 92.063"h

Graphics files must be uploaded to the DECORATING COMPANY'S website. Graphics sent as an email attachment or as a link back to the Exhibitors site will not be accepted.

## All Level Booths:

- ◆ TVs and displays including racking and any brackets to support such items and installation are not provided and should be ordered from the DECORATING COMPANY
- ◆ Electricity and Ethernet are not included, Exhibitors should work with the hotel for these services.
- ◆ All graphics are to be delivered by Exhibitor directly to DECORATING COMPANY quoting your booth number and contact details - these MUST be delivered to DECORATING COMPANY before the cutoff date - else a 20% surcharge may be applied
- ◆ Exhibitors may hand carry small packages to their booths but for heavy items see below
- ◆ All shipments of heavier items are to be made via DECORATING COMPANY, Exhibitors should obtain a quote for handling fees

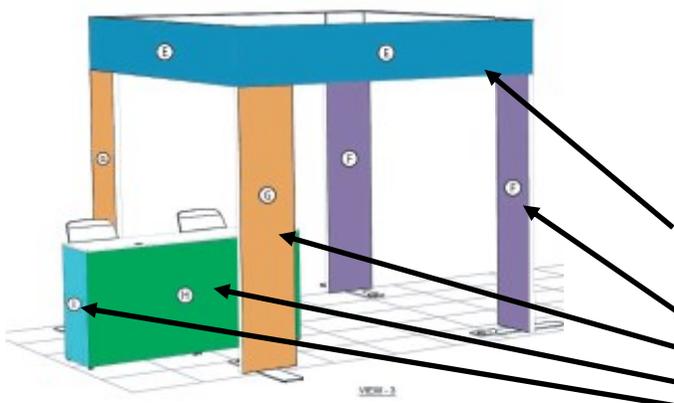
# EXHIBITOR OPTIONS

To become an exhibitor companies must be an Associate Member: (join here: [www.alta.org/membership](http://www.alta.org/membership))

All exhibit graphics, furniture and equipment is to be order through Exhibitor Support: [dianner.vernon@freeman.com](mailto:dianner.vernon@freeman.com)



- ◆ Level 4
- ◆ Includes furniture and custom graphics to be submitted to from DECORATING COMPANY BEFORE cut-off date
- ◆ Booth Specifications: 20'X20' Tier 4 Booth which includes: Four (4) 1/2m X 10' high columns with four (4) 3m X 1m high headers with graphics, 2m long charging cabinet, Two (2) Naples sofas, one (1) Regis end table, one (1) Ventura powered bar table, six(6) Limerick stools, one (1) wastebasket; and 20'X20' tuxedo carpet
- ◆ When sending graphics files to DECORATING COMPANY file size must not exceed 200MB
- ◆ Panel E: (4) 114.75"w x 19.5"h Included  
Optional graphics at additional cost  
Left white if graphics not ordered
- ◆ Panel F: (4) 19.25"w x 94.938"h Outer Panel
- ◆ Panel G: (4) 19.25"w x 94.938"h Inner Panel
- ◆ Panel H: (1) 78.375"w x 38.75"h
- ◆ Panel I: (2) 19.84"w x 38.75"h



Graphics files must be uploaded to the DECORATING COMPANY'S website. Graphics sent as an email attachment or as a link back to the Exhibitors site will not be accepted.

## All Level Booths:

- ◆ TVs and displays including racking and any brackets to support such items and installation are not provided and should be ordered from the DECORATING COMPANY
- ◆ Electricity and Ethernet are not included, Exhibitors should work with the hotel for these services.
- ◆ All graphics are to be delivered by Exhibitor directly to DECORATING COMPANY quoting your booth number and contact details - these MUST be delivered to DECORATING COMPANY before the cutoff date - else a 20% surcharge may be applied
- ◆ Exhibitors may hand carry small packages to their booths but for heavy items see below
- ◆ All shipments of heavier items are to be made via DECORATING COMPANY, Exhibitors should obtain a quote for handling fees

# EXHIBITOR GRAPHICS ORDERING AND SHIPPING

To become an exhibitor companies must be an Associate Member: (join here: [www.alta.org/membership](http://www.alta.org/membership))

All exhibit graphics, furniture and equipment is to be order through Exhibitor Support: [dianner.vernon@freeman.com](mailto:dianner.vernon@freeman.com)

## Graphics: IMPORTANT NOTICE

- ◆ When an Exhibitor elects to have graphics for their booth manufactured and installed by the DECORATING COMPANY, all graphics files MUST be uploaded to their website. Please note that sending graphics as an attachment to an email does not constitute uploading a file and as such will not be received as an order by the DECORATING COMPANY.

## Shipping: (888) 508-5054

To avoid delays and lost packages, all Exhibitor shipments MUST be shipped via the DECORATING COMPANY and NOT shipped or addressed to ALTA onsite.

Unless carried by Exhibitor<sup>(1)</sup> all exhibit items are shipped through the DECORATING COMPANY as follows:

- ◆ Advance Warehouse – it is highly recommended that you ship to the Advance Warehouse to ensure your shipment will be in your booth when the move-in begins.
- ◆ Show Site – you may always ship direct to show site. Please make sure to check the required delivery date as items may be turned away if shipped before assigned date.
- ◆ Shipping Labels – please make sure the Shipping Labels are attached to each piece of your shipment. Designated each label for the Advance Warehouse and Show Site.
- ◆ Material Handling – a material handling charge will be applied to all shipments sent c/o Freeman. See website for pricing.
- ◆ Access DECORATING COMPANY'S online catalog pricing and availability.
- ◆ (1) Exhibitor is responsible for any storage and transportation
- ◆ At the end of the EVENT Exhibitors must ensure they have made arrangements for any and all items left in booths to be collected and shipped, otherwise they may be considered as abandoned.

### Advanced Warehouse – Shipping:

Ship early to avoid delays and save money. Freeman will accept crated, boxed or skidded material beginning September 16, 2024. October 08, 2024 will be received at the warehouse with an additional "after deadline charge"

Exhibiting Company/Booth Number

ALTA ONE 2024

C/O Freeman

10088 General Dr

Orlando, FL 32824, USA

Warehouse Begin Accepting - 30 days from exhibitor move in (8AM)

Warehouse Advance Freight Deadline - 5 business days from exhibitor move in (3:30 PM)

### Ship to Show – Shipping:

Freeman will receive shipments at the exhibit facility beginning October 15, 2024. Shipments arriving before this date may be refused by the facility.

Exhibiting Company/Booth Number

ALTA ONE 2024

Signia by Hilton Orlando Bonnet Creek

C/O Freeman

14100 Bonnet Creek Resort Ln

Orlando, FL 32821, USA

Show Site Receiving - Exhibitor Move in Day (8AM)

Deadline for Accepting Show Site Deliveries - Day show opens

# CAMPUS MAP



Strategic Partners receive first choice in booth selection as part of their continuing support of ALTA.

To reserve booth space:

- ◆ Review rules and regulations on the at the end of this document
- ◆ Select booth space and issue payment: <https://portal.alta.org/exhibits/upcoming-exhibits>
- ◆ Add or update your ALTA Marketplace profile: <https://www.alta.org/marketplace/>
- ◆ Exhibitors must note that upon using the booth selection tool at [www.alta.org](http://www.alta.org) to select and pay for a booth at the EVENT they are agreeing to the Rules and Regulations for this EVENT as on the following pages of

# EXHIBIT BOOTH SELECTION

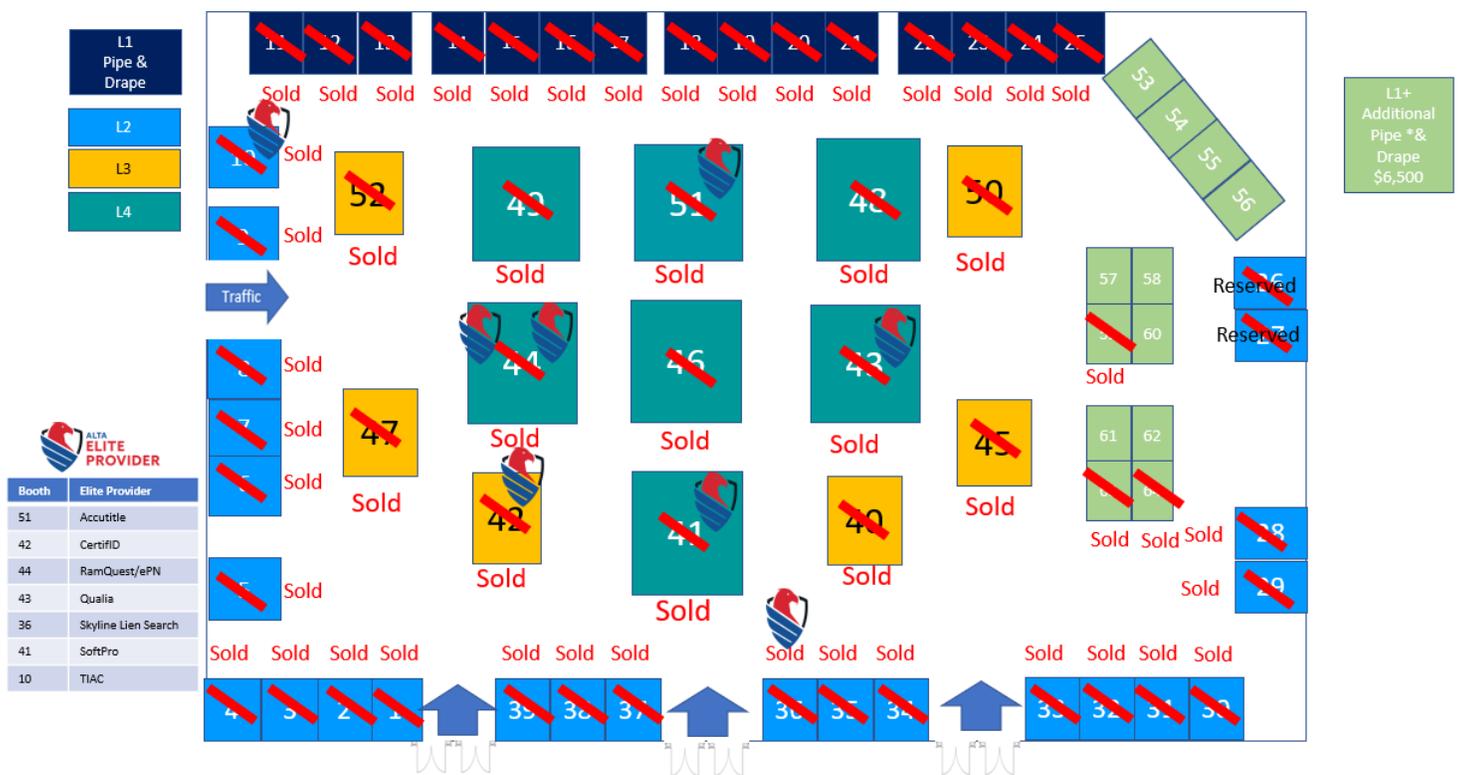
To become an exhibitor companies must be an Associate Member: (join here: [www.alta.org/membership](http://www.alta.org/membership))

Order your booth here: <https://portal.alta.org/exhibits/upcoming-exhibits>

All exhibit graphics, furniture and equipment is to be order through Exhibitor Support: [dianner.vernon@freeman.com](mailto:dianner.vernon@freeman.com)

## Market ONE:

An exhibit hall experience that helps break down the barrier between the vendors and attendees to aid in the flow of conversation and create high energy throughout the week.  
Not to scale



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# ELITE PROVIDER PROGRAM

Contact: [EliteProvider@alta.org](mailto:EliteProvider@alta.org) for more information.

## What is stopping you from becoming an Elite Provider?



ALTA Elite Provider is an industry recognition awarded to a select group of members that have demonstrated their commitment to providing high- quality services to the title industry.

- Increased visibility & brand recognition: ALTA promotes Elite Providers on the website, through social media, in industry publications, press releases, in the Marketplace directory, and more.
- Reputation: Being recognized as an Elite Provider enhances your reputation and differentiates your company from competitors. It gives you special consideration for speaking engagements or article submissions.
- Booth Branding: Being recognized as an Elite Provider in Market ONE at ALTA ONE enhances your reputation and differentiates your company from competitors.

The benefits of being an Elite Provider are numerous and can help take your company to the next level.

Contact: [EliteProvider@alta.org](mailto:EliteProvider@alta.org) for more information.



# ALTA EXHIBITOR RULES AND REGULATIONS (PAGE 1 OF 3)

1. APPLICATION AND ELIGIBILITY: The application for booth space at the Exhibition must (i) be made on the printed form to which these Terms and Conditions are attached, (ii) contain the information as requested, and (iii) be executed by an individual who has the authority to act for the Exhibitor. The American Land Title Association ("ALTA") reserves the absolute right to decline any application for space for any reason, including without limitation if, in ALTA's judgment, the products or services to be shown or demonstrated are not applicable to the title, mortgage or real estate businesses, are inconsistent with the stated purposes of ALTA or the interests and welfare of its members, or are unreasonably duplicative of services or products offered by or available from ALTA or any of its affiliates or subsidiaries. ALTA reserves the right, in its sole discretion, to limit the types of companies and products represented at the Exhibition, to accept or reject applications, and to assign or reassign booth space as it deems appropriate. ALTA reserves the right in its sole discretion to restrict, prohibit, evict any Exhibitor or Exhibitor personnel not complying with these terms and conditions.

2. CHARACTER OF EXPOSITION: Each Exhibitor agrees to operate its exhibit in a manner that is keeping with the character and spirit of the Exposition. Exhibitor agrees to exhibit only products and services made available by the Exhibitor in the regular course of its business with companies eligible for membership in ALTA. Exhibitor agrees to not utilize its exhibit to denigrate ALTA, its members or another Exhibitor. Further, Exhibitor agrees not to operate its exhibit in a manner that detracts from the general character of the convention. ALTA reserves the right to take the following actions in its sole discretion to close any exhibit, instruct security to remove exhibit personnel or order the removal of any audio visual device if an Exhibit is found to be too loud, disruptive, disturbs other exhibits or violates this Contract.

3. FLOOR PLAN & BOOTH SIZE: Classification of exhibits and assignment of space in the Exposition will be determined by ALTA in its sole discretion, and due to the great number of companies exhibiting similar or related product lines, ALTA cannot guarantee that a company exhibiting similar products (including an Exhibitor's competitor) will not be located in a nearby or adjoining booth space. Every effort will be made by ALTA to maintain the general configuration of the floor plan and booth size for the Exhibition as outlined in the prospectus. However, ALTA reserves the right to modify the plan if necessary, as determined solely by ALTA. ALTA will provide written notice to any Exhibitor whose booth space is affected by any change in floor plan.

#### 4. BOOTH DISPLAY AND EQUIPMENT:

A) OFFICIAL DECORATOR: The official decorator for the EVENT, the "EVENT MANAGEMENT COMPANY" is appointed solely by ALTA, and is detailed herein above.

B) EXHIBIT ARRANGEMENT: Exhibit shall be arranged to not obstruct the general view nor hide other exhibits. No exhibits will be permitted to interfere with the use of other exhibits or impede access to them or the free use of aisles. Plans for specially built designs not in accordance with regulations should be submitted in writing to ALTA's Director of Vendor Relations before construction is ordered.

C) BACK WALLS: Regular and specially built back walls including signs may not exceed an overall height of 8'. The 8' height restriction applies to all booths. Side rail dividers, between booths, should not exceed 38" in height.

D) SIGHT LINES: To provide each exhibitor with unobstructed sight lines from aisles, booths are restricted in the dimensions of their walls. Standard booths are restricted in that their side wall "wings" can only be 8' high in the part of the exhibitor's space that is 5' from the aisle line. The remaining 5-foot side rails are restricted to a 4' height. Similarly, exhibit furniture or fixtures more than 4' high must be located behind this 5' sight line. For a peninsula booth that is surrounded on three sides by aisles, these sight line restrictions also apply, i.e. when the booths adjoin on the end of a row, an 8' back wall can be no more than 10' wide set in the center of the two booth.

E) COMBUSTIBLES: Literature on display shall be limited to reasonable quantities. Reserve supplies shall be kept in closed containers and stored in a neat and compact manner. No flammable liquids are allowed in the building. Painting or spraying of toxic or flammable materials is prohibited. Smoking is prohibited in all areas except those designated by the Fire Department. These areas shall be equipped with ashtrays and receptacles designed for discarded smoking materials.

F) PROTECTION OF FACILITY: Nothing shall be posted on, or tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the Exposition Facility without permission from the proper building authority. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with direction of ALTA, or the Event Management Company. Exhibitor assumes all responsibility for compliance with all federal, state, and local regulations and ordinances, including those covering fire, safety, and health. All exhibit equipment and materials must be located within the booth and be protected by safety guards and devices where necessary. Only fireproof materials may be used in displays and necessary fire precaution shall be taken by the Exhibitor. Required exit doors, exit lights, fire alarm sending stations, wet standpipe hose cabinets and fire extinguisher locations shall not be concealed or obstructed by any decorative material. Electrical wiring must conform to all federal, state, and local government requirements, including the National Electric Code safety rules. If the premises are defaced or damaged by an act of negligence by any Exhibitor, its agents, or guests, the Exhibitor will pay the sum deemed necessary for complete restoration to previous conditions.

G) FLAME RETARDANT MATERIALS: All decorations, drapes, signs, banners, sails, acoustical materials, hay, straw, moss, split bamboo, plastic cloth, and similar decorative materials shall be flame-retardant to the satisfaction of the Fire Department by either a State Fire Marshall's certification of flame retardancy or the ability to pass a field flame test; however, nothing in this section shall be held to prohibit the display of saleable goods permitted and offered for sale. a. When used as interior wall or ceiling finish, carpeting and similar materials having a napped, tufted, looped or similar surface shall have a Class 1 flame-spread classification. Any material having a brushed or napped finish, such as but not limited to carpeting materials, shall have a flame spread rating of not more than 25 regardless of location or occupancy. b. Unframed rigid combustible decorative material and assemblies of materials not more than 1/4 inch in thickness used for folding doors, room dividers, decorative screens, and similar applications and which are installed with all edges protected shall conform to the following: All exposed edges shall be protected with frames of metal or other noncombustible material, or solid wood of minimum 1/4 inch dimension. The total square foot area of the material shall not exceed 10% of that of the floor area of the room/ booth in which material is installed.

# ALTA EXHIBITOR RULES AND REGULATIONS (PAGE 2 OF 3)

## 5. BOOTH OPERATIONS:

A) HOURS OF OPERATION: ALTA may from time to time promulgate such reasonable regulations governing the hours of access to displaces and eligibilities for admission. All exhibits must remain intact until the official closing hour of the exhibits. Dismantling of exhibits begins at or after the official close of the Exhibit Facility as outlined in the conference program. ("Official Closing Hour"). If Exhibitor begins dismantling before Official Closing Hour such date Exhibitor will be subject to a \$1,000.00 fine and will receive last selection for exhibit booth space for Exhibitor's next exhibiting event. Exhibitor shall not be liable for early dismantlement that is necessary as a result of causes beyond Exhibitor's reasonable control, including but not limited to acts of God, war, strikes or labor disputes, embargoes, government orders or any other force majeure event.

B) SALES: Direct over the counter cash sales will be permitted. Exhibitor is responsible for collecting and remitting taxes in accordance with federal, state, and local requirements.

C) PRIZE DRAWINGS: Exhibitors may hold prize drawings at their individual booths as desired.

D) MUSIC: In general, Exhibitors may use sound equipment in their booth as long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other devices must be positioned so as to direct sound into the booth rather than into the aisle. SOUND and NOISE MAY NOT EXCEED 80 DECIBELS. In the event Exhibitor plays recorded music in its assigned booth, Exhibitor warrants that it will have obtained appropriate licenses and the authority to use such copyrighted music, and that it will comply with all terms and conditions of said licenses.

E) PROMOTIONAL MATERIALS: Exhibitors shall not distribute to the persons attending the Exposition and the related conference any printed matter, including without limitation, company specific promotional materials; and complimentary newspapers and other periodicals; samples; souvenirs and the like, except from within rented exhibit space. Distribution from booth-to-booth, or in the aisles, is forbidden, and Exhibitors must confine their exhibit activities to the leased space. Exhibitor warrants further that it is the sole owner of all copyrighted materials appearing in its booth space, or in the alternative, that it has obtained appropriate licenses to display such materials.

F) BALLOONS: ALTA and Exposition Facility must approve all helium balloons. Exhibitor agrees not to use any materials, including balloons, on EVENT FACILITY property that will injure, mar, or in any manner deface any surface or any equipment contained herein.

6. EXHIBIT RESERVATION, PAYMENT & CANCELLATION: Reservations will be made with a 100% booth deposit for each exhibit space requested. If Exhibitor's booth choices are not available, space will be assigned which is most similar to the Exhibitor's first choice in location. The exhibit balance is due in full by October 1, of the EVENT YEAR. If the balance is not received by October 1, of the EVENT YEAR, ALTA may resell, reassign, or reuse the space. Any cancellation must be made in writing to the Director of Vendor Relations. If notification is received prior to August 24, of the EVENT YEAR, ALTA will refund 40% of the amount paid. Cancellations after August 26, of the EVENT YEAR obligates the Exhibitor to payment of the full rental amount and forfeiture of all monies paid. No booth refunds will be issued after August 26, of the EVENT YEAR. No Exhibitor will be permitted to erect a display until space rental is paid in full. Make checks payable to the American Land Title Association.

D) EXHIBITOR'S REPRESENTATIVE: The Exhibitor will name ONE individual as its duly authorized representative, to have charge of the exhibit, and hereby accepts and assumes responsibility for such representative, or alternates, being in attendance at its exhibit throughout exhibit periods.

8. FAILURE TO OCCUPY SPACE: Any space not occupied by one hour prior to the opening of the Exhibit Facility to conference attendees as outlined in the conference program will be forfeited by Exhibitor, and its space may be resold, reassigned, or used by ALTA without refund of rental price, unless arrangements for delayed occupancy have received prior written approval by ALTA. If a crated, constructed display is not set up by the time outline above it is agreed ALTA reserves the right to authorize setup, using resources of its choice and the cost for such service will be charged to the Exhibitor, which may or may not include additional overtime charges, at ALTAs sole discretion, and the Exhibitor hereby agrees to pay such charges upon receipt of an invoice from ALTA.

9. CANCELLATION OF EVENT: In the event of cancellation or postponement of the EVENT due to fire, strikes, government relations, or other causes beyond the control of the ALTA may, at its sole discretion refund as large a portion of the exhibit fee as it deems consistent with the expenditures and commitments already made.

10. LIABILITY INSURANCE: Neither the ALTA, the employees, contractors and or subcontractor thereof, the EVENT FACILITY nor their officers, agents, employees, assigns and contractors, DECORATING COMPANY the employees thereof, nor any member of ALTA will be responsible for any injury, loss, or damage that may occur to the Exhibitor or the Exhibitor's employees or property, prior, during, or subsequent to the period covered by the exhibit contract, provided said injury, loss, or damage is not caused by the gross negligence or willful misconduct of one or more of the aforementioned parties. The Exhibitor expressly releases the foregoing names, associations, individuals, committee, and firms from any agreement to indemnify same against any and all claims for such loss, damage, or injury. It is agreed expressly that neither ALTA nor EVENT FACILITY, nor DECORATING COMPANY shall be held liable or accountable for any losses, damages, or injuries which may be sustained or incurred by any person whomsoever, who may be on the premises leased by or assigned to any Exhibitor, including (but not limited to) any agent, employee, or representative of any Exhibitor. The Exhibitor expressly agrees that he will hold, keep, save harmless, and indemnify ALTA, EVENT FACILITY or, DECORATING COMPANY from any and all such claims. The Exhibitor agrees to protect, save, and keep ALTA, EVENT FACILITY forever harmless from any damage or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of the Exhibitor or those holding under the Exhibitor. The Exhibitor shall at all times protect, indemnify, save, and keep harmless ALTA, EVENT FACILITY against and from any and all loss, cost, damage, liability, or expense arising from or out of or by reason of said Exhibitor's occupancy and use of the exhibition premises or a part thereof.

11. SHIPPING & STORAGE: The EVENT FACILITY has no facilities for the storage of exhibits or exhibit materials. All shipments for an exhibit must be directed to EVENT MANAGEMENT COMPANY. Shipping instructions will be included in the Exhibitor's Service Kit to be disseminated following your space confirmation. Shipments to the EVENT FACILITY will be directed to EVENT MANAGEMENT COMPANY warehouse for storage and delivery to the Exhibitor's booth at show time, at the Exhibitor's expense. The authorized

# ALTA EXHIBITOR RULES AND REGULATIONS (PAGE 3 OF 3)

drayage company will provide (30) days free storage prior to show dates when the incoming freight is prepaid and consigned to the Exhibitor's booth.

12. LABOR: Union labor, depending on this site, building, and contractor requirements, may be required. If required, the Exhibitor shall comply with all labor union rules and regulations.

13. POWER: It is understood that the EVENT FACILITY is solely responsible for supplying power for building housing the Exhibit Facility. Proper and reasonable care shall also be taken to prevent the interruption of power services during the convention. The Director of Vendor Relations or ALTA shall not be held responsible for late installation or interruption of any services that may occur.

14. SECURITY: Twenty-four hour security will be provided under contract from move-in through move-out. Reasonable precautions will be taken to protect property, but ALTA cannot and does not ensure the safety of persons or the protection of property. ALTA will not be liable for any loss or damage to person or property hereunder

15. GOVERNING LAW AND FORUM. This Contract shall be governed by, construed and enforced according to the laws of the District of Columbia (excluding its choice of law rules). The parties hereby agree to submit themselves to the personal jurisdiction of the courts of Washington, D.C., which shall be the exclusive venue for any disputes relating to this Contract.

16. AMERICANS WITH DISABILITIES ACT REQUIREMENTS. Exhibitor agrees to comply with applicable requirements of the Americans with Disabilities Act and its regulations and guidelines (collectively "the ADA") and agrees to hold ALTA harmless from and against all claims that may be brought against Exhibitor on the basis of Exhibitor's noncompliance with ADA requirements. All Exhibitor personnel who may need special assistance or auxiliary aids pursuant to the ADA should be made known to ALTA as soon as possible.

17. USE OF EXHIBITOR'S NAME. Exhibitor grants ALTA a limited, non-exclusive, revocable license to use Exhibitor's name, acronym, and logo for the purpose of identifying and acknowledging Exhibitor's participation in the Exposition. In the event this Contract is terminated following the commencement of the Exposition promotional activities, the parties agree to nonetheless cooperate to the extent necessary to avoid interruption of the Exposition which may include continued use of Exhibitor's name in printed materials related to the Exposition.

18. INDEMNITY: Exhibitor agrees to defend, indemnify, save and hold ALTA, its officers, directors, representatives, members, contractors, employees and agents harmless from and against all claims, liabilities, damages, causes of action, losses, costs and expenses, including, without limitation, reasonable attorneys' fees, brought against ALTA arising out of (i) any alleged breach of the warranties made in this Agreement, and (ii) any other claim that activity by Exhibitor breaches the intellectual property rights of any third party. This section will survive the expiration or termination of this Contract.

19. RESERVATION OF RIGHT TO MAKE CHANGES: Any matters not specifically covered herein are subject to decision by ALTA. ALTA reserves the right to make such changes, amendments and additions to these terms as are considered advisable for the proper conduct of the Exhibition, with the provision that Exhibitor will be advised in writing of such change.

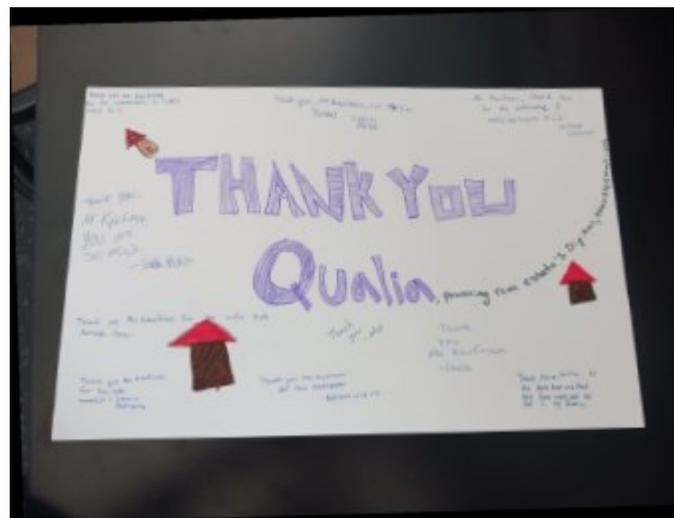
20. NO WAIVER OF RIGHTS. All waivers must be made in writing, and failure at any time to require the other party's performance of any obligation under this Contract will not affect the right subsequently to require performance of that obligation. No waiver or any breach of any provision of this Contract will be construed as a waiver of any continuing or succeeding breach of such provision or a waiver or modification of the provision.

21. SEVERABILITY. In the event that any of the provisions of this Contract are held to be unenforceable by a court or arbitrator, the remaining portions of this Contract will remain in full force and effect, but only to the extent that giving effect to the remaining provisions hereof is in accordance with the intent of the parties.

22. NO WAIVER OF RIGHTS. All waivers must be made in writing, and failure at any time to require the other party's performance of any obligation under this Contract will not affect the right subsequently to require performance of that obligation. No waiver or any breach of any provision of this Contract will be construed as a waiver of any continuing or succeeding breach of such provision or a waiver or modification of the provision.

# ALTA CARES

As you wind up your ALTA ONE experience and pack to go home if you have any left over note-books, pens, pencils and other things that could be useful to schools for class, let us know. We will box and ship them to a school to help supplement classroom supplies. Last year in St Louis in March 2023, Qualia partnered with us to ship a handful for their leftover note-books to 7th Grade students at the Jubilee Academy, Highland Hills, in San Antonio, Texas.



## SPONSORSHIP & ADVERTISING OPPORTUNITIES

ALTA ONE offers companies the opportunity to promote their brands at its events.

### Sponsorships

We have a wide range of sponsorship options all at competitive prices. As sponsorship opportunities often sell out quickly we post the full list of all sponsorship opportunities in our Media Kit on ALTA's website:

<https://www.alta.org/about/advertise-with-alta.cfm>

### Advertise with ALTA!

Don't miss out on advertising with ALTA, check out the ALTA Advertising Products Guide:

<https://www/alta.org/about/advertise-with-alta.cfm>

