

Business Strategies CONFERENCE



LOUISVILLE
kentucky

MARCH 25 - 27, 2012
MARRIOTT LOUISVILLE

2012 EXHIBITOR PROSPECTUS

Attention Exhibitors!

Looking for your target market? Then look no further than the ALTA 2012 Business Strategies Conference in Louisville, KY!

There are more than 250 reasons to exhibit at the ALTA Business Strategies Conference.

250+ Title Professionals

The Business Strategies Conference gives you an opportunity to meet face-to-face with more than 250 professionals in the land title industry.

Meet the Decision Makers

The title industry professionals who attend the ALTA Business Strategies Conference make the decisions to purchase or recommend the purchase of services and products that you exhibit.

Hotel

Louisville Marriott Downtown

280 West Jefferson Street
Louisville, KY 40202



Reservations

Visit www.alta.org/meetings for web reservations or call 1-800-266-9432 and let them know you are with ALTA.

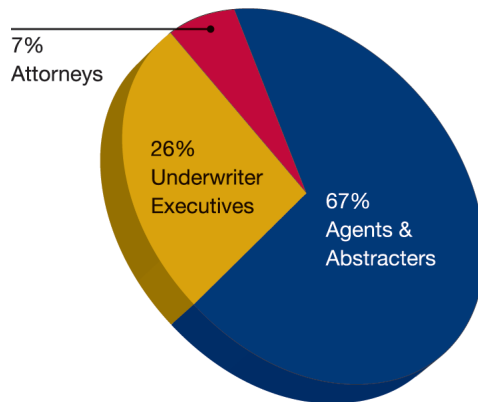
Rates: \$129 per night *(not including room taxes and fees)*

By booking your room at our host hotel, Louisville Marriott Downtown, which is in the heart of downtown Louisville, you are receiving a special discounted room rate. And, as a large group, we also receive discounts that allow us to provide an affordable conference experience. By staying at our host hotel, you are helping the association. Also, committing to a certain number of rooms allows us to negotiate the use of meeting space at a discount, which allows us to keep registration rates lower.

Networking

ALTA trade shows provide an excellent opportunity to network with existing customers and establish new relationships.

ALTA Business Strategies Conference Attendees are:



Air Travel:

Louisville International Airport (SDF) is the closest airport to the Louisville Marriott Downtown. The Louisville Airport is home to the UPS global air hub and services a variety of major air carriers. The airport services carriers that have over twenty eight non-stop and suitable connection flights to cities worldwide. Located centrally in the city and just ten minutes from downtown, Louisville International Airport is the most convenient airport for those attending the 2012 Business Strategies Conference.

American Airlines and Continental are the official air carriers for ALTA Meetings and offer discounts to ALTA members.

For airline reservations with American Airlines, please call (800) 433-1790 (a \$10 fee applies for reservations made via telephone) or visit www.aa.com and enter the promotional code **2632DH**.

For airline reservations with Continental, book online at www.continental.com and enter your Offer Code **ZM8G575560** in the Offer Code box.


The convenience of downtown Louisville makes a car unnecessary, but ALTA has secured car rental discounts with Avis. Should you need a car, please call (800) 331-1600 or visit www.avis.com and enter the Avis Worldwide Discount Number **D833367**.

Schedule-at-a-Glance

SUNDAY, MARCH 25, 2012

- 9:00 a.m. – 4:00 p.m. Agents & Abstracters Forum (*Separate Registration*)
- 12:00 p.m. – 5:00 p.m. Exhibitors Move-in
- 1:00 p.m. – 4:30 p.m. Membership & Organization Committee Meeting
- 1:00 p.m. – 3:00 p.m. Technology Committee Meeting
- 3:00 p.m. – 5:00 p.m. Real Property Records Committee Meeting
- 5:30 p.m. – 7:00 p.m. Exhibit Showcase Opening Reception

MONDAY, MARCH 26, 2012

- 8:00 a.m. – 9:00 a.m. Continental Breakfast in the Exhibit Showcase
- 8:00 a.m. – 9:00 a.m. Vendor Demo Sessions
- 9:15 a.m. – 10:45 a.m. General Session
- 11:00 a.m. – 12:15 p.m. Professional Development Sessions (*4 tracks*)
- 12:15 p.m. – 2:00 p.m. Lunch in the Exhibit Showcase
Sponsored by 
- 12:30 p.m. – 1:30 p.m. Hosted Roundtable Discussions
- 2:15 p.m. – 3:30 p.m. Professional Development Sessions (*4 tracks*)
- 3:45 p.m. – 5:00 p.m. Professional Development Sessions (*4 tracks*)
- 5:00 p.m. – 6:30 p.m. Happy Hour Reception in the Exhibit Showcase

TUESDAY, MARCH 27, 2012

- 7:30 a.m. – 9:00 a.m. Continental Breakfast in the Exhibit Showcase
Sponsored by  *First American*
- 9:00 a.m. – 10:30 a.m. General Session
Sponsored by 
- 10:45 a.m. – 12:00 Noon Professional Development Sessions (*4 tracks*)
- 12:00 Noon – 2:00 p.m. Closing Luncheon
- 2:00 p.m. – 3:00 p.m. Vendor Demo Sessions
- 12:00 Noon – 5:00 p.m. Forms Committee Meeting

WEDNESDAY, MARCH 28, 2012

- 9:00 a.m. – 5:00 p.m. Forms Committee Meeting

THURSDAY, MARCH 29, 2012

- 9:00 a.m. – 12:00 Noon Forms Committee Meeting

THANK YOU TO OUR CORPORATE SPONSORS AND STRATEGIC PARTNERS

Platinum Sponsors



First American



Gold Sponsors



stewart

If you would like to find out more about our corporate sponsorships and strategic partner opportunities, please contact, Nicole Strazzara at 202-296-3671 Ext. 225 or e-mail: nstrazzara@alta.org

Exhibit Hall Layout

Important Deadlines

02/03/2012

Pre-convention list available

02/24/2012

Vendor session proposals due

03/01/2012

Camera-ready logo and/or advertisement artwork due.

Any advertisements not received by 03/01/2012 will not be included in the onsite printed program.

02/24/2012

Balance due for exhibit space

04/06/2012

Post-convention list available

EXHIBIT SPACE RATES:	ALTA Members	Non Members
Premium 10x20:	\$5,600	\$6,200
Premium 10x10:	\$2,800	\$3,900
10x20:	\$4,800	\$5,300
10x10:	\$2,400	\$2,900
Additional Exhibitor Personnel *	\$375	\$625

*Each exhibitor receives two (2) complimentary exhibitor personnel registrations per each 10' x 10' booth purchased.

Exhibit Hall March 25 - 27, 2012 Marriott Louisville Louisville Kentucky

Exhibit Entrance

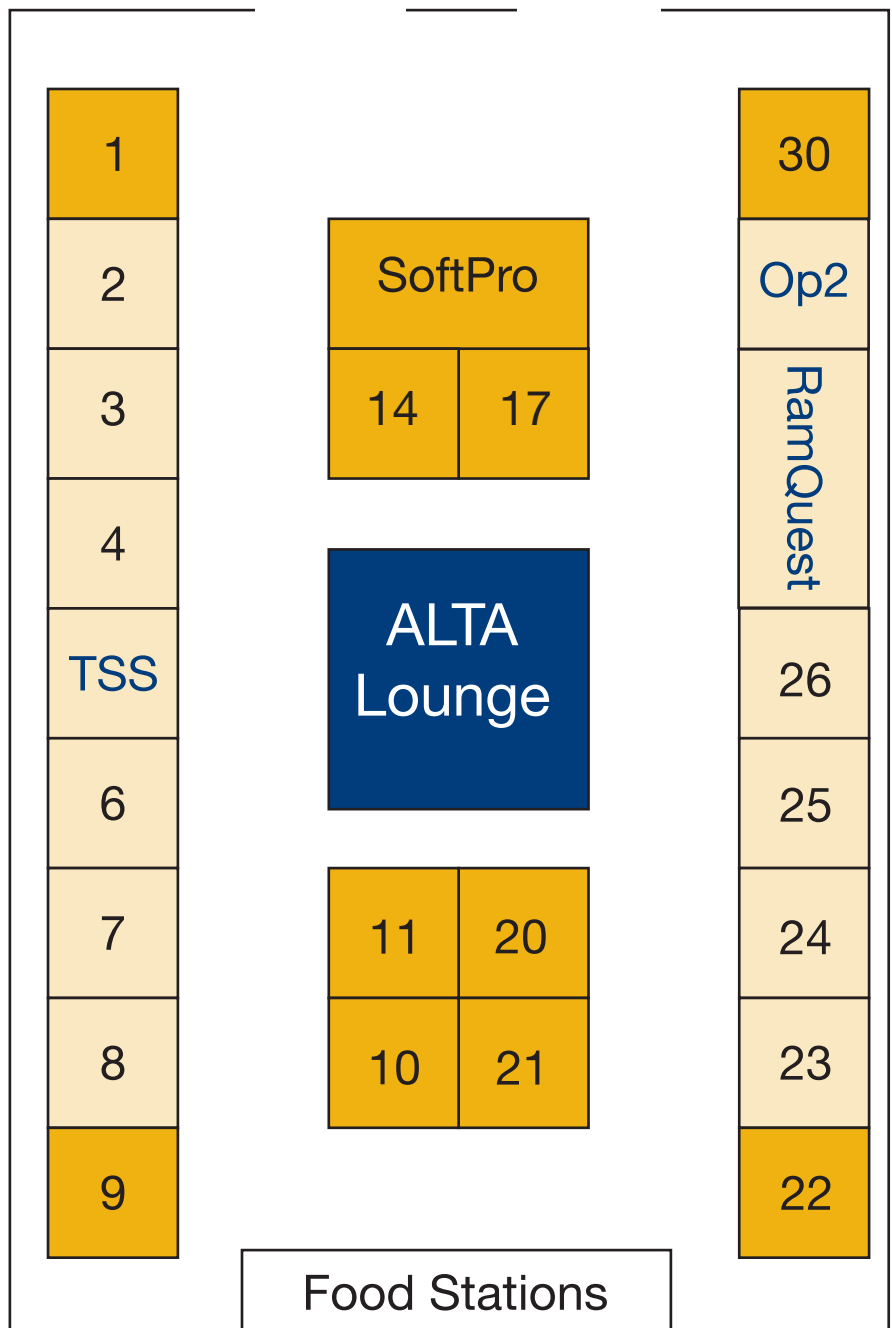


Exhibit Booth Request Form

Booth Request:

Booths assigned on a first come, first served basis.

1st choice: _____

2nd choice: _____

3rd choice: _____

If possible, not next to _____

Company Information:

(Only the company name, address and web site will be published exactly as shown in the final program.)

_____	_____	
Contact Name	Company Name	
_____	_____	
Address	City, State, Zip	
_____	_____	
E-mail	Phone	Ext.
_____	_____	_____
Fax	Web site	
_____	_____	

Do you plan to sell products in the exhibit area? Yes No

If yes, exhibitor assumes responsibility for securing a vendor license and collecting all applicable local and state taxes.

Payment Information:

A 50% deposit is required for exhibit booths. No booth reservations will be made without deposit or payment. Remaining balances are due by Friday, February 24. On and after February 24, full payment is required with agreement. Keep a copy of this agreement for your records.

Agreement:

The undersigned agrees to all terms, regulations, and conditions set forth on both Exhibitor Rules pages.

(Please read all rules on next pages.)

Payment Method:

Fax: Fax completed registration form with credit card payment to (888) 329-2582.

Make checks payable to ALTA and send to:
American Land Title Association
Attn: ALTA Business Strategies Conference Registration
P.O. Box 6930
McLean, VA 22106-9902

Check # _____ VISA AMEX MC

Name of Cardholder		

Card Number	Exp. Date	CSV
_____	_____	_____

Cardholder Signature		

Address if different than above		

Exhibitor Rules

EXHIBIT CRITERIA. The American Land Title Association (ALTA) limits exhibiting to those firms who provide either services or publications that are applicable to the land title industry. ALTA's Vice President, who is the sole judge of ALTA, may restrict, prohibit, or evict any Exhibitor whose exhibit: does not comply with the rules and regulations; is misleading or deceptive; is in poor taste or unsuitable to exhibit; or whose exhibit, because of noise, method of operation, materials or otherwise, may detract from the general character of the convention. In such event, Exhibitor shall restrict its exhibit or forfeit the exhibit space and immediately dismantle, remove, and vacate the exhibit space upon demand as ordered by the Vice President.

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. ALTA will advise exhibitors about the need for appropriate temporary license and sales tax procedures for the city of Louisville and the State of Kentucky.

PRIZE DRAWINGS. Exhibitors may hold prize drawings at their individual booths as desired and/or may contribute to the ALTA prize drawings.

EXHIBIT ARRANGEMENT. Exhibit shall be so arranged as not to obstruct the general view nor hide the other exhibits. No exhibits will be permitted to interfere with the use of other exhibits or impede access to them or free use of aisles. Plans for specially built design not in accordance with regulations should be submitted in writing to ALTA's Vice President before construction is ordered.

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. The ceiling height is 30' in the exhibit hall. For exhibits that cover the end cap of a row, the back wall can be no wider than 10', allowing for unobstructed sight lines of other booths.

OFFICIAL DECORATOR. George Fern Exposition & Event Services

EXHIBIT RESTRICTIONS. (A) Circulars, advertising matter, etc., may be distributed and patronage solicited only within the space assigned to the Exhibitor presenting the material. (B) Exhibit space may not be occupied by any firm other than that firm which originally contracted for said space. (C) Exhibitors are prohibited from using amplifying equipment of any nature without permission from ALTA and, if permission is granted, the use of such equipment must not interfere with adjacent exhibits or other activities in the exhibit hall. (D) Nothing will be used, including balloons, within the ballroom at the Louisville Marriott Downtown that will injure, mar, or in any manner deface any surface of the Louisville Marriott Downtown or any equipment contained herein. The Exhibitor, its agents, members, or guests shall not attach nails, hooks, tacks, or screws into any part of the surfaces of the Louisville Marriott Downtown. The Exhibitor shall not make or allow any alterations of any kind to the Louisville Marriott Downtown or equipment contained herein, and will not affix or permit to be affixed on any surface: adhesives, tapes, signs, posters,

notices, or graphics of any description. The surfaces shall include but not be limited to glass doors, meeting room doors, columns, walls, ceiling, floors, windows, elevators, and bathroom areas. Painting of any kind in the ballroom is prohibited. 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. All exhibits must remain intact until the official closing hour of the exhibits. Dismantling begins at 2:00 p.m., Tuesday, March 27.

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.

EXHIBIT RESERVATION, PAYMENT & CANCELLATION. Reservations will be made with a 50% 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 February 24, 2012. If the balance is not received by February 24, 2012, ALTA may resell, reassign, or reuse the space. Any cancellation must be made in writing to the Vice President. If notification is received prior to April 22, 2012, ALTA will refund 40% of the amount paid. Cancellation after February 24, 2012 obligates the Exhibitor to pay the full rental amount and forfeiture of all monies paid. No Exhibitor will be permitted to erect a display until space rental is paid in full. Make checks payable to American Land Title Association.

FAILURE TO OCCUPY SPACE. Any space not occupied by 4:00 p.m. March 25, 2012, will be forfeited by Exhibitor, and its space may be resold, reassigned, or used by Vice President without refund of rental price, unless arrangements for delayed occupancy have received prior written approval by Vice President. If a crated, constructed display is not set up by 4:00 p.m. March 25, 2012, it is agreed ALTA reserves the right to authorize setup, which service will be charged to the Exhibitor. It is mutually agreed that it is the duty and responsibility of each Exhibitor to install its exhibit before the opening of the exhibition and to dismantle its exhibit immediately after the close of the exhibition.

CANCELLATION OF CONVENTION. In the event of cancellation or postponement of the convention due to fire, strikes, government relations, or other causes beyond the control of the American Land Title Association, ALTA will refund as large a portion of the exhibit fee as it deems consistent with the expenditures and commitments already made.

LIABILITY INSURANCE. Neither the American Land Title Association, the employees thereof, the Louisville Marriott Downtown, nor their officers, agents, employees, assigns and contractors, George Fern Exposition & Event Services, the employees thereof, nor any member of the 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

Exhibitor Rules

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 the American Land Title Association nor the Louisville Marriott Downtown, nor George Fern Exposition & Event Services, 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 the American Land Title Association, Louisville Marriott Downtown, or George Fern Exposition & Event Services, from any and all such claims. The Exhibitor agrees to protect, save, and keep the American Land Title Association and the Louisville Marriott Downtown 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 the American Land Title Association and the Louisville Marriott Downtown 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.

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.

FIRE, SAFETY, AND HEALTH. 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.

EXIT DOORS, EXIT LIGHTS, FIRE HOSES, AND FIRE EXTINGUISHERS. 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. Electrical wiring must conform with all federal, state, and local government requirements, including the National Electric Code safety rules.

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.

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.

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.

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

POWER. It is understood that the Louisville Marriott Downtown is solely responsible for supplying power for exhibits. Proper and reasonable care shall also be taken to prevent the interruption of power services during convention. The Vice President or the American Land Title Association shall not be held responsible for late installation or interruption of any services that may occur.

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.

SECURITY. Twenty-four hour security will be provided under contract with a Louisville based company licensed to provide such services. Security personnel will be on duty during setup, show days, and dismantling. ALTA expressly disavows any responsibilities for any theft or other damage occasioned by the negligence of such security personnel.

AMENDMENT. Vice President shall have the power to amend these rules and regulations. Exhibitor agrees to abide by reasonable rules and regulations that may hereafter be adopted by Vice President, which shall be as much a part hereof as though fully incorporated herein.

THIS IS THE ONLY FORM WE WILL ACCEPT FOR EXHIBITOR REGISTRATION.

Each exhibiting company receives two complimentary registrations for each 10' x 10' booth purchased. For example, if a company purchases a 20' x 20' island, they will receive eight complimentary registrations.

Company

Address City State Zip

Exhibiting Personnel:

If city & state of exhibiting personnel are different from company address above, please indicate below.

1. Name City & State E-mail

2. Name City & State E-mail

3. Name City & State E-mail

4. Name City & State E-mail

5. Name City & State E-mail

6. Name City & State E-mail

7. Name City & State E-mail

8. Name City & State E-mail

Each additional registrant is \$375/member or \$625/non-member

1. Name City & State E-mail

2. Name City & State E-mail

3. Name City & State E-mail

4. Name City & State E-mail

5. Name City & State E-mail

6. Name City & State E-mail

Member Payment:
(# of additional personnel) X \$375 (members) = _____

Check # _____ VISA AMEX MC

Non-member Payment:
(# of additional personnel) X \$625 (non-members) = _____

Fax: Fax completed registration form with credit card payment to (888) 329-2582.

Make checks payable to ALTA and send to:
American Land Title Association
Attn: ALTA Business Strategies Conference Registration
P.O. Box 6930
McLean, VA 22106-9902

Name of Cardholder

Card Number Exp. Date csv#

Cardholder Signature

Address if different than above

Vendor Demo Sessions

ALTA Wants Your Ideas!

Increase your visibility by making a presentation! Vendor Demo sessions offer you the opportunity to showcase your product. We are looking for title technology updates, new ideas, concepts, or techniques.

Focus on Capabilities

We have reserved times that are not in competition with any other sessions. This is a great opportunity for you to invite your current and potential customers to see a full scale demonstration of all your products offer. All expenses are the responsibility of the presenter. ALTA will supply a reasonable amount of audio/visual equipment, so please list your requirements on the Vendor Demo Session Presentation form on the next page.

There is no fee to submit a presentation; however, you must be an exhibitor attending the 2012 Business Strategies Conference. These sessions are on a first come, first served basis, so sign up today using the attached form!

Possible topics include:

- *Title Plant and Office Systems*
- *Closing Systems*
- *Optical Imaging Capability*
- *Internet Interface*
- *Management Information Systems*
- *Computer Networks*

Have a great idea? Don't delay!

Use the attached form and send your Vendor Session presentation proposals no later than February 24, 2012, to:

Nicole Strazzara

American Land Title Association

1828 L Street, NW, Suite 705

Washington, DC 20036

Phone: 202-261-2942

Fax: 202-223-5843

nicole@alta.org

Vendor Demo Session Form

If you are a registered convention exhibitor and wish to present a Vendor Demo Session on Monday, March 26 or Tuesday, March 27, please indicate your preferred speaking time and equipment needs below:

Please print or type:

Name _____ Company _____

Address _____ City/State/Zip _____

Telephone _____ Fax _____

E-mail _____

Title of Your Presentation: _____

Name of Presenter: _____

List first & second choice.

(Sessions will be slotted on a first-come, first-serve basis.)

Monday, March 26, 2012: 8:00 a.m. – 9:00 a.m. _____

Tuesday, March 27, 2012 : 2:00 p.m. – 3:00 p.m. _____

Audio/Visual

- LCD projector (VGA/Super VGA/bright overhead/screen)
- Overhead projector/screen
- 35 mm slide projector/screen
- Lavalier microphone
- Podium and attached microphone
- Dial-up phone lines (NOTE: phone, DSL, T1 lines will be at exhibitor's expense.)

Have you presented this topic elsewhere? Yes No

Below, please provide a 50-word summary of your presentation for promotion purposes or e-mail to Nicole Strazzara at nicole@alta.org. Your session summary must be submitted in order to be considered for a vendor demo session.

Sponsorship Opportunities

Exhibit Showcase Continental Breakfast or Lunch

\$4,000 each – Monday, March 26 or Tuesday, March 27

Choose this sponsorship and you will receive cups and napkins imprinted with your company logo to be used during breakfast and/or lunch. There will also be custom signage providing valuable exposure as a sponsor of this event. You'll achieve great visibility since the meeting attendees are actually on the show floor at this time.

General Session Speaker

\$20,000 – General Session, Monday, March 26

\$20,000 – General Session, Tuesday, March 27

Selected speakers will be invited to both meetings; these speakers are one of the big highlights of the conference. This sponsorship will provide your company with great visibility before the conference even starts, by putting your company name on the informational pieces ALTA sends out to promote the conference. In addition, your company logo will be displayed on the front screen during the entire General Session. Not only that, but you can place literature in the session room.

Closing Lunch

\$20,000 – Tuesday, March 27

This year's conference will close with lunch and our keynote presentation. By sponsoring your company's logo will go on all of ALTA's promotional material. In addition, your company logo will be displayed on the front screen during the entire lunch. Not only that, but you can place literature in the lunch room.

Welcome Reception

\$10,000 – Sunday, March 25

Capture everyone's attention at the Welcome Reception! This is a great way to get your name in front of all the attendees. This sponsorship includes custom signage and banners throughout the halls. Napkins and cups with your company logo will be used throughout the evening at the bar and food stations. This will ensure that your name is remembered by all attendees.

Tote Bag

\$2,500 + cost of tote bag, printing, & delivery

Customized with your company logo and colors, attendees will carry this tote throughout the meeting and beyond. Contents include the final program, handouts, and personal items. ALTA will work with you on the type of bag you want, design, and color combos.

- Minimum size: 12w x 12h x 3d
- ALTA's Logo must also appear on the bag and must be at least 1/3 the size of the sponsor logo

Door Drop – Newspaper Bag

\$2,000 per day + production costs and delivery

A newspaper is the first thing an attendee picks up in the morning as they exit their hotel room, even before coffee. Each newspaper will be inserted in a custom printed plastic bag which will display your company name, logo and any message you would like to print.

Member Video Thumb Drives

\$3,000 + production costs

ALTA will record personalized marketing videos throughout the conference. These videos will be delivered on site via USB drives which would have your logo on them. You could also load the drives with your own advertisements prior to delivery.

Tote Bag Inserts

\$700 (Limit to seven sponsors)

What better way to catch attention than with a tote bag insert distributed with convention registration material.

- Tote bag inserts can include, but are not limited to: flyers, brochures, candy, pens, or any other give-a-ways. Inserts cannot be water bottles or note pads as these are separate sponsorships.

Meeting Room Signage

\$5,000

Your company logo will be prominently displayed on all meeting room signs throughout the meeting. This is an excellent way to let our members know you are a strong supporter of ALTA. You will have the opportunity to preview all signage before printing.

TV Prize Drawing

\$3,000

Your company can give away a flat screen HDTV of your choosing to a lucky convention attendee! You will receive recognition before and during the convention with pre-convention postcards and signage at the registration desk and Exhibit Showcase.

Internet & Print Kiosks

\$4,000

Even with the advent of wireless, attendees will always need the convenience of an Internet connection and download station for proceedings. The Internet kiosk will be located near the ALTA Registration desk with your company name prominently displayed around the kiosk for all attendees to see. Your company will be recognized by displaying your homepage and a custom screen saver on each computer.

Water Bottles

\$3,500 + all related charges

Everyone needs a little re-hydration now and then. Why not sponsor water bottles with your logo that can advertise your booth location, company logo, or new product. We'll place a bottle in each attendee's bag so they can refill it at stations we will have set up throughout the meeting space.

Keycards

\$3,500 + all related costs, including materials

It is now possible to create hotel room keys (credit card style) with advertising, graphics, logos, photos, and much more. You'll work directly with the hotel's key card company. The usual sponsorship perks go along with this incredible exposure— recognition in the program, appropriate signage and announcements from the podium, not to mention your logo visible every time an attendee enters their room.

Sponsorship Opportunities

On-Site Massages

\$3,000

A private area will be set up near your booth to allow our attendees some stress relief. Trained massage therapist will work out all the kinks from your neck and shoulders. This is a great time to catch people while they line up waiting for their treatment.

Badge Holders & Lanyards

\$5,000 + cost of materials + delivery

Every convention attendee will receive a custom lanyard and badge holder with your company name imprinted on the items. Each time an attendee wears his or her badge; your company name will be a constant reminder.

- ALTA's logo must also appear on the badge holder and must be at least 1/3 the size of the sponsor logo.

Cookie Break

\$3,000 for 2 days + cost of production

Everyone needs a snack to hold them over until lunch, why not provide attendees with a sweet snack! Attendees will be provided cookies, milk, and coffee outside the meeting room area. Your company logo may be placed on the cups, napkins, even the cookies themselves! This is a great way to get visibility and provide a tasty snack for the attendees.

Notepads

\$2,000 + production cost

Note-taking is essential at any meeting. Your company name and logo will be strategically printed on notepads and will be placed in all the tote bags for all attendees to use throughout and after the meeting.

Turndown Service

\$1,200 per night + related charges

As each guest walks into their hotel room at the end of the day, they are greeted with their beds turned down for the night accompanied by a treat. Your company has the opportunity to sponsor the hotel's turndown service for each conference attendee. You may have a card with your logo and special message placed on each bed.

Clean the World

\$1,500

Every day in the US, an estimated 348 tons of discarded hotel amenities wind up in landfills. With your sponsorship, Clean the World will recycle all of the gently-used amenities collected from the meeting hotel during our stay. ALTA will provide signage with your company's name and logo around the registration area.

10x10 Exhibit Booth

\$2,800 - Premium Booth Space

\$2,400 - General Booth Space

Participate in the premier showcase for title industry vendors and service providers. The layout of the exhibit hall will be available early in 2012, but by signing up now, you can secure the order in which you can choose your location(s).

Track Sponsors

\$1,000 each - 4 available

This sponsorship includes your company's name and logo displayed on the professional development session signage and exclusive verbal recognition during the professional development session.

Map of Louisville

\$2,000 plus production

This sponsorship includes your company's name and logo displayed on the city map, which will be given to all attendees.

Happy Hour Reception

\$10,000 - Monday, March 26

Gain exposure at one of our most popular events. This sponsorship includes napkins with your company logo will be used at the bar and food stations. This will ensure that your name is remembered by all attendees

On-Site Convention Program Advertising

Rates:

Inside Front Cover: \$2,000

Inside Back Cover: \$1,800

Back Cover: \$2,500

Full Page: \$1,200

Half Page: \$900

Ad Specifications:

All of the ads will be in full color.

Full page: 4 x 9 (bleeds allowed)

Half Page: 3.5 x 3.5

2012 Business Strategies Conference Sponsorship Opportunities Contract

Opportunities are available on a first-come, first-serve basis. All artwork for tote bags, badge holders, and lanyards must be submitted to ALTA for approval. Please provide ALTA with company's camera ready logo and/or advertisement artwork by January 9, 2012.

Strategic Partners please note if selecting one of these items as your complementary sponsorship.

Exhibit Showcase Continental Breakfasts/Breaks

- All Days \$10,000
- Monday Breakfast \$4,000
- Tuesday Breakfast \$4,000
- Monday Lunch SOLD

General Sessions

- Monday General Session Speaker \$20,000
- Tuesday General Session Speaker SOLD
- Tuesday Closing Lunch \$20,000
- Sunday Welcome Reception \$10,000
- Happy Hour Reception \$10,000
- Tote Bags SOLD
- Newspaper Drops SOLD
- Member Video Thumb Drives SOLD
- Track Sponsors # _____ \$1,000
- Monday Happy Hour Reception \$10,000
- Meeting Room Signage \$5,000
- Internet & Print Kiosk \$4,000
- Water Bottles SOLD
- Keycards SOLD

- Premium Exhibit Hall Booth \$2,800
of Exhibit Booth(s) _____
- Exhibit Hall Booth \$2,400
of Exhibit Booth(s) _____
- HDTV Prize Drawing \$3,000
- On-Site Massages \$3,000
- Badge Holders & Lanyards SOLD
- Map of Louisville SOLD
- Notepads \$2,000 + cost of production
- Cookie Breaks (2 Days) \$3,000 + cost of production
- Clean the World \$1,500
- Sunday Turndown Service \$1,200 + related fees
- Monday Turndown Service \$1,200 + related fees
- Tote Bag Inserts \$700

Program Advertisements

- Inside Front Cover (4-color) * SOLD
- Inside Back Cover (4-color) * SOLD
- Back Cover (4-color) * SOLD
- Full Page (4-color) * \$1,200
- 1/2 Page (4-color) \$900

On behalf of _____ (name of company) I agree to the terms of this contract

Signature _____

Total \$ _____

Send payment, a copy of this agreement, and updated company logo and mail to: Nicole Strazzara, American Land Title Association, 1828 L Street, NW, Suite 705, Washington, DC 20036, 202-296-3671; fax: 888-FAX-ALTA; E-mail: nstrazzara@alta.org

Please Print or Type

Company _____

Phone _____

Contact Person _____

Fax _____

Address _____

Contact E-mail _____

City _____ State _____ Zip Code +4 _____

Web site _____

Payment Information

- Check Enclosed VISA MasterCard AMEX

Credit Card Number _____ Exp. Date _____ #csv _____

Signature _____

Billing Address (if different than above) _____

Amount \$ _____