



# **DEFY CONVENTION**

October 9 - 12, 2018 | Los Angeles, CA

**EXHIBITOR PROSPECTUS  
& SPONSORSHIP OPPORTUNITIES**

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# DETAILS



## WHAT IS IT?

- The largest networking and educational experience in the land title industry
- ALTA ONE is the place to get the insider's perspective, participate in workshops, learn industry trends and improve your leadership skills in order to be ready for what's next

## WHO WILL BE THERE?

- Meet face-to-face with more than 1,300 professionals within the land title industry
- Companies represented from across the country including:
  - Pioneer Title Agency
  - Security 1st Title
  - The Prentice Firm
  - Orange Coast Title Company
  - Advantage Title 365
  - Frontier Title
  - & many more!**

## WHY SHOULD I COME?

- Meet the Decision Makers  
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

# SCHEDULE BREAKDOWN

## WHEN & WHERE?

**JW Marriott at LA Live**  
900 W Olympic Blvd  
Los Angeles, CA

**ALTA ONE Dates:**  
Tuesday, October 9 - Friday, October 12

Review the full conference schedule and make your reservations by visiting:

[meetings.altaproducts.com/one/schedule](https://meetings.altaproducts.com/one/schedule)

Tuesday, October 9	
11:00 a.m. - 4:00 p.m.	Exhibitor Move-In
3:30 p.m. - 4:00 p.m.	Exhibitor Meeting with ALTA's CEO
5:00 p.m. - 5:30 p.m.	Grand Opening Ceremony
5:30 p.m. - 7:00 p.m.	Party at Market ONE

Wednesday, October 10	
7:30 a.m. - 8:45 a.m.	Breakfast at Market ONE
10:00 a.m. - 10:30 a.m.	Caffeine Break at Market ONE
11:00 a.m. - 1:00 p.m.	Food Stations at Market ONE
1:30 p.m. - 2:00 p.m.	Networking Break at Market ONE
3:00 p.m. - 3:30 p.m.	Rejuvenate at Market ONE
4:00 p.m. - 5:00 p.m.	Happy Hour at Market ONE

Thursday, October 11	
7:30 a.m. - 8:45 a.m.	Breakfast at Market ONE
10:00 a.m. - 10:30 a.m.	Caffeine Break at Market ONE
10:30 a.m. - 12:30 p.m.	Food Stations at Market ONE
12:00 p.m. - 12:30 p.m.	#SweetEndings at Market ONE
12:30 p.m.	Exhibit Move-Out

\*All exhibits must remain intact until the official closing hour of the exhibits. Exhibits must have staff/representatives available at the booth during show hours. Dismantling will begin no earlier than 12:30 p.m., Thursday, October 12. Exhibits found dismantling before the move out time will be subject to additional penalties. Please see page 9 & 10 for more information.

## Important Dates:

### Friday, August 3

- Exhibit Contract Due
- Company Description Due (max 75 words)
- Company Logo Due (vector format)
- Demo Den Contract Due
- Balance Due for Exhibit Space

### Monday, August 27

- Pre-Event Attendee List Available

### Friday, October 19

- Post-Event List Available

### CANCELLATION POLICY:

Booth cancellations received prior to Friday, August 3, 2018 will receive a refund of 40% of the amount paid. No booth registrations refunds will be made after August 3, 2018. Cancellations after August 3, 2018 obligate the Exhibitor to payment of the full rental amount and forfeiture of all monies paid. All cancellations or substitutions must be received in writing.

# EXHIBITOR OPTIONS

## LEVEL 1

**Member Price:** \$3,000

**Non-Member Price:** \$3,500

(Includes 1 registration)

Exhibitors receive a high top table and chair in the designed space, signage, and one complimentary registration for the full conference. There is one "level 1" zone in Market ONE and four exhibitors will be in this "level 1" zone. Exhibitors will be highlighted on the ALTA website and in the conference program. **No additional purchases through the exhibit services company are required.**

## LEVEL 2

**Member Price:** \$5,000

**Non-Member Price:** \$5,500

\*price based on location- see floor plan on page 6 for more info

(Includes 2 registrations)

Exhibitors receive a 10 x 10 booth space and two complimentary registrations for the full conference. Exhibitors will be highlighted on the ALTA website and in the conference program. See page 6 for more information. This price does not include any furniture, electric, or A/V. These items can be ordered through the exhibit services company, Freeman.

## LEVEL 3

**Member Price:** \$15,000

**Non-Member Price:** \$15,500

(Includes 3 registrations)

Exhibitors receive a 15 x 15 space and three complimentary registrations for the full conference. Exhibitors will be highlighted on the ALTA website and in the conference program. See page 6 for more information. The price includes a fully furnished booth space with signage and a food enhancement to draw attendees into your space. **No additional purchases through the exhibit services company are required. Price negotiable if you do not want the enhancements.**

## LEVEL 4

**Member Price:** \$20,000

**Non-Member Price:** \$20,500

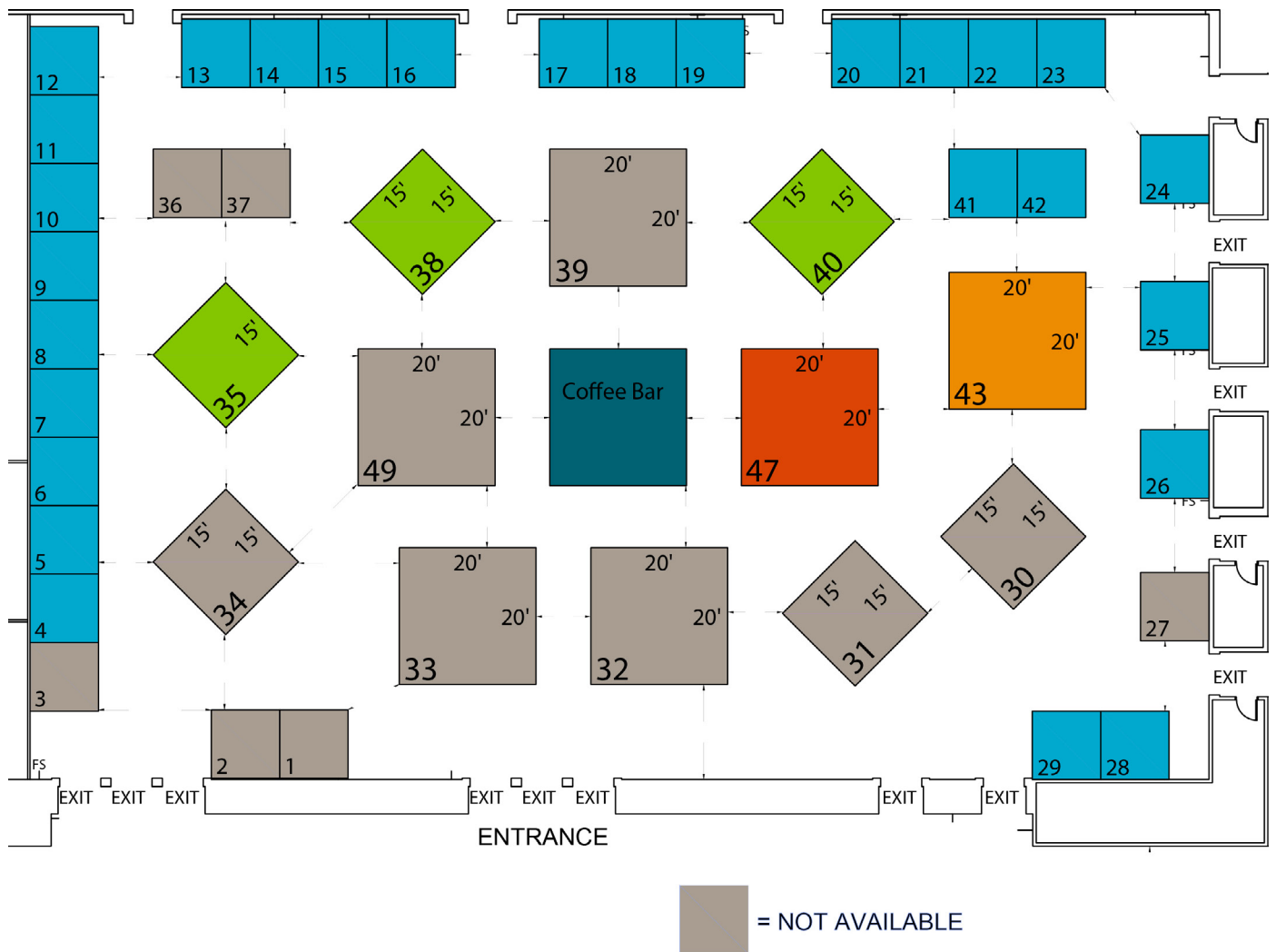
(Includes 4 registrations)

Exhibitors receive a 20 x 20 space and four complimentary registrations for the full conference. Exhibitors will be highlighted on the ALTA website and in the conference program. See page 6 for more information. The price includes a fully furnished booth space with signage. Your booth will be located right beside the conference coffee station- the only one in the meeting space! **No additional purchases through the exhibit services company are required.**

# EXHIBIT BOOTH SELECTION

## 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.



See pricing breakdown on previous page  
**[page 5]**

2018 Strategic Partners receive first choice in  
booth selection as part of their contract

### To reserve booth space,

#### ALTA must have the following:

- Exhibit contract (page 7)
- 50% deposit (paid online)
- Company description (max 75 words)
- Company logo (vector format)

# 2018 EXHIBITOR CONTRACT

## Booth Request:

Booths assigned on a first come, first served basis.

Booth Level: \_\_\_\_\_

1st choice #: \_\_\_\_\_

2nd choice #: \_\_\_\_\_

3rd choice #: \_\_\_\_\_

If possible, not next to

\_\_\_\_\_

\*Along with this form, send a vector file of your logo and a company description with a maximum of 75 words.

## Company Information:

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

Contact Name \_\_\_\_\_ Company Name for Listing \_\_\_\_\_

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.

## Agreement

The undersigned agrees to all terms, regulations, and conditions set forth on this agreement and those stated on pages 8 & 9.

(Please read all rules on pages 11 & 12)

Signature \_\_\_\_\_

## Payment Information

A minimum of a 50% deposit is required for exhibit booths if paying via credit card. Once contract is received, you will receive information on how to pay online. Remaining balances must be paid online by August 3 or booth space will be released.

If paying via check, a full payment is required.

Keep a copy of this agreement for your records.

No booth reservations will be made without deposit or payment.

## Payment Method:

Email completed registration to Claire, [cmitchell@alta.org](mailto:cmitchell@alta.org).

☐ Check

or

☐ VISA ☐ AMEX ☐ MC ☐ Discover

Total Amount: \$ \_\_\_\_\_

{You will be emailed instructions on how to pay online}

☐ CHARGE CC IN FULL

## CANCELLATION POLICY:

Booth cancellations received prior to Friday, August 3, 2018 will receive a refund of 40% of the amount paid. No booth registrations refunds will be made after August 3, 2018. Cancellations after August 3, 2018 obligate the Exhibitor to payment of the full rental amount and forfeiture of all monies paid. All cancellations or substitutions must be received in writing.

Internal Purposes Only

ALTA ID:

INVOICE #:



# ALTA EXHIBITOR RULES AND REGULATIONS (PAGE 1 OF 2)

**EXHIBIT CRITERIA:** The American Land Title Association (ALTA) limits exhibiting to those firms who provide products, services, or publications that are applicable to the land title industry. ALTA's Director of Vendor Relations, who is the primary representative for 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 Director of Vendor Relations.

**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 Los Angeles and the state of California.

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

**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.

**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 16' in the exhibit hall.

To provide each exhibitor with unobstructed site 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 booths.

**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 August 3, 2018. If the balance is not received by August 3, 2018, 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 3, 2018, ALTA will refund 40% of the amount paid. Cancellations after August 3, 2018 obligates the Exhibitor to payment of the full rental amount and forfeiture of all monies paid. No booth refunds will be issued after August 3, 2018. 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.

**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.

**OFFICIAL DECORATOR:** Freeman Decorating Company

**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, on The JW Marriott LIVE property that will injure, mar, or in any manner deface any surface 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 hotel property. The Exhibitor shall not make or allow any alterations of any kind to the meeting space 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 ALTA's convention area 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 12:30 p.m., Thursday, October 12. If Exhibitor begins dismantling before 12:30 p.m., Thursday, October 12, Exhibitor will be subject to a \$500.00 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.

**FAILURE TO OCCUPY SPACE:** Any space not occupied by 4:00 p.m. October 9, 2018, will be forfeited by Exhibitor, and its space may be resold, reassigned, or used by the Director of Vendor Relations without refund of rental price, unless arrangements for delayed occupancy have received prior written approval by the Director of Vendor Relations. If a crated, constructed display is not set up by 4:00 p.m., October 9, 2018, 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.

Continued on next page >>



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

**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 JW Marriott LIVE, nor their officers, agents, employees, assigns and contractors, Freeman 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 the American Land Title Association nor The JW Marriott LIVE, nor Freeman 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 the American Land Title Association, The JW Marriott LIVE, or Freeman Decorating Company, from any and all such claims. The Exhibitor agrees to protect, save, and keep the American Land Title Association and The JW Marriott LIVE 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 JW Marriott LIVE 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 to 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 JW Marriott LIVE 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 JW Marriott LIVE 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.

**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.

**POWER:** It is understood that The JW Marriott LIVE is solely responsible for supplying power for exhibits. Proper and reasonable care shall also be taken to prevent the interruption of power services during the convention. The Director of Vendor Relations or the American Land Title Association shall not be held responsible for late installation or interruption of any services that may occur.

**SECURITY:** Twenty-four hour security will be provided under contract with a Scottsdale 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:** The Director of Vendor Relations 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 the Director of Vendor Relations, which shall be as much a part hereof as though fully incorporated herein.

# SPONSORSHIP OPTIONS

## SPONSORSHIPS: \$750 - \$2,500

### Room Drop- Wednesday OR Thursday

**Member Rate** \$2,500 + related fees

**Non-member Rate** \$3,000 + related fees

Get an attendee's undivided attention by having an item delivered to their room during the day. The item will be placed in their room in a highly visible location. Room drops can include but are not limited to: candy, wine, flowers, and food baskets. Room drop or turndown service cannot be notepads or water bottles as these are separate sponsorships.

### Turn Down Service- Wednesday OR Thursday

**Member Rate** \$2,500 + related fees

**Non-member Rate** \$3,000 + related fees

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. Room drop or turndown service cannot be notepads or water bottles as these are separate sponsorships.

### Tote Bag Inserts

**Member Rate** \$1,000 + related costs

**Non-member Rate** \$1,500 + related costs

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 must be approved prior to production.

(Inserts cannot be water bottles or notepads.)

### Sponsor Commercials

**Member Rate** \$2,500

**Non-member Rate** \$3,000

Showcase your product or service to all of the ALTA Convention attendees. Your 30-60 second commercial will preview just prior to the start of Wednesday or Thursday's afternoon Omni session.

(Video must be provided by the sponsor)

### Door Drop – Newspaper Bag

**Member Rate** \$2,500 per day + production & delivery

**Non-member Rate** \$3,000 per day + production & 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.

### ALTA ONE Program Advertising

#### Full Page:

**Member Rate** \$2,300

**Non-member Rate** \$2,800

#### Half Page:

**Member Rate** \$750

**Non-member Rate** \$1,250

# SPONSORSHIP OPTIONS

## SPONSORSHIPS: \$3,000 - UP

### Adult Coloring Book

**Member Rate** \$3,000 per day

**Non-member Rate** \$3,500 per day

This sponsorship includes the production of the adult coloring book that attendees can doodle in throughout the day. The book will be placed in the conference tote bag. (Sponsor has the option to provide their own graphics).

### On-Site Massages

**Member Rate** \$3,000 + related costs

**Non-member Rate** \$3,500 + related costs

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 attendee's attention while they line up waiting for their treatment.

### Track Sponsor

**Member Rate** \$3,000 per session

**Non-member Rate** \$3,500 per session

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

### Hotel Branding

**Member Rate** Starting at \$4,000

**Non-Member Rate** Starting at \$4,500

Brand the hotel meeting space with your logo and artwork! The price includes the production of signage that can be placed on the walls and/or window in the hotel.

### Track Sponsor

**Member Rate** \$3,000 per session

**Non-member Rate** \$3,500 per session

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

### Sponsored Lounge Area

**Member Rate** \$10,000

**Non-member Rate** \$10,500

Provide attendees a spot to rest their feet or catch up on work with a lounge area. This sponsorship includes your company's name and logo displayed in a lounge area.

### Omni Session Seating

**Member Rate** \$7,000

**Non-member Rate** \$7,500

Provide attendees a spot to charge up during the Omni session with branded tables in the back of the omni session room. This sponsorship includes your company's name and logo displayed on charging tables.

# 2018 ALTA ONE SPONSORSHIP CONTRACT

On behalf of \_\_\_\_\_ (name of company) I agree to the terms of this contract, including any special terms spelled out in separate exhibitor prospectus.

Signature \_\_\_\_\_

Total \$ \_\_\_\_\_

	Member	Non-member		Member	Non-member
<input type="checkbox"/> <del>Wednesday Morning Omni</del>	<del>\$15,000</del>	<del>\$15,500</del>	<input type="checkbox"/> Omni Session Seating	\$7,000	\$7,500
<input type="checkbox"/> Thursday Morning Omni	\$15,000	\$15,500	<input type="checkbox"/> Charging Station	\$3,000	\$3,500
<input type="checkbox"/> Thursday Afternoon Omni	\$10,000	\$10,500	<input type="checkbox"/> On-Site Massages	\$3,000	\$3,500
<input type="checkbox"/> Wednesday Afternoon Omni	\$10,000	\$10,500	<input type="checkbox"/> Sponsored Lounge Area	\$8,000	\$8,500
<input type="checkbox"/> <del>Ice Breaker Reception</del>	<del>\$12,500</del>	<del>\$13,000</del>	<input type="checkbox"/> <del>Room Drop</del>	<del>\$2,500</del>	<del>\$3,000</del>
<input type="checkbox"/> <del>Tote Bags</del>	<del>\$6,000</del>	<del>\$6,500</del>	<input type="checkbox"/> <del>Wednesday</del> <input type="checkbox"/> <del>Thursday</del>		
<input type="checkbox"/> <del>Wednesday Happy Hour</del>	<del>\$8,000</del>	<del>\$8,500</del>	<input type="checkbox"/> Door Drop Newspaper Bag	\$2,500	\$3,000
<input type="checkbox"/> Track Sponsors # _____	\$3,000	\$3,500	<input type="checkbox"/> <del>Wednesday</del> <input type="checkbox"/> <del>Thursday</del> <input type="checkbox"/> <del>Friday</del>	per day	per day
<input type="checkbox"/> <del>Reusable Water Bottles</del>	<del>\$2,500</del>	<del>\$3,000</del>	<input type="checkbox"/> <del>Notepads</del>	<del>\$3,000</del>	<del>\$3,500</del>
<input type="checkbox"/> <del>Keycards</del>	<del>\$6,000</del>	<del>\$6,500</del>	<input type="checkbox"/> Turndown Service (per night)	\$2,500	\$3,000
<input type="checkbox"/> <del>Badge Holders &amp; Lanyards</del>	<del>\$8,000</del>	<del>\$8,500</del>	<input type="checkbox"/> <del>Wednesday</del> <input type="checkbox"/> <del>Thursday</del>		
<input type="checkbox"/> <del>Head Shot Station</del>	<del>\$3,000</del>	<del>\$3,500</del>	<input type="checkbox"/> Tote Bag Inserts	\$1,000	\$1,500
<input type="checkbox"/> <del>Umbrellas</del>	<del>\$1,500</del>	<del>\$2,000</del>	<input type="checkbox"/> Sponsor Commercials	\$2,500	\$3,000
<input type="checkbox"/> <del>Daily Schedule Email</del>	<del>\$2,000</del>	<del>\$2,500</del>	<input type="checkbox"/> <del>Title News Belly Band Ad</del>	<del>\$2,500</del>	<del>\$3,000</del>
<input type="checkbox"/> <del>The Juice Bar</del>	<del>\$5,000</del>	<del>\$5,500</del>	<input type="checkbox"/> <del>Program Belly Band Ad</del>	<del>\$2,500</del>	<del>\$3,000</del>
<input type="checkbox"/> Omni Session Giveaways	\$1,500	\$2,000	<b>Program Advertisements</b>		
<input type="checkbox"/> Hotel Branding (starting at)	\$4,000	\$4,500	<input type="checkbox"/> Inside Front Cover (4-color)	\$2,800	\$3,300
			<input type="checkbox"/> Inside Back Cover (4-color)	\$2,800	\$3,300
			<input type="checkbox"/> Back Cover (4-color)	\$3,300	\$3,800
			<input type="checkbox"/> Full Page (4-color)	\$2,300	\$2,800
			<input type="checkbox"/> Half Page (4-color)	\$750	\$1,250

Company Name \_\_\_\_\_

E-mail \_\_\_\_\_

Address 1 \_\_\_\_\_

Address 2 \_\_\_\_\_

Phone Number \_\_\_\_\_

Contact Name \_\_\_\_\_

## Payment Information

### Payment Method:

Email completed registration to Claire, [cmitchell@alta.org](mailto:cmitchell@alta.org).

☐ Check or

☐ VISA ☐ AMEX ☐ MC ☐ Discover

Total Amount: \$ \_\_\_\_\_

**{You will be emailed instructions on how to pay online}**

**ATTN: ALTA**

Cancellations must be received in writing prior to August 25, 2018 and are subject to a US\$100 processing fee. Refunds will be processed within 30 days after the conference. Refunds will not be granted after August 25, 2018. Please mail, fax, or e-mail cancellations to [cmitchell@alta.org](mailto:cmitchell@alta.org)

## Helpful Tips:

-Take advantage of the attendee list that is distributed via email every week. Alerting potential customers prior to the event will insure they get the appointment on the calendar.

-Use your booth time to schedule one-on-one meetings. Make a point to mention your time slot in conversation.

-Create promotional materials to hand out during exhibit hall hours. Giving the attendees take-aways will keep your company name fresh in their mind.

**ALTA will list the demos in the program but it is the vendor's responsibility to market their session.**

## Increase your visibility by scheduling your Demo Den time slot today!

If you are a current exhibitor, you have the chance to purchase a two-hour time slot in the Demo Den. There will be four meeting rooms and three time slots per room. Exhibitors can use the rooms for formal presentations, one-on-one meetings, etc. All expenses are the responsibility of the presenter. ALTA will supply the projector and screen.

**Cost:** \$750

Return the contract on page 14 by August 3 to:

**Claire Mitchell, Director of Vendor Relations**  
American Land Title Association  
1800 M Street NW #300S  
Washington, DC 20036  
Phone: 202-296-3671 Ext. 225  
Fax: 202-223-5843  
[cmitchell@alta.org](mailto:cmitchell@alta.org)



# DEMO DEN CONTRACT

Demo Den 2-hour time slot: \$750.00

Please print or type:

\_\_\_\_\_  
Name

\_\_\_\_\_  
Company

\_\_\_\_\_  
Address

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
E-mail

## What makes your demo a can't miss event?

Email **3 reasons** (20 words each) why attendees should be there

Claire Mitchell at [cmitchell@alta.org](mailto:cmitchell@alta.org)

(Information provided will be listed in the program)

## LIST CHOICES IN PRIORITY ORDER (1, 2, & 3):

Rooms will be slotted on a first-come, first-serve basis.

\_\_\_\_\_ Wednesday, October 10, 2018 • 10:00 a.m. – 12:00 p.m.

\_\_\_\_\_ Wednesday, October 10, 2018 • 1:30 p.m. – 3:30 p.m.

\_\_\_\_\_ Thursday, October 11, 2018 • 10:00 a.m. – 12:00 p.m.

## Please Print or Type

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Address 1

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
E-Mail

\_\_\_\_\_  
Contact Name

Email completed registration to Claire, [cmitchell@alta.org](mailto:cmitchell@alta.org).

☐ Check

or

☐ VISA   ☐ AMEX   ☐ MC   ☐ Discover

Total Amount: \$ \_\_\_\_\_