

# ALTA SPRINGBOARD

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**Sponsorships & Vendor Registration**



American Land  
Title Association  
Protect your property rights

# ALTA SPRINGBOARD

## Date & Location

Memphis, TN – March 20-21, 2019 -  
The Peabody

### CONFERENCE DESCRIPTION

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

- NOTHING about this event is traditional
- Two and a half day live-event experience where attendees will collaborate and be part of the conversation. Topics include Surviving the Silver Tsunami, Analyze Performance Metrics and Drive Innovation to Meet Customer Demands
  - ~300 attendees
- Vendor space will be around the perimeter of the ideas festival room - where the discussion zones and breaks will take place- and in the foyer space. Space includes one branded demo kiosk, electricity, and wifi
- Vendors will be asked to participate in the group conversations for a portion of the event
  - Sponsorship opportunities listed on the contract page (page 6)
  - Schedule information is available on our website:  
[meetings.alta.org/springboard](http://meetings.alta.org/springboard)



**Take Your Business to the Next Level**

## WHO WILL BE THERE?

- Meet face-to-face with more than 300 professionals within the land title industry

## WHY SHOULD I COME?

- Be a Part of the Conversation!

Be a part of round table discussions with potential customers as your assigned group problem solves on current industry issues. Use this time to make connections and build client relationships.

- Gain New Business!

ALTA has introduced a new concept in networking—Brain Dating, engineered by E-180. It is designed to give event attendees an easy way to connect and meet one-on-one with like-minded individuals. Vendors can use this platform to connect to potential customers that are in the market for a new software or service provider.

## Important Dates & Times:

### Room Block Cut-Off

- 2/19




### Vendor Move In

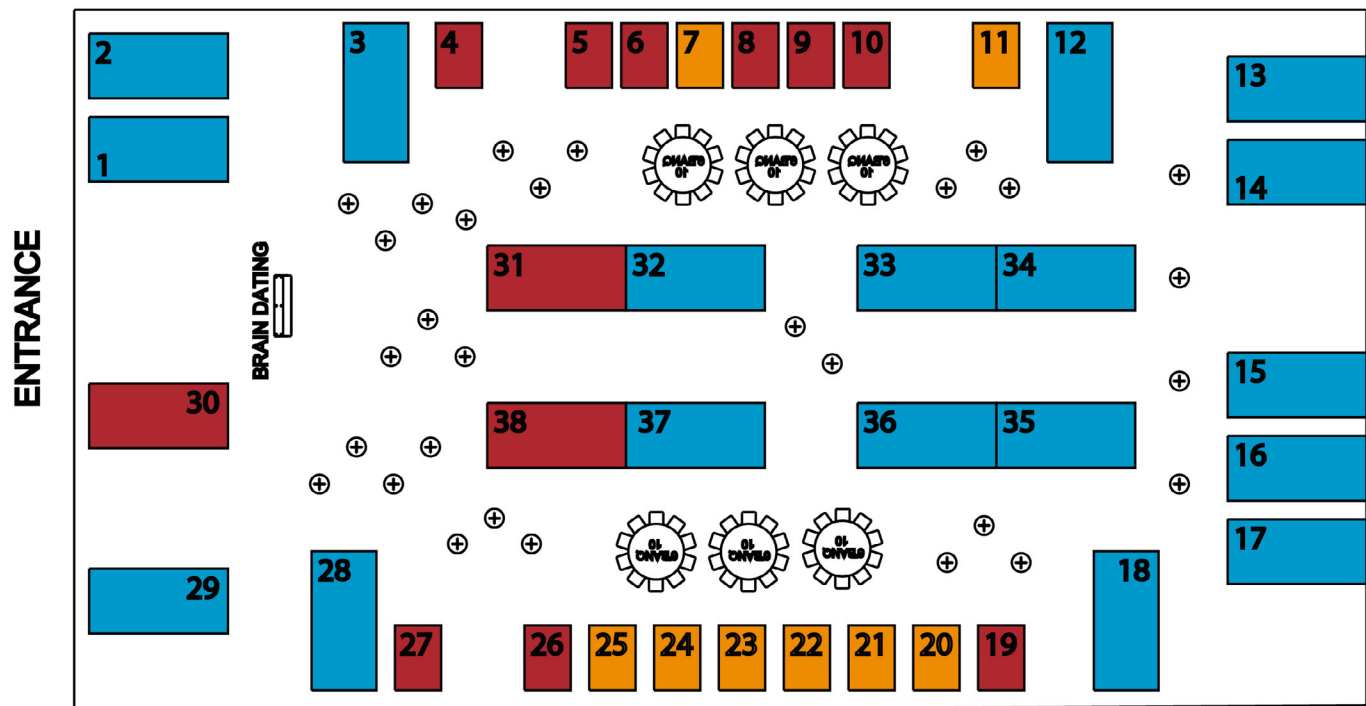
- 3/19: 5:30 - 7:30 PM

### Vendor Move-Out

- 3/21: 2:30 - 4:30 PM

## Vendor Space

	Level 1: Member Price \$4,000
	Level 2: Member Price \$6,000
	Unavailable



Mock up of vendor spaces is available on page 5

### To reserve vendor space, ALTA must have the following:

- Vendor Contract (page 7-8)
- Full Payment via Online Portal
- Company description and logo updated via the [ALTA Marketplace](#) website

(logo and description to be published on ALTA website and Conference app)

### Vendor space includes:

- Branded demo kiosk
- Wifi
- Electricity
- Freeman Expo Services will contact you regarding artwork and additional rental options

(Additional floor signage is prohibited)

2019 Strategic Partners receive first choice in booth selection as part of their contract

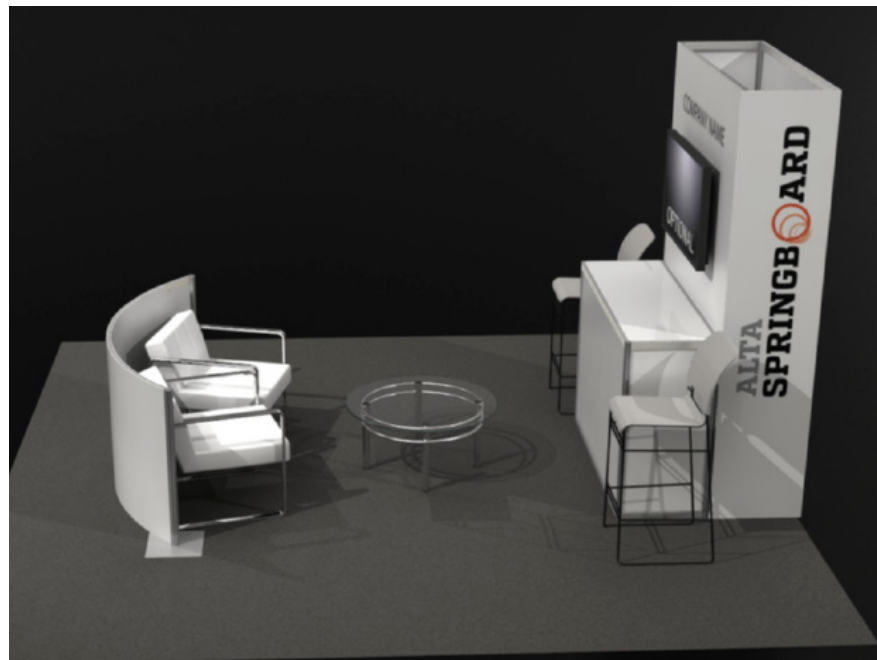


## Mock up of Level 1

**\*screen not included in price**

## Mock up of Level 2

**\*screen not included in price**



# 2019 SPRINGBOARD Sponsorship Opportunities Contract

Opportunities are available on a first-come, first-serve basis. Please see page 19 for the sponsorship requirements.

 = production costs not included

	Member	Non-member		Member	Non-member
<input type="checkbox"/> Lounge Sponsorship (4)	\$9,000	\$9,500	<input type="checkbox"/> Photo Booth	\$2,000	\$2,500
<input type="checkbox"/> Morning Welcome Event	\$10,000	\$10,500	<input type="checkbox"/> Keycards	\$4,500	\$5,000
<input type="checkbox"/> Party Sponsor	\$10,000	\$10,500	<input type="checkbox"/> On-Site Massages	\$3,000	\$3,500
<input type="checkbox"/> Attendee Material Holder	\$4,000	\$4,500	<input type="checkbox"/> Branded Black Lanyards/Badges	\$6,500	\$7,000
<input type="checkbox"/> Newspaper Drops per day	\$2,000	\$2,500	<input type="checkbox"/> Map of Memphis	\$2,000	\$2,500
<input type="checkbox"/> <input type="checkbox"/> Thursday <input type="checkbox"/> Friday			<input type="checkbox"/> Notepads	\$2,000	\$2,500
<input type="checkbox"/> Charging Station	\$3,000	\$3,500	<input type="checkbox"/> Tuesday Turndown Service	\$1,200	\$1,700
<input type="checkbox"/> Reusable Water Bottles	\$3,500	\$4,000	<input type="checkbox"/> Wednesday Turndown Service	\$1,200	\$1,700
<input type="checkbox"/> Head shot Station	\$3,000	\$3,500	<input type="checkbox"/> Tuesday Room Drop	\$1,200	\$1,700
<input type="checkbox"/> Branded Pens	\$2,000	\$2,500	<input type="checkbox"/> Wednesday Room Drop	\$1,200	\$1,700
<input type="checkbox"/> Daily Schedule Email	\$2,000	\$2,500	<input type="checkbox"/> Tote Bag Inserts	\$1,000	\$1,500
<input type="checkbox"/> Brain Dating	\$20,000	\$20,500	<input type="checkbox"/> General Session Giveaway	\$1,500	\$2,000
<input type="checkbox"/> Scholarship Sponsor	\$6,000	\$6,500	<input type="checkbox"/> TitleNews Belly Band Advertisement	\$2,500	\$3,000
<input type="checkbox"/> Branded Fidget Spinners	\$2,000	\$2,500	<input type="checkbox"/> Playbook (Program) Sponsor	\$5,000	\$5,500

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 \_\_\_\_\_

Date \_\_\_\_\_

*Please email a copy of this agreement to [cmitchell@alta.org](mailto:cmitchell@alta.org) or fax to 888-fax-alta.*

*\*If paying by check, please send agreement and an invoice will be created with mailing information.*

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

**Please Print or Type**

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

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

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

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

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

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

## Payment Information

☐ Check\* ☐ Visa ☐ MasterCard ☐ AmEx ☐ Discover

Amount \$ \_\_\_\_\_

**An invoice will be created on your [www.ALTA.org](http://www.ALTA.org) account.**

**ATTN: ALTA**

**Payment must be processed online within 30 days.**

Cancellations must be received in writing prior to February 12, 2019 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 February 12, 2019. Please mail, fax, or e-mail cancellations to [marketing@alta.org](mailto:marketing@alta.org)

Contact: Claire Mitchell • P: 202-296-3671 x225 • F: 888-FAX-ALTA • E: [cmitchell@alta.org](mailto:cmitchell@alta.org)

# 2019 SPRINGBOARD VENDOR CONTRACT (Page 1)

## Vendor Request:

Booths assigned on a first come, first served basis.

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

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

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

If possible, not next to \_\_\_\_\_

**\*Along with this form, please update your [marketplace profile](#)**

## Company Information:

(To be provided to Freeman- expo show handler)

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

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail \_\_\_\_\_ Phone \_\_\_\_\_ Ext. \_\_\_\_\_

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 Method:

**Email: Email completed forms (page 7 & 8) to Claire, [cmitchell@alta.org](mailto:cmitchell@alta.org), and you will be notified how to pay securely on [alta.org](http://alta.org).**

☐ Check

or

☐ Credit Card

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

## CANCELLATION POLICY:

Booth cancellations received prior to Friday, February 15 will receive a refund of 40%. No booth registrations refunds will be made after Friday, February 15. Cancellations after Friday, February 16 obligates the Exhibitor to payment of the full rental amount and forfeiture of all monies paid. All cancellations or substitutions must be received in writing.

## 2019 SPRINGBOARD VENDOR CONTRACT (Page 2)

**Level 1 receives 2 complimentary registrations**

**Level 2 receives 3 complimentary registrations**

A discount code to register your personnel will be provided once your vendor contract is processed. Any additional attendees must be registered in full online at [alta.org](http://alta.org).

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ALTA to provide a branded kiosk with wifi and electricity. Additional floor signage provided by the vendor is prohibited. Vendor can supply their own table signs, handouts, and give-aways. Vendor can rent additional booth material and A/V through Freeman Expo Group. They will contact you directly after your vendor contract is received and processed by ALTA.

On behalf of \_\_\_\_\_ (name of company) I agree to the terms of this contract (page 7-8), including any special terms spelled out two next pages (page 11-12).

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Signature

Company Name

Date



# WHAT'S HOT IN DIGITAL CLOSINGS

## Have a product or service in the digital closing space?

We will be offering time slots during ALTA SPRINGBOARD to educate attendees on What is Hot in Digital Closings.

- First come, first serve
- 3-5 PM on Wednesday, March 20th
- 15 minutes each
- 6 time slots
- ALTA will supply the projector and screen
- Available to current vendors only
- Cost:** \$500

Return the contract on page 10 to:

**Claire Mitchell, Director of Vendor Relations**  
American Land Title Association

[cmitchell@alta.org](mailto:cmitchell@alta.org)



# DIGITAL CLOSING CONTRACT

15-minute time slot: \$500.00

Please print or type:

\_\_\_\_\_  
Name

\_\_\_\_\_  
Company

\_\_\_\_\_  
Address

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Fax

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

## How do you fit in to the digital closing space?

Email a description of your 15 minute presentation to

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

(Information provided will be on event schedule)

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

☐ Check

or

☐ Credit Card

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

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

\_\_\_\_\_  
Signature

Amount \$ \_\_\_\_\_

# ALTA EXHIBIT 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 Memphis and the state of Georgia.

**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 additional signage is permitted. No exhibits will be permitted to interfere with the use of other exhibits or impede access to them or the free use of aisles.

**EXHIBIT RESERVATION, PAYMENT & CANCELLATION:**

Booth cancellations received prior to Friday, February 15 will receive a refund of 40%. No booth registrations refunds will be made after Friday, February 15. Cancellations after Friday, February 15 obligates 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'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 Expositions, Inc

**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 Omni Fort Worth 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 2:00 p.m., Wednesday, March 21. If Exhibitor begins dismantling before 2:00 p.m., Wednesday, March 21, 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 7:30 a.m. March 20, 2019, 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 7:30 a.m., March 20, 2019, 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.

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

**CANCELLATION OF CONFERENCE:** 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 2019, nor their officers, agents, employees, assigns and contractors, Freeman Exposition, Inc, 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 2019, nor Freeman Expositions, Inc, 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 2019, or Freeman Expositions, Inc, from any and all such claims. The Exhibitor agrees to protect, save, and keep the American Land Title Association and The Omni Fort Worthforever 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 Omni Fort Worth 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 2019 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 2019 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 2019 h 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 the hotel 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.