

**ALTA SPRINGBOARD—
Reimagined
Reinvigorated**



Is now

ALTA EDge

March 19th—21st 2025

Omni Louisville Hotel

Louisville, KY

2025 EXHIBITOR PROSPECTUS

Book your booth at:

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

New this year!

Welcome to the all new ALTA EDge meeting

ALTA EDge: Break away from your competition and lean into the future! ALTA EDge, the American Land Title Association's remastered spring conference, will offer forward-thinking education sessions focused on technology, business operations and developing talent. This conference will provide you with the competitive edge you desire along with the opportunity to learn from the experts on the newest technology software platforms, upcoming regulations, best practices and more.

The EDge is where the title industry professionals come to roll-up their sleeves and get to work. This day and a half conference is jam packed with education sessions offering CE/CLE credit, dedicated time to network with industry peers, and the ultimate one stop shopping experience for your software and vendor needs.

- ◆ Whether shopping for a new tool or needing hands-on training with platforms that can help you grow your business – ALTA EDge is where you need to be.

New this Year:

Vendor led software demo sessions and user group training available to booth purchasers.



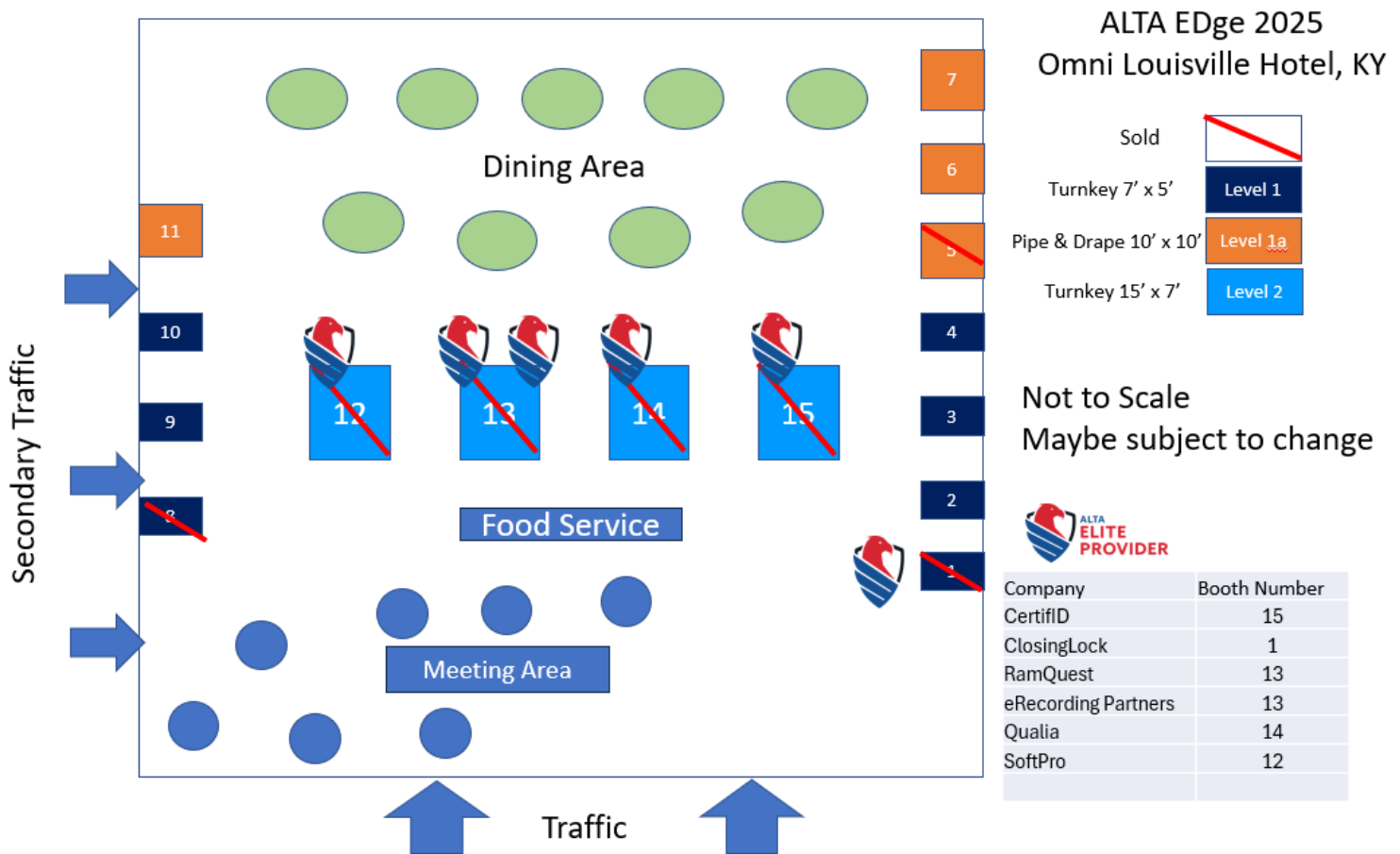
EXHIBIT BOOTH SELECTION

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

Exhibit Hall: Commonwealth 1/2/3/4/

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



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.alt.a.org/exhibits/upcoming-exhibits>
- ◆ Add or update your ALTA Marketplace profile: <https://www.alt.a.org/marketplace/>
- ◆ Exhibitors must note that upon using the booth selection tool at www.alt.a.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 this prospectus.

DATES AND TIMES

WHEN & WHERE?

- ◆ Omni Louisville Hotel, Louisville, KY (“EVENT FACILITY”)
- ◆ ALTA EDge (“EVENT”) Dates: March 19th—21st 2025 (“EVENT DATES”)

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

Times subject to change

Wednesday, March 19 th	
2:00 p.m.—4:00 p.m.	Exhibitor Move-In
5:00 p.m.—6:00 p.m.	Ice Breaker—Happy Hour in Exhibit Hall
Thursday, March 20 th	
7:30 a.m. – 8:30 a.m.	Breakfast & Vendor Networking in Exhibit Hall
12:00 p.m.— 2:00 p.m.	Lunch & Vendor Networking in Exhibit Hall
3:30 p.m.— 4:30 p.m.	Networking Break in Exhibit Hall
5:00 p.m.— 6:00 p.m.	Happy Hour in Exhibit Hall
6:00 p.m.	Exhibitor Breakdown and Move Out*
Friday, March 21 st	
8:00 a.m.— 9:30 a.m.	Breakfast & Vendor Hot Topics Sessions
8:00 a.m.— 9:30 a.m.	Breakfast & Vendor Software Demos
Noon	Conference Ends

IMPORTANT DATES

January 31st

- ◆ Cut off date for 40% refund for cancelled booth purchase,

February 16th

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

February 27th

- ◆ **All booths must be paid in full.**

March 5th

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

March 28th

- ◆ Post-event lists available upon request

CONTACT DETAILS

- ◆ Freeman Decorating Company (“DECORATING COMPANY”) Exhibitor Support: dianner.vernon@freeman.com
- ◆ Hotel Address: 400 S 2nd Street, Louisville, Kentucky, 40202
- ◆ Phone Number: (502) 313-6664
- ◆ AV Contact:
 - ◆

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

- ◆ *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.

EXHIBITOR OPTIONS

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

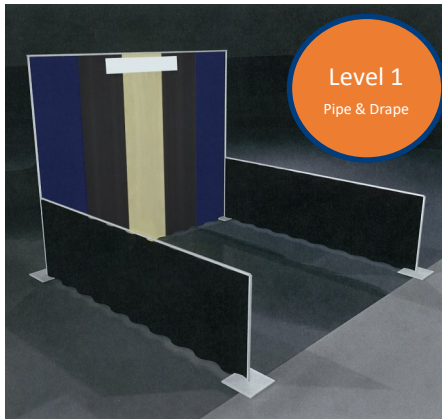
All exhibit graphics, furniture and equipment is to be order through: Exhibitor Support: dianner.vernon@freeman.com



Level 1 Turn Key Booth (7'x5') Cost: \$4,250

A back wall (5'W x 8'H) with graphic logo opportunity and optional shelf. Backwall graphics (included in the price) must be received 21 days prior to move-in or pod price will increase by 20%

- ◆ Counter with storage
- ◆ (2) Limerick stools
- ◆ (1) wastebasket
- ◆ Carpet
- ◆ Monitor bracket beam (monitor quoted upon request).
- ◆ Includes two complimentary registrations.



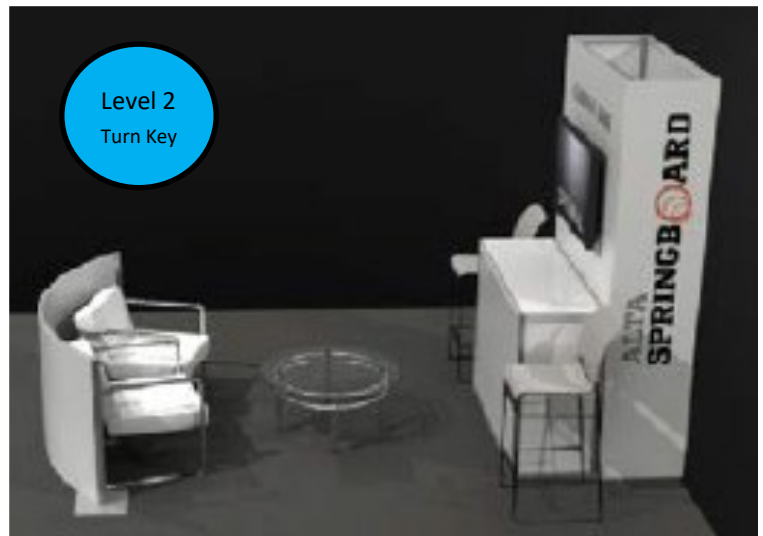
Level 1 Pipe & Drape (10'x10') Cost: \$3,250

- ◆ Includes:
- ◆ 1 6' table and 2 chairs
- ◆ 2 complimentary registrations.

Level 2 Turn Key Booth (7'x15') Cost: \$6,000

A back wall (5'W x 8'H) with graphic logo opportunity and counter with storage Backwall graphics must be received 21 days prior to move-in or pod price will increase by 20%

- ◆ Limerick stools
- ◆ wastebasket
- ◆ coffee table
- ◆ lounge chairs
- ◆ Carpet
- ◆ 3'H curved front wall with graphic opportunity
- ◆ Monitor bracket beam (monitor quoted upon request).
- ◆ Includes three complimentary registrations.



Exhibitors must note that standard exhibition booth equipment WILL NOT fit in Level 1 or Level 2 booths.

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, heavier items are to shipped via DECORATING COMPANY, Exhibitors should obtain a quote for handling fees

While you are thinking about exhibiting this year

ALTA ADVOCACY Summit

We are offering exhibit space at ALTA's Advocacy summit in Washington D.C.

- ◆ This event is a boutique event with about 200 attendees and exhibit costs are very low.
- ◆ Typically attendees are ALTA Members who are passionate about the industry and are very active in our Advocacy and Public affairs activities.
- ◆ You will benefit from a great deal of attention as we are strictly limiting the number of Exhibitors to <10
- ◆ This is a first come first served opportunity that will sellout fast.

Dates & Location:

- ◆ May 5th—7th 2025
- ◆ InterContinental Washington D.C.—
The Wharf
- ◆ Email us directly for more information
- ◆ sponsorship@alta.org



ELITE PROVIDER PROGRAM

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 Braintree Lounge 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: EliteProviders@alta.org for more information.



Since 20XX

CERTIFICATE

of

ALTA Elite Provider

THIS CERTIFIES THAT
"My Name"

ALTA ID: xxxxxxxx

Is among the select group of service providers for the title insurance and settlement services industry awarded with this distinction after a rigorous selection criteria.

2023

Diane Tomb

Diane Tomb, Chief Executive Officer

ALTA EXHIBITOR RULES AND REGULATIONS

1. **APPLICATION AND ELIGIBILITY:** The application for a Booth(s) or a space at an Event should be made by individual who has the authority to act for the Exhibitor and be made via this Agreement, or, directly via ALTA's website at <https://portal.alta.org/exhibits/upcoming-exhibits>, or indirectly via an ALTA Staff member purchasing the Booth on behalf of an Exhibitor whereupon an invoice will be sent to the Exhibitor for payment where the individual requesting the purchase has the authority to act for the Exhibitor
2. ALTA reserves the absolute right to decline any application for a Booth or any other space at an Event 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.
3. 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.
4. **CHARACTER OF THE EVENT:** Each Exhibitor agrees to operate its Booth or space in a manner that is in keeping with the character and spirit of the Event. 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 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.
5. **EXHIBIT SPACE:** All Booths and related equipment will generally be located in a large space at the Event Location, ("Exhibit Hall"). At some Events this hall may be referred to a different name as for the purpose of this agreement it is designated the Exhibit Hall.
6. **FLOOR PLAN, BOOTH SIZES AND OTHER SPACES:** Classification of Booths and spaces and their assignment in the Event will be determined by ALTA in its sole discretion and will be identified in the Exhibit Hall floor plan ("Floor Plan"), and or Media Kit ("Media Kit"). Due to the great number of companies exhibiting similar or related product lines, ALTA cannot guarantee that a company exhibiting similar products (including a Sponsor's or Exhibitor's direct or indirect competitor) will not be located in a nearby or adjoining Booth or space. ALTA will make every effort to maintain the general configuration of the Floor Plan and Booth size for the Exhibit space as outlined in any prospectus. However, ALTA reserves the right to modify the plan if necessary, as determined solely by ALTA. ALTA will inform any Exhibitor whose Booth or space impacted by any change in Floor Plan.
7. **BOOTH DISPLAY AND EQUIPMENT:**
8. **OFFICIAL DECORATOR:** The official decorator for an Event, the "Decorating Company" is appointed solely by ALTA, and is detailed in respective Event Prospectuses.
9. **EXHIBIT ARRANGEMENT:** Booths, Exhibit equipment, supplies and any Exhibitor associated paraphernalia shall be arranged to not obstruct the general view nor hide other Booths and Exhibitors. Booths and 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 Chief Operations Officer or Designee before construction is ordered and all such construction may only be performed by the Decorating Company or the Event location employees.
10. **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 unless explicitly permitted by ALTA in writing.
11. **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, Booth 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.
12. **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 may be equipped with ashtrays and receptacles designed for discarded smoking materials.
13. **PROTECTION OF EVENT LOCATION AND PROPERTY.** Nothing shall be posted on, or tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the Event property without permission from the proper building authority. Packing, unpacking and assembly of Booths shall be done only in designated areas and in conformity with direction of ALTA, or the Decorating Company. Exhibitors assume all responsibility for compliance with all federal, state, and local regulations and ordinances, including those covering fire, safety, and health. All Booth and Exhibitor 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.
14. **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.
15. 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.
16. 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.
17. **BOOTH OPERATIONS:**
18. **HOURS OF OPERATION:** ALTA may from time to time promulgate such reasonable regulations governing the hours of access to displays and eligibilities for 1. admission. All Booth must remain intact until the official closing hour of the exhibits. Dismantling of Booths begins at or after the official close of the Exhibit Facility as outlined in the conference program. ("Official Closing Hour"). If the Exhibitor begins dismantling before Official Closing Hour Exhibitor may 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.
19. **SALES:** Direct over-the-counter cash sales will be permitted. The Exhibitor is responsible for collecting and remitting taxes in accordance with federal, state, and local requirements.
20. **PRIZE DRAWINGS:** Exhibitors may hold prize drawings at their individual Booths as desired. All prizes must be of a tasteful nature and in the spirit of the event. Where prizes are large or expensive in nature (>\$1,000) Exhibitors must consult with ALTA first and obtain permission to use the prize as part of their draw.
21. **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 or space rather than into the aisle. **SOUND and NOISE MAY NOT EXCEED 80 DECIBELS.** In the event Exhibitor

ALTA EXHIBITOR RULES AND REGULATIONS

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.

22. **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 Booth space or with the specific permission of ALTA. Distribution from booth-to-booth, or in the aisles, is forbidden, and Exhibitors must confine their exhibit activities to the leased space unless permission from ALTA has been obtained prior. 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.
23. **BALLOONS:** ALTA and Exposition Facility must approve all helium balloons. Exhibitor agrees not to use any materials, including balloons, on Event Location property that will injure, mar, or in any manner deface any surface or any equipment contained herein.
24. **EXHIBIT RESERVATION, PAYMENT & CANCELLATION:**
25. Reservations may be made with a 100% cash deposit for each Booth 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. In the event that a Booth space is reserved by ALTA on behalf of an Exhibitor, ALTA will issue an invoice for the full amount and all these Terms and Conditions shall apply to the purchasing Exhibitor.
26. Exhibitors are required to pay the invoice in the full amount by the sooner of the due date or by a date specified in the Dates and Time section of this prospectus. If the balance is not paid in full by this date, ALTA may resell, reassign, or reuse the space. Any cancellation must be made in writing to the Chief Operations Officer or designee. If notification is received prior to the date in the Dates and Times section of this prospectus, ALTA will refund 40% of the amount paid. Cancellations after this date obligates the Exhibitor to payment of the full rental amount and forfeiture of all monies paid. No Booth refunds will be issued after this date. No Exhibitor will be permitted to erect a display until space rental is paid in full. All checks and payments should be made payable to the American Land Title Association or payment by credit card through ALTA's website, www.alta.org.
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.
28. **FAILURE TO OCCUPY SPACE:** Any Booth or space not occupied by one hour prior to the opening of the Exhibit Hall as outlined in the Event program as detailed in the respective Meeting Website Schedule found at <https://www.alta.org/events/> or Prospectus, will be forfeited by Exhibitor, and its Booth or 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 ALTA's sole discretion, and the Exhibitor hereby agrees to pay such charges upon receipt of an invoice from ALTA.
29. **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.
30. **LIABILITY INSURANCE:** Neither the ALTA, the employees, contractors and or subcontractor thereof, the Event Location nor their officers, agents, employees, assigns and contractors, Decorating Company and 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 Location, 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 Location or, Decorating Company from any and all such claims. The Exhibitor agrees to protect, save, and keep ALTA, Event Location 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 Location 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.
31. **SHIPPING & STORAGE:** The Event Location does not accommodate the storage of Booth equipment or exhibit materials. All shipments for a Booth or space must be directed to the Decorating Company. Shipping instructions will be included in the respective Event Prospectus available on ALTA's website <https://www.alta.org/business-operations/industry-partners/advertise-with-alta>. Shipments to the Event Location will be directed to the Decorating Company warehouse for storage and delivery to the Exhibitor's Booth at show time, at the Exhibitor's expense. The authorized
32. **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.

SPONSORSHIP & ADVERTISING OPPORTUNITIES

ALTA's Spring Meeting 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>