Coming Soon

JW Marriott & Marriott Water Street
Tampa, FL

Monday, October 16th - Thursday, October 19th, 2028

Note to be an exhibitor at ALTA meetings you must join ALTA as an Associate Member

https://www.alta.org/membership/find-or-create-account

EXHIBITOR PROSPECTUS

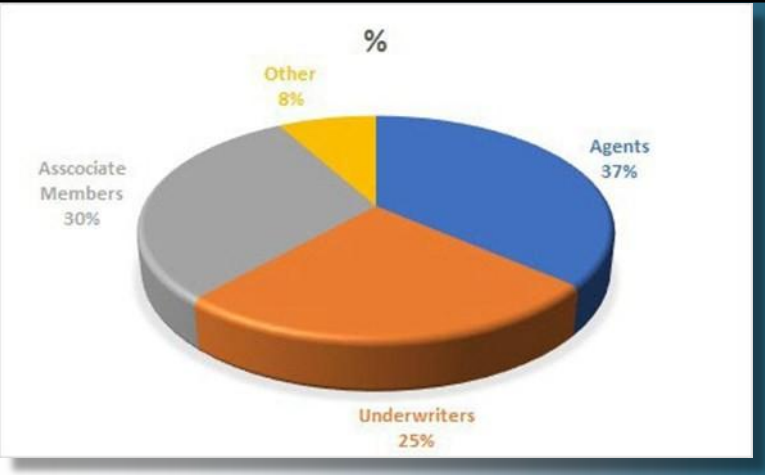
Book your booth here:

https://portal.alta.org/booths

INTRODUCTION

OUR TYPICAL AUDIENCE

- CEOs & Presidents
- Other C-Suite Officers & Executives
- Owners or Founders
- Vice Presidents
- Attorneys/Counsels/Partners



WHY SHOULD YOU COME?

Meeting Rooms—Booths—Sponsorships-Events

- Meet the decision makers!
- Meet customers—current and future
- ALTA ONE is unique: Each year title industry professionals who attend ALTA ONE are qualified to make the decisions to purchase or recommend the purchase of your products and services
- Networking Venues
- The event is designed to drive attendees into Market ONE for the best networking opportunities
- Demonstrate your products and services in dedicated demo sessions
- Your competitors are there—the exhibit hall typically sells out by the end of Q1—don't delay and be disappointed—*no one wants to be on a wait list*
- Check out sponsorship and advertising opportunities:
- https://www.alta.org/business-operations/industry-partners/advertise-with-alta

DATES AND TIMES

WHEN & WHERE?

- JW Marriott & Marriott Water Street Tampa, FL ("Event Location") ALTA ONE ("Event")
- Monday, October 16th - Thursday, October 19th, 2028 ("Event Dates")

Review the full conference schedule by visiting:

www.alta.org/events/ALTA ONE

Monday, October 16th	
10:00 AM— 4:00 PM	Exhibitor Move-In
5:30 PM—6:30 PM	Market ONE Opening Party
Tuesday, October 17th	
7:30 AM – 8:30 AM	Breakfast in Market ONE
10:00 AM—11:00 AM	Networking with Vendors in Market ONE
11:30 AM—1:30 PM	Lunch In Market ONE
1:45 PM—2:30 PM	Networking with Vendors in Market ONE
3:30 PM—4:15 PM	Networking with Vendors in Market ONE
5:00 PM—6:00 PM	Happy Hour in Market ONE
Wednesday, October 18th	
7:30 AM— 8:30 AM	Breakfast in Market ONE
10:00 AM— 11:00 AM	Networking with Vendors in Market ONE
11:30 AM – 1:30 PM	Lunch in Market ONE
1:45 PM—2:30 PM	Networking with Vendors in Market ONE
4:30 PM—7:00 PM	Exhibitor Move-out*

IMPORTANT DATES

June 17th

- Cut of date for 40% refund for cancelled booth purchase, thereafter no refund

August 28th

- Artwork due

September 1st

- All booths must be paid in full or maybe resold
- Marketplace profile added/updated by Exhibitors

October 4th

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

October 23rd

- Post-event lists available upon request

Location Contact Details

- Freeman Decorating Company ("Decorating Company")
- Exhibitor Support: dianner.vernon@freeman.com

- Hotel Address: 6902 E Greenway Pkwy, Scottsdale, AZ 85254 480-624-1000
- AV: www.eventnow.encoreglobal.com

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.

EXHIBITOR BOOTH PRICING & Floor Plan

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

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

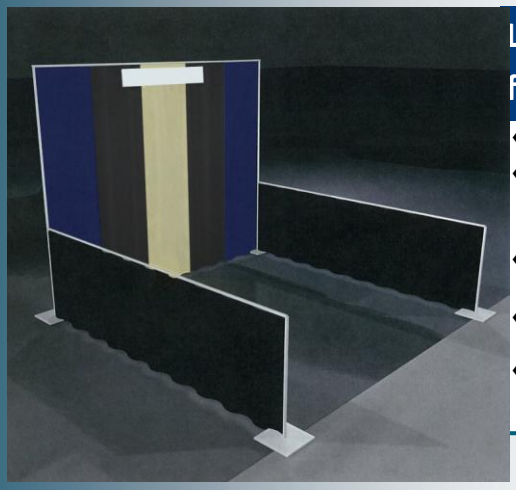
- Ensure your Associate Membership is current
- Review rules and regulations on the at the end of this document
- Add or update your ALTA Marketplace profile: https://www.alta.org/marketplace/

*Thinking about becoming a Strategic Partner? Contact us at sponsorship@alta.org

Not to scale, floor plan may be subject to change.
Booths are available to Associate Members Only

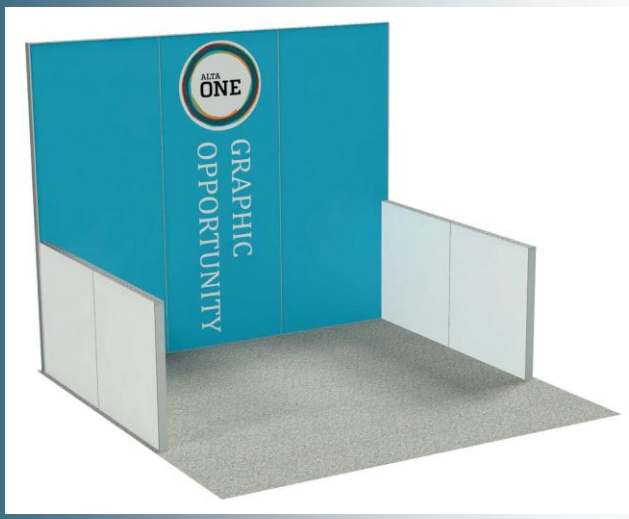
EXHIBITOR BOOTH OPTIONS LEVEL 1 & 2

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



Level 1 Pipe & Drape Premium, Regular & Slim includes 2 free registrations

- Standard Pipe and Drape enclosure
- Booth Specifications:
  - Premium/Regular 10' wide x 10' deep x 8' high
  - Slim 10'wide x 8' deep x 8' high
- Level 1 booths do not come with furniture – these must be provided by either the Exhibitor or ordered from the Decorating Company
- Typically floor covering is hotel carpet, exhibitors may bring own coverings if desired
- Standard booth equipment such as pop-up displays, stretch tension fabric SEG frames will fit in Level 1 booths



Level 2 Turnkey includes2 free registrations

- Option to purchase back wall custom graphics from Decorating Company
- Booth Specifications: 10' deep x 10' wide x 8' high plus event collection wall without graphics, included: 3' high X 8' long shared side walls
- Level 2 booths do not come with furniture – these must be provided by either the Exhibitor or ordered from the Decorating Company. Typically floor covering is hotel carpet, exhibitors may bring own coverings if desired
- Exhibitors are cautioned that regular 8' x 10' (height x width) standard booth equipment such as pop-up displays, stretch tension fabric SEG frames will not fit in Level 2 booths
- Booth rear panel dimensions for graphics: 117.75"w x 95.75"h
- When sending graphics files to Decorating Company file size must not exceed 200MB

Graphics files for Level 2 booth must be uploaded to the Decorating Company's website. Graphics sent as an email attachment or as a link back to the Exhibitors site will not be accepted.

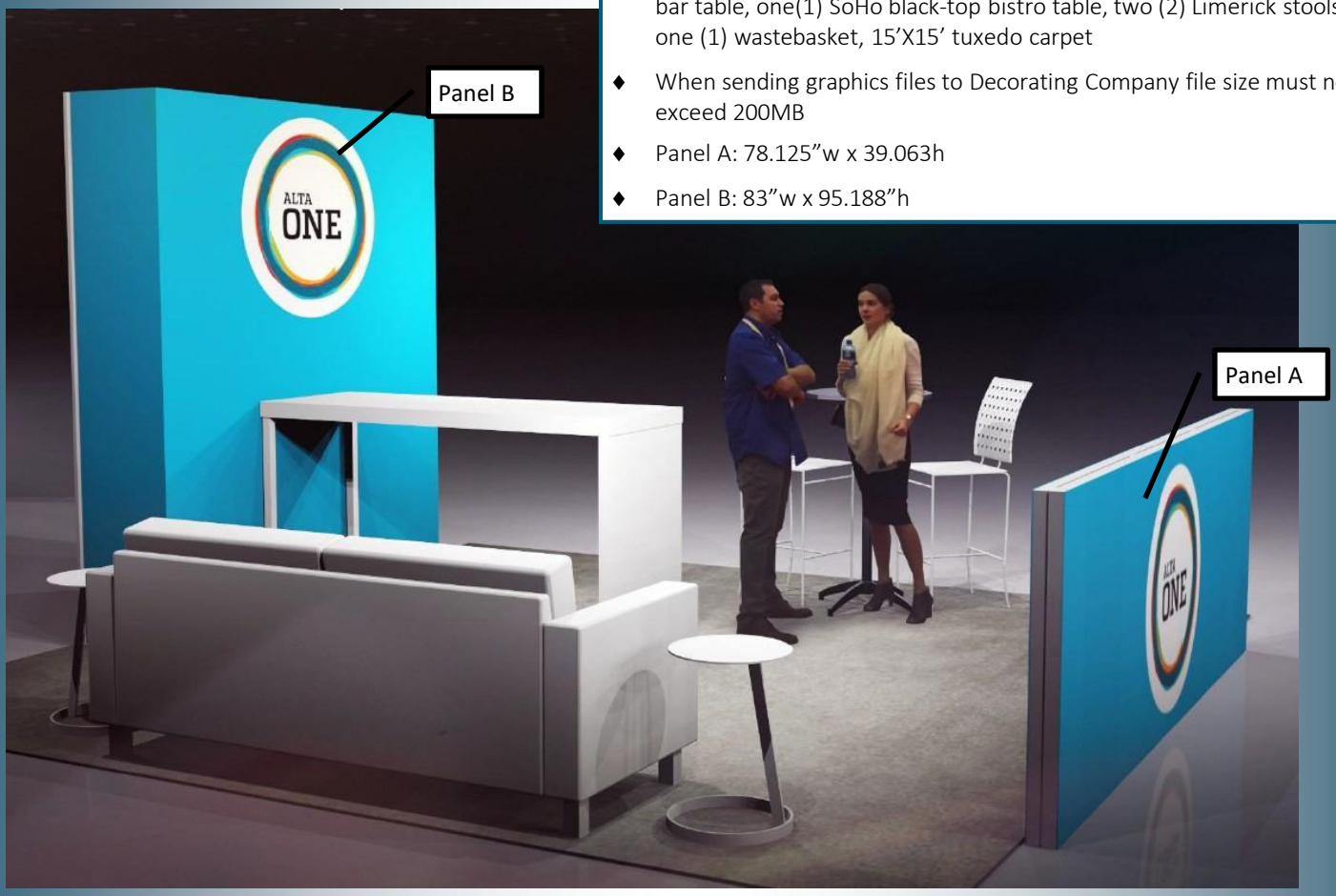
All Level Booths:

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

EXHIBITOR BOOTH OPTIONS
Level 3

Level 3 Turnkey—includes 3 free registrations

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

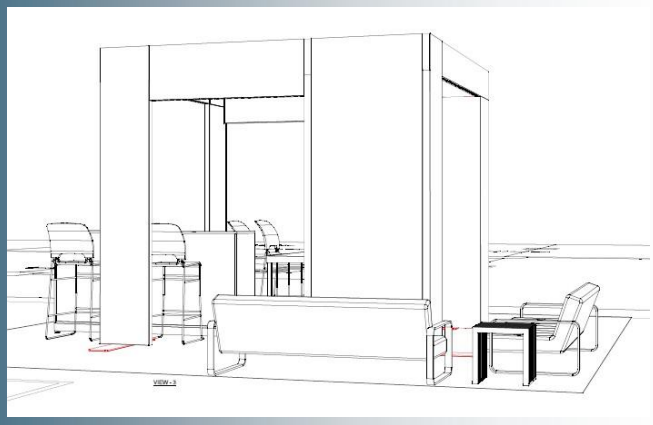


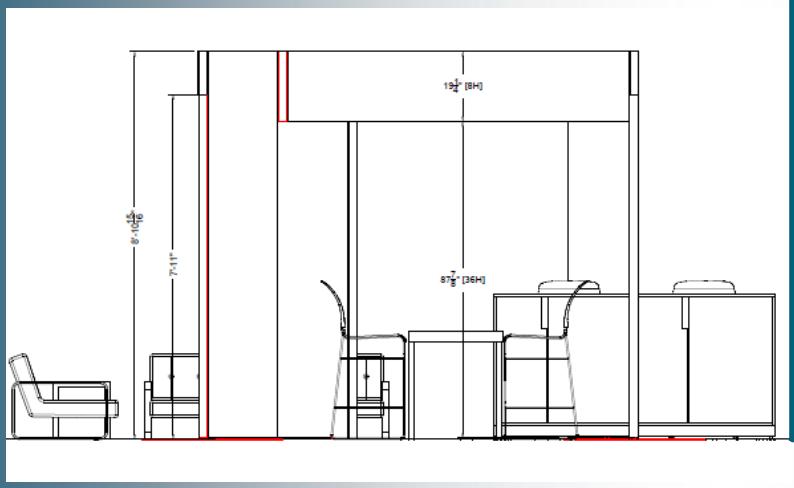
Graphics files must be uploaded to the Decorating Company's website. Graphics sent as an email attachment or as a link back to the Exhibitors site will not be accepted.

All Level Booths:

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

EXHIBITOR BOOTH OPTIONS
Level 4 Turnkey Booth





Purchasers of Level 4 booths may design their booths, final design must fit into the 20' x 20' footprint of a Level 4 Booth. Exhibitors should work directly with the Decorating Company in including the settlement of any costs or expenses in excess of the price paid for the booth. 8' height restriction on all booths.

Level 4 Turnkey—includes 4 free registrations

Includes furniture and custom graphics to be submitted to from Decorating Company BEFORE cut-off date

Booth Specifications: 20'X20' Level 4 Booth which includes:

- 2m long charging cabinet, Two (2) Naples sofas, one (1)
- Regis end table, one (1) Ventura powered bar table, six(6) Limerick stools, one (1) wastebasket; and 20'X20' tuxedo carpet

When sending graphics files to Decorating Company file size must not exceed 200MB

Call for detailed spec sheet

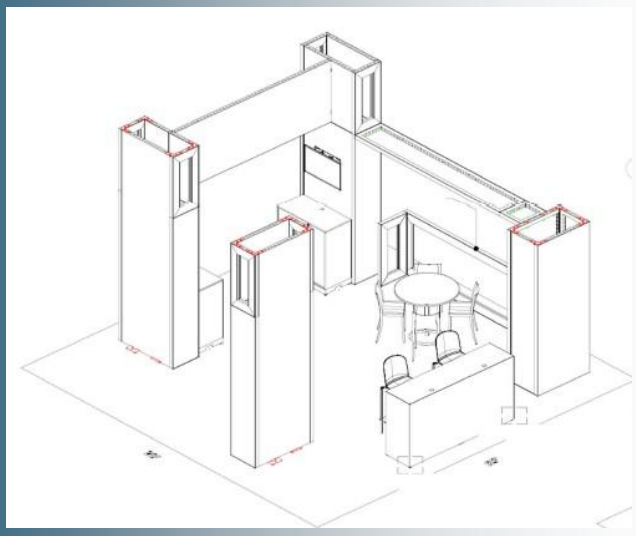
Graphics files must be uploaded to the Decorating Company's website. Graphics sent as an email attachment or as a link back to the Exhibitors site will not be accepted.

All Level Booths:

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

EXHIBITOR BOOTH OPTIONS
Level 5





Purchasers of Level 5 booths may at their own choice design their own booths, final design must fit into the 25' x 25' footprint of a Level 5 Booth. Exhibitors should work directly with the Decorating Company in including the settlement of any costs or expenses in excess of the price paid for the booth. 8' height restriction on all booths. Level 5 Turnkey includes 5 free registrations Includes furniture and custom graphics to be submitted to from Decorating Company BEFORE cut-off date Booth Specifications: 25'X25' Level 5 Booth which includes:

- 2m long charging cabinet,
- Two (2) Naples sofas,
- One (1) Regis end table,
- One (1) Ventura powered bar table, six(6) Limerick stools,
- One (1) wastebasket; and
- 25'X25' tuxedo carpet

When sending graphics files to Decorating Company file size must not exceed 200MB

Call for detailed spec sheet

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

All Level Booths:

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

Exhibit Booth Success Guide

Maximize Your Impact. Drive Real Results.

1 START WITH STRATEGY

No Strategy = No Success

Before the show:

- ✔ Define clear objectives (meetings, demos, awareness)
- ✔ Align messaging and staff roles
- ✔ Measure Return on Objectives (ROO), not just ROI



2 ENGAGE — DON'T WAIT

Wallflowers Don't Win

- ✔ Lead with conversation, not brochures
- ✔ Create interactive experiences
- ✔ Let attendees touch, test or demo
- ✔ Staff with confident personalities + experts

Energy attracts. Passivity repels.



3 STAND OUT INTENTIONALLY

Your booth is prime space.

- ✔ Invest in purposeful design
- ✔ Keep messaging clear and consistent
- ✔ Make giveaways meaningful, not forgettable
- ✔ Visibility is created — not assumed.



4 FACE-TO-FACE STILL WINS

Digital builds reach. In-person builds trust.

- ✔ Authentic conversations matter
- ✔ Personal connection drives long-term value
- ✔ Trust built onsite lasts beyond the event



Exhibit Booth Success Guide

Maximize Your Impact. Drive Real Results.

5 OWN THE ROOM

For 2–3 days, your booth is your stage.

- ✔ Be the experts attendees came to meet
- ✔ Speak with confidence and clarity
- ✔ Focus on solving real problems
- ✔ Build trust in every interaction

Trust formed onsite lasts long after the show.



6 THE SANDWICH STRATEGY

Your booth is the filling. Preparation and follow-up are the bread.

- ✔ Prepare with purpose
- ✔ Engage intentionally
- ✔ Follow up quickly and personally

Preparation + Engagement + Follow-Up = Results



7 REVIEW. REFINE. REPEAT.

Don't just pack up — improve.

- ✔ Conduct a quick debrief
- ✔ Identify what worked
- ✔ Share winning tactics
- ✔ Replicate success at the next show

Success leaves clues.



FINAL TAKEAWAY

Exhibiting isn't just showing up.
It's preparation + engagement + follow-up.
Do all three — and your booth becomes an investment, not an expense.

Reduce your exhibiting costs—hire local brand ambassadors

KINETIC EVENTS STAFFING

Kinetic Events provides temporary staffing solutions for brand ambassador programs and large-scale events. We hire, manage, train and properly insure talent in order to free you of uncertainty, liability and additional work. Our company maintains a roster of local, W2 designated talent in most major US markets. We are a flexible service that can place a few people at a trade show booth or manage hundreds of staff through a complex multimarket program.

Contact max@kimeticevents.com

Mention promo code ALTA for discounted pricing

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Costs Comparisons	Company Staff	Brand Ambassador
Flight	$650	$0
Hotel	$1,200	$0
Incidentals	$300	$0
2 1/2 day fee 1 BA	$0	$750*
Parking	$0	$30*
Total	$2,150	$780
*Estimated, prices may vary by market		

TRADE SHOW STAFF

Expos, conventions, conferences, sponsored booths, multi-market initiatives.



EXHIBITOR BOOTH GRAPHICS ORDERING AND EQUIPMENT SHIPPING

Graphics: IMPORTANT NOTICE

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

Freeman Shipping: (888) 508-5054

FreemanOnline Events and Exhibit Solutions

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

Unless carried by Exhibitor all exhibit items are shipped through the Decorating Company as follows:

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

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 ALTAs 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 o 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 regulator 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 by a different name but for the purpose of this agreement it sis 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 displaces and eligibilities for 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 ordersor 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 sprit 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 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 obtain 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.

ALTA EXHIBITOR RULES AND REGULATIONS

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. **BOOTH 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 Times 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 specified 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. Once notice of cancellation is given in writing the reservation is CANCELLED and may be removed from the floor plan. 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 ALTAs 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 ALTAs 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.