



Exhibitor¹ Prospectus

ALTI is formerly ALMA
ALTI-EXPO is formerly AISE

“The Evolution Revolution Continues...”

ALTI-EXPO 2020 marks the next step in our transition of *ALMA* to *ALTI*, and for *AISE* to *ALTI-EXPO*. ALTI's annual event has always offered world class cutting edge education and quality networking with a world wide, targeted audience of professionals in the Audio & Loudspeaker Technologies industry. A heritage we are very proud of. With our move to June, and an invigorated alliance with InfoComm, both events will benefit from complimentary audiences and crossover events that promote the attendance of both events. *More traffic!*

With the broadening of our mission to include all of the technologies within the signal path, there are more opportunities than ever to bring your products, technologies, and knowledge to a growing market and group of attendees. In fact, AISE2019 drew almost 1/3 of our total attendance from new attendees.

ALTI-EXPO 2020 returns to the acclaimed South Point Hotel and Casino with its outstanding facilities and amenities. Please note that many of the dates, deadlines, and benefits have been changed and upgraded. Special discounts for early commitment and sponsorships are available. ALTI-EXPO 2020 and InfoComm: One trip. Two events. Productivity plus!

Everything we do is designed to build your event success. Don't see that you need? Call Barry Vogel at 602-388-8669 or email bvogel@almaint.org. Let's make it work for you!

Thank-you for your consideration!





ALTI is the only not-for-profit association of Audio and Loudspeaker Technologies professionals dedicated to advancing our industry through cutting edge education, networking, and by providing an dynamic environment that connects buyers and sellers. Our attendees exchange thoughts and ideas and make strategic connections, enhance the industry and promote innovation, business opportunities and growth.

A Quick Overview of ALTI-EXPO 2020

- ◆ **A-E** will take place on Sunday/Monday June 14 & 15, 2020 at South Point Hotel & Casino. Just before InfoComm 2020.
- ◆ Set up and badge pick up is Saturday, June 13 from Noon to 5PM.
- ◆ The President's Dinner has been replaced by a President's Reception on Saturday from 5PM to 7PM. All are welcome. (Sponsorship available)
- ◆ Exhibits open at 9AM on Sunday and Monday. Close at 6PM on Sunday and 5PM on Monday.
- ◆ The gala annual ALTI Banquet is on Sunday evening from 7PM to 9PM. Included in your Exhibitor package.
- ◆ Breakfast and lunch is included both days for up to 2 booth staff.
- ◆ Exhibitors are invited and encouraged to submit new products, services, and special announcements for special no charge promotion leading up to **A-E 2020**.
- ◆ *NEW!* Exhibitors who introduce new products or services at A-E 2020 can qualify for free advertising. Submissions must be submitted for review and management approval to qualify.
- ◆ Door prizes are a perennial favorite. Exhibitors who donate door prizes get free sponsor advertising as well as recognition during the awards.
- ◆ Exhibit booths are 3 sizes; standard is 8 x 10, deluxe is 8 x 20, and Premium entry 8 x 16 (3 only available)
- ◆ Private Meeting space is available before, during, and after A-E 2020. Space is limited so reserve early.
- ◆ Exhibitors receive an ad slick and Promo-Code to invite clients and prospects to get free Exhibits Only Passes. Promote early for best results! This is a proven attention getter!
- ◆ Looking for fresh talent? Our Student attendee program gets bigger every year. Your next employee or trainee may be at ALTI-EXPO!
- ◆ Post you career openings at our career center board at **A-E 2020**.



The hours of operation for Room Reservations are:

(Monday – Friday) 6:00 am – 11:00 pm PST
 (Saturday & Sunday) 7:00 am – 11:00 pm PST
 Telephone: [\(866\) 791-7626](tel:8667917626) (toll free)
 Direct: [\(702\) 797-8901](tel:7027978901)
 Fax: [\(702\) 797-8905](tel:7027978905)
 Email: reservations@southpointcasino.com

ALTI-EXPO will return to
 South Point Hotel & Casino in Las Vegas, Nevada.

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June 12-13, 2020 \$109 per night
 June 14-15, 2020 \$69 per night
 June 16– 19, 2020 \$60 per night

Special reduced Resort Fees of only \$14 per day. Includes WiFi, free parking, free airport shuttle (reservation with S.P. required at +1 866-791-7626), fitness center, free in room coffee maker, and more!

Call for reservations. Use Group Name: ALTI
 Group Code: ALM0104

South Point Hotel & Casino
 9777 Las Vegas Blvd South
 Las Vegas, NV 89183

Deadline for special pricing is May 10, 2020 or when room block is sold out. See our website for link and hotel promo-code.

Important Dates & Data

Early commitment for returning and Sustaining Member Exhibitors. Available through December 31, 2019. The floor layout has been changed (please see the layout on page 5). Early commitment gets you the best booth location as well as a discount for early commitment and payment in full. All booth selections are first come, first served. **NO booth will be held unless registration and payment in full is received. Sorry. No exceptions.** The registration form is on the back page of this Prospectus. Prime locations go early.

Open exhibitor registration opens December 1, 2019. All booths are first come, first served. **No booth will be held without payment in full.** Our exhibitor map will be updated daily so check there for available booths.

Content & Call for Papers. ALTI is committed to providing maximum quality content to our attendees and maximum promotion and exposure to our presenters. Content may be business or technical in nature and will be considered as long as it pertains to the audio signal path. In order to assure that both goals are achieved, please *submit abstracts for content by February 28, 2020 for priority consideration.*

□ **Seminars:** 1 to 4 hours in length. Our priority is *original material*. Seminars are academic and *may not* promote a brand, product, company, or individual. Topics may be technical, business, or education oriented.

□ **Papers:** 20 minutes in length with the same general requirements as Seminars. These are often of technical content, but we welcome content related to business or education issues.

□ **Advertorials:** 20 minutes in length. These may be used to promote products, brands, individuals, or services. Included in exhibitor package, but subject to availability so *book early!*

□ **Product Showcase:** Each exhibitor may submit a product or service to be featured in pre-event advertising in Newsletters, on our website and in our Program.

Be a part of the Evolution Revolution!



EXHIBITOR PRICING	MEMBER PRICE	NON-MEMBER PRICE	AFTER DEC. 30 DEADLINE
8'x 10' booth (2.4m x 3.1m)	\$1,299	\$1,799	add \$200
8' x 20' booth (2.4m x 6.1m)	\$1,899	\$2,399	add \$400
Premium end booth 8' x 16' (2.4m x 4.88m)	1999	NA	add \$400

- Continuing to deliver unmatched value, every exhibitor booth includes carpet, pipe and drape, a 6' table, 2 chairs, and waste basket. Free parking, and special accommodation rates.
- Booth price includes *All Access Passes* for two exhibitor staff who will also receive Breakfast and Lunch on both show days, plus the Gala Annual Banquet on Sunday evening. Additional exhibitor staff is \$249 per person to cover food costs.
- Electrical service, and other optional exhibitor services are available at added cost through the service provider, Las Vegas Expo (LVE). ALTI is *NOT* involved in the exhibitor services aspect of ALTI-EXPO. Exhibitors will receive an exhibitors kit from LVE in late April.
- All Access Pass* includes access to all seminars, papers, advertorials, and forums except SBW.

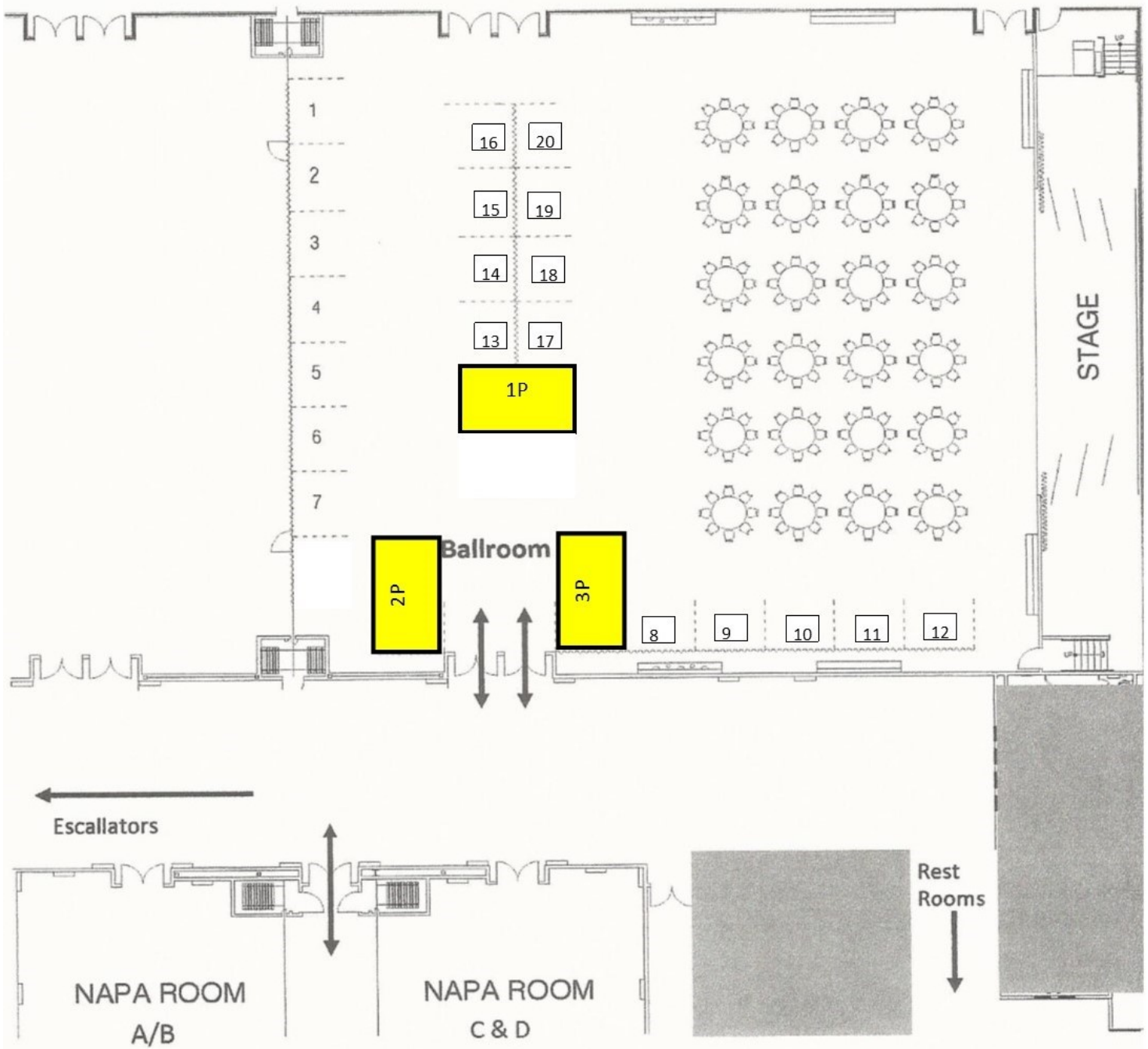
Exhibitor hours will be from 9AM to 6PM on Sunday and 9AM to 5PM on Monday. Lunch service for exhibitors opens at 11:30AM. Breakfast service begins at 7:30AM. Exhibitor set up is on Saturday, June 13, 2020 from Noon to 5PM. Exhibitor breakdown is June 15 from 6PM to 8PM.



Key Points:

- Traffic into and out of dining area flow through the exhibits area for more exhibitor exposure.
- NEW* for 2020: Breakout sessions will be across from the exhibits hall with activities in the exhibits hall between all presentations to increase traffic flow to exhibitors. Door prizes are awarded at your booth!
- NEW!* There will be mid morning and mid afternoon “pauses” between breakout sessions to allow more exhibits time and easier access for attendees.
- Exhibitors will have multiple PR opportunities before, during, and after the show. All at no additional cost. Just let us know how we can maximize your return on investment!

ALTI-EXPO 2020 EXHIBITOR GRID



Of Note:

- ◆ There are 3 Premium 8' x 16' booths at the entrance to the exhibits and dining area
- ◆ All of the breakout sessions take place in NAPA A/B, C & D
- ◆ Exhibits and breakouts begin at 9AM. Breakfast is from 8AM to 9AM,
- ◆ There will be a mid-morning and mid-afternoon break from education sessions along with the Noon to 2PM break. *More face time for exhibitors!*
- ◆ ***This year only:*** The promo code that you offer to your clients for *FREE* Exhibits passes will also allow them to purchase an All Access Pass at Member pricing of \$499. *More value for you and your customers!*

Sponsorships and Attention Getters!

ALTI-EXPO 2020 SPONSORSHIPS AND MARKETING OPPORTUNITIES

ALTI-EXPO EVENT SPONSOR	\$2,499
Program Sponsor	699
Breakfast Sponsor (both days)	799
Lunch Sponsor (both days)	999
Banquet	1999
Banquet wine sponsor	999
Happy Hour Sponsor	799
Closing cocktail Party Sponsor	699
Lanyard Sponsor	200
Badge Sponsor	799
Door Prize Sponsorships (both days- cost of door prizes only)	0
Custom Sponsorships available. Almost anything is possible!	

Contact Barry Vogel at 602-388-8669 or email bvogel@almaint.org

It's all about making an impression, creating a stir, being remembered, attaining prestige.

- ♦ **ALTI-EXPO** sponsorships are targeted and unique. Sponsors will stand out!
- ♦ ALL sponsors will receive recognition on the **ALTI** website, in Newsletters, and on signage at **ALTI-EXPO**.
- ♦ Sponsors that invest \$799 or more will have the opportunity to speak during (choice of) Breakfast & Lunch Breaks
- ♦ Sponsors that invest \$999 or more may address the annual **ALTI** Banquet on Sunday evening



Your sponsorship investment can
put you center stage with a
“captive audience”



Get the exposure and the
audience you need by
becoming a valued
ALTI-EXPO Sponsor.



You are cordially invited to the
ALTI-EXPO 2020 Opening Reception



ALTI President Dan Foley

And the ALTI Board of Directors and ALTI Management

Invites you to join us for drinks and hors d'oeuvres

On Saturday, June 13 from 5PM to 7PM

(location will be announced prior to ALTI-EXPO 2020)

What better way to kick off a busy two days at ALTI-EXPO than a casual get together with friends, associates, and peers in a relaxed and informal atmosphere. There is no fee to attend. All are welcome.

Snacks and soft drinks served. Cash bar also available.

JOIN US!

The President's Dinner Redux....

The good news is that everyone loves the **President's Dinner** the evening before **ALTI-EXPO**. The bad news is that the 80+ people that typically shows up overwhelms restaurant staffs and results in service issues. We have tried several ways to resolve this with varied results. A friendly dinner should not be a source of stress for our guests. Here is our solution: South Point has many terrific restaurants. After the reception (above), the Board of Directors will enjoy dinner at **Don Vito's Italian Restaurant** and at **Silverado Steak House** (Reservations 702-797-8075). **ALTI's** leadership will split up between the 2 restaurants. Those who wish to join us are encouraged to call the restaurants and make your reservations. We hope that you will join us! Always a fun evening. Book early! They fill up quickly!

After dinner, join us in the **Grandview Lounge** for drinks and great conversation.

Exhibitor Registration



This form may be filled out on your computer. SAVE when complete, and return to: bvogel@almaint.org

Company Name

Contact Name

Attending
AE2020?

yes
no

Email Address

Mailing Address

Mailing Address

City

State/Province

Zip/Postal Code

Country

Phone

Is this a mobile #

Yes
No

Booth Size

8' x 10'

Current ALTI
Member?

Yes
No

8' x 20'

Premium 8' x 16'

Booth # requested

Will you present an Advertorial? (No added
charge)

Yes
No

All Exhibitor Booths include meals and Annual Banquet for up to 2 booth staff. List them below,

Name

Name

E-Mail

E-Mail

Phone

Phone

Banquet Entree

Chicken

Banquet
Entree

Chicken

Fish

Fish

Vegetarian

Vegetarian

Additional Exhibitor staff is \$249 per person and includes all meals and All Access to AE2020 events. Submit additional staff on separate paper/email with NAME, EMAIL, PHONE, and Banquet entree.

How many added
booth staff @ \$249?

Your total investment (subject to audit and
approval)

Attending June 13
Reception?

Yes

No

Method of Payment

Credit Card

Wire Transfer

Business Check

Card number

Exp. Date

Security Code

Name on Card

Wire Transfer Information: CHASUS33XXX

JP Morgan Chase
270 Park Ave
New York, NY 10017 USA
Routing: 122100024
Account: 205051870

Check Remittance Information:

ALTI
39962 W Thornberry Lane
Maricopa, AZ 85138 USA

Comments or
questions

Please read the below terms of service: All registrations are subject to review and are NOT final until you are notified of acceptance. Registrants must be active Members at the time of the show on June 14 & 15, 2020 to qualify for Member pricing. No registration or booth will be honored without payment in full. Sorry. No exceptions. All booths include table, 2 chairs, waste basket, carpet, pipe and drape, and booth sign. No other terms or conditions other than those expressed in the Prospectus will be honored. ALTI will take all prudent and possible steps to accommodate special requests, but said requests will be separate from this contract.

Exhibitor prices are based upon one company or entity per booth or table. Multiple companies or entities may not occupy a single booth or table unless under a single ownership.

Exhibitors agree to man exhibit booth at all times for the duration of show hours from 9AM to 6PM on Sunday, June 14, 2020 and from 9AM to 5PM on Monday, June 15, 2020. Unmanned booths will have signage removed and any items in the booth will be removed and discarded. ALTI and ALTI-EXPO is not responsible for any items left unattended in exhibit booths. Exhibitor fees are non-refundable within 60 days of the event. Refunds requested prior to 60 days will be assessed a 20% processing and venue fee.

Exhibitors from outside the continental United States that may require special permits or documentation are responsible to supply said documentation. If ALTI staff is required to file forms or documents, the exhibitor shall be responsible for all fees attached as well as hourly labor by ALTI staff to process.

ALTI and ALTI-EXPO is not responsible for freight handling in or out or in booth set up and equipment. Both are the responsibility of Las Vegas Expo (LVE) and can be contacted through the Exhibitor Manual which is issued approximately 60 days prior to ALTI-EXPO.

ALTI-EXPO is an international trade show dedicated to professionals in the audio and loudspeaker technologies industry. ALTI-EXPO is not open to the public and all Exhibitors and Attendees are vetted as best as ALTI Management can reasonably do. ALTI cannot be held responsible for those who gain entrance by misrepresenting themselves and/or their company.

Indemnification. Exhibitor agrees to indemnify and hold harmless ALTI, its officers, directors, employees and members from any and all liability to any person or persons for or by reason of any condition, defect or otherwise, of any apparatus, equipment or fixtures furnished by the exhibitor in connection with this exhibit. Exhibitor further agrees to hold harmless ALTI, its officers, directors, employees and members from any and all liability to any person or persons for or by reason of any act or omission of said exhibitor, or any of his/ her agents, servants or employees. Indemnity includes, but is not limited to, claims of copyright, trademark or patent infringement, unfair competition, and product liability. The exhibitor, upon returning this Exhibitor Registration Form along with making payment, expressly releases the foregoing named association and individuals from exhibits without assistance from these unions, provided they comply with the guidelines outlined in the Exhibitors Service Manual provided separately after registration.

By submitting this registration and making payment, you are indicating that you agree with the terms of this agreement.