

Thank you for registering for the 2025 Upshop Altitude Conference (the “Conference”). The following Terms and Conditions (“Terms”) apply to you and your participation in and attendance at the Conference. By participating in the Conference, you agree to these Terms, so please read them carefully.

The Conference is organized by Application Development Consultants LLC, dba Upshop (“Upshop”). Upshop reserves the right, in its sole discretion, to limit or deny any entity’s or individual’s access to the Conference. Attendance at the Conference is open to individuals 21 years of age and older only.

## **Conferences Registration**

### **Cancellation Policy**

If, for any reason, you can no longer attend the Conference, you may cancel your registration by providing written notice to Upshop at [marketing@upshop.com](mailto:marketing@upshop.com).

Please remember that cancelling your Conference registration does not automatically cancel your hotel and travel arrangements. Attendees are responsible for cancelling their own hotel and travel reservations if they are unable to attend the Conference.

Upshop will not be responsible for any hotel, travel or other costs or expenses (including any cancellation or change fees charged by any third party) related to your attendance at the Conference. Similarly, Upshop will not be responsible for any costs or expenses that you incur if you register for the Conference but are unable to attend the Conference for any reason, including due to illness, act of God, natural disaster, travel-related problems or act of terrorism.

### **Badge Policy**

You may not transfer your Conference registration or share your attendee badge without Upshop’s express prior consent. If you are unable to attend the Conference and would like to transfer your registration to another person who

will attend in your place, please contact Upshop at [marketing@upshop.com](mailto:marketing@upshop.com) at least 30 days before the Conference. Substitution requests made within 30 days of the Conference will not be granted.

Badges are issued to and can be picked up and used by the attendee named in the registration only. Photo ID will be required for each attendee when collecting a badge onsite. Entry into the Conference will not be allowed without a valid badge. Badges must be worn at all times during the Conference. Anyone not wearing a Conference badge will be asked to display their badge, and anyone not in possession of a badge at the Conference will be asked to leave the Conference. Note that possession of a badge does not guarantee admission to all Conference events. For example, attendance at certain sessions may not be open to vendor attendees.