

2026 Upshop Altitude Terms and Conditions

Thank you for registering for the 2026 Upshop Altitude Conference. These Terms and Conditions apply to your participation and attendance. By registering for and attending the Conference, you agree to these Terms.

1. Conference Organizer and Eligibility

The Conference is organized by Upshop, dba Upshop. Upshop reserves the right, at its sole discretion, to limit or deny access to any individual or entity.

- Attendance is open to individuals 21 years of age and older.

2. Registration and Use of Personal Information

By registering, you consent to Upshop collecting and using your contact information for event purposes, including event communications and limited sharing with select third-party sponsors.

- If you do not want your contact information shared, contact the event team at altitude@upshop.com.

3. Photography and Recording

The Conference may be photographed or recorded. By attending, you grant Upshop permission to use your likeness in photographs, audio, or video recordings for marketing or promotional purposes, without compensation or liability.

4. Cancellation Policy

If you can no longer attend, you may cancel your registration by providing written notice to Upshop at altitude@upshop.com.

- Canceling your Conference registration does not cancel hotel or travel arrangements.
- You are solely responsible for canceling your own hotel and travel reservations.

Upshop is not responsible for any hotel, travel, or third-party costs or expenses related to your attendance or inability to attend, including cancellation or change fees. This applies regardless of cause, including illness, weather, natural disasters, travel disruptions, or other unforeseen events.

5. Hotel Responsibility and No-Show Policy

Hotel accommodations are the sole responsibility of the registrant.

- If Upshop has reserved or recommended hotel accommodations, those reservations remain your responsibility.
- Failure to cancel hotel reservations within required deadlines may result in charges, including no-show fees.
- Upshop is not liable for any hotel-related charges, penalties, or costs incurred by registrants.

6. Badge Policy and Registration Transfer

Conference registrations and badges are non-transferable without prior written consent from Upshop.

- If you cannot attend and wish to transfer your registration to another individual, you must contact Upshop at least 30 days before the Conference.
- Transfer requests made within 30 days of the Conference will not be granted.

Badges:

- Are issued only to the registered attendee.
- Must be picked up onsite with valid photo ID.
- Must be worn at all times during the Conference.
- Are required for entry to all sessions and events.
- Do not guarantee access to every session, as some sessions may have restrictions.

Anyone without a valid badge may be asked to leave the Conference premises.

7. Limitation of Liability

Upshop is not responsible for personal injury, loss, theft, or damage to personal property during the Conference. Attendance is at your own risk.

- Contact: For questions, contact Upshop at altitude@upshop.com .