

T H E ADMIRAL H O T E L

PHOTOGRAPHY POLICY

Passes cannot be arranged more than 30 days before your requested date. No entry ways, exit points, or walkways may be blocked from onsite guests during the shoot.

OVERVIEW AND MISSION

The Admiral Hotel's property and grounds are privately owned. The premises are filled with beautiful furnishings and unique architectural elements. The Admiral Hotel is committed to providing a safe and welcoming environment for all of our guests and employees. To photograph in The Admiral Hotel, whether doing so casually or commercially, we ask that you support our mission to ensure your safety and the safety and enjoyment of others and to preserve the grounds, art, and architecture by adhering to our rules which can be found in this document entitled The Admiral Hotel Photography Rules, in The Admiral Hotel Photographer's Pass Rules, and on signs posted throughout The Admiral Hotel. The Admiral Hotel staff members reserve the right at any time, at their sole discretion, to withhold and/or withdraw permission to shoot photography and/or videography on The Admiral Hotel's premises.

GENERAL TERMS

For the purpose of The Admiral Hotel's Photography Rules, "photography" refers to all types of photography, including but not limited to still or otherwise, and will be used interchangeably with "videography." Likewise, "photographer" refers to any person carrying any type of camera and will be used interchangeably with "videographer." "Camera" refers to a device for recording visual images in the form of photographs, film, or video signals and may include but are not limited to telephones, DSLR cameras, or video cameras. The Admiral Hotel staff members will be referred to interchangeably as "The Admiral Hotel staff members." The Admiral Hotel's premises consist of the buildings, driveways, parking lots, gardens, and alleyways for the business known as The Admiral Hotel located at 251 Government Street, Mobile, AL 36602.

MEDIA AND COMMERCIAL PHOTOGRAPHY

Media may photograph or film within designated areas of The Admiral Hotel for the purpose of news coverage or advertising with written approval from The Admiral Hotel's Marketing Department or General Manager. Said photography requires The Admiral Hotel Photographer's Pass or Admiral Media Pass. All members of the media are required to make arrangements with The Admiral Hotel's Marketing Department prior to their arrival. The Admiral Hotel's Marketing Department's contact information is Zach Norris, znorris@avocethospitality.com 843.203.1447.

Photography filmed in The Admiral Hotel may not be published, sold, reproduced, distributed, or otherwise commercially exploited in any manner without written permission and written instruction on how the photography may be used from The Admiral Hotel's Marketing Department. Should The Admiral Hotel grant permission for commercial use of photography, The Admiral Hotel reserves the right to inspect or approve the photography, including written copy that may be used in connection therewith. The Admiral Hotel also reserves the right to use and/or share any photography taken on-site with visible credit given to the photographer or client.

_____ Initial of Applicant/Responsible Party

PHOTOGRAPHY SHOOTS THAT REQUIRE THE PURCHASE OF AN ADMIRAL HOTEL PHOTOGRAPHER'S PASS

Certain photography shoots on The Admiral Hotel premises will require the photographer to have a purchased, VISIBLE Admiral Hotel Photographer's Pass on their person at all times during the shoot. Moreover, the photographer's pass must be paid for before the photography shoot takes place. The following photography shoots on The Admiral Hotel premises will require the photographer to have an Admiral Hotel Photographer's Pass:

1. All amateur and professional photography shoots, paid or unpaid, with a client or clients require an Admiral Hotel Photographer's Pass.
2. All posed photography, as well as any photography shoots that use additional equipment (e.g., tripods, detachable flashes, reflectors, multiple lenses, etc.), require an Admiral Hotel Photographer's Pass.
3. Photography shoots involving models, sets or props, or using the public space in a special or different way than it is intended (i.e., as a set or studio), or if the shoot impacts others and/or the environment (i.e., disrupting the normal operations for staff members and/or disrupting guest(s)' enjoyment of the grounds and businesses), an Admiral Hotel Photographer's Pass is required.
4. Any photography shoot that The Admiral Hotel staff member deems necessary to require an Admiral Hotel Photographer's Pass.

COST AND TERMS OF DAILY PASS

The Admiral Hotel Photographer's Pass costs \$318.75. Payment is required by card. An email will be sent out through Sertifi to securely store your card on file. The Admiral Hotel Photographer's Pass is good for one photography session with one photographer and one client on the date and time (4-hour maximum) specified on the pass. If the Admiral Hotel is closed for inclement weather on the day that a Pass has been sold, the Pass Applicant may reschedule for another date and time. Photography passes are not available on Holidays and are subject to availability. Please contact the sales team to receive a contract for your photography pass.

PHOTOGRAPHY OF PERMANENT AND TEMPORARY ARTWORK

Photography of permanent or temporary artwork or borrowed works of art may not be photographed without written permission from The Admiral Hotel management.

APPROVED PHOTOGRAPHY

The Admiral Hotel is committed to providing a safe and welcoming environment for all of our guests and employees. Please keep our mission in mind when conducting your photography shoot. Certain photography will not be allowed on The Admiral Hotel's premises, whether a guest has an Admiral Hotel Photographer's Pass or not. Such photography includes nudity or otherwise indecent photography and/or any photography that is deemed unsafe by The Admiral Hotel management and/or any other photography The Admiral Hotel management decides to prohibit.

PHOTOGRAPHY SHOOT PROPS AND CLEANUP

Fans, radios, portable tablets/smartphone players, speakers, or televisions are not permitted. Do not use confetti, glitter, birdseed, rice, oil-based props such as cakes, or any other item that will leave a residue during the photo shoot. Please clean up all trash resulting from the photo shoot. Failure to abide by either of these rules will result in The Admiral Hotel assessing a cleanup fee to the responsible party starting at a \$100 minimum.

OUTSIDE FOOD AND DRINK

Outside food and outside drink are not permitted on The Admiral Hotel premises.

LIABILITY DURING PHOTOGRAPHY SHOOT

Photographer, client, and/or members of a photography shoot on The Admiral Hotel property are responsible for damage done to The Admiral Hotel property and/or intentional injury to persons on The Admiral Hotel premises caused by photographer, client, or members of a photography shoot.

_____ Initial of Applicant/Responsible Party



The Admiral Hotel assumes no liability for loss, theft, or damage to guest(s)' equipment or property brought onto The Admiral Hotel's premises. Photographer, client, and member(s) of a photography shoot on The Admiral Hotel's premises freely and expressly assume and accept any and all risks of injury while participating in a photography shoot on The Admiral Hotel's premises. Furthermore, the photographer, client, and member(s) of a photography shoot on The Admiral Hotel's premises agree to defend and indemnify The Admiral Hotel, its agents and assigns for any loss or damage, including claims or lawsuits for personal injury, loss of consortium, loss of services, death, and property loss and/or damage relating to participation in said photography shoot.

AUTHORITY TO ENFORCE THE ADMIRAL HOTEL PHOTOGRAPHY RULES

The Admiral Hotel is a privately owned property; therefore, The Admiral Hotel staff members have the authority to approach anyone shooting or suspected of shooting photography on its premises and to enforce these rules, which could include requiring that The Admiral Hotel Photographer's Pass be purchased to continue a photography shoot if an Admiral Hotel staff member deems it necessary. Please follow any verbal instructions you are given by an Admiral Hotel staff member. Failure to comply may result in being asked to leave the premises and/or removal from the premises. If any member of a photography shoot violates The Admiral Hotel Photography Rules in any way, all members of the photography shoot may be asked to leave the premises whether the group has an Admiral Hotel Photographer's Pass or not. If the photographer has an Admiral Hotel Photographer's Pass, the pass will be collected and voided by The Admiral Hotel and no refund will be given by The Admiral Hotel for the pass.

VISIBILITY OF PASS

The Admiral Hotel Photographer's Pass must be visible on the photographer at all times during the photography shoot. The pass must be returned at the end of the session.

PASS ACCESS

The Admiral Hotel Photographer's Pass may be used only on the date and time issued by an Admiral Hotel representative. The Admiral Hotel restrooms and/or private rooms cannot be used to get ready for a photography shoot. If said room(s) will be needed, they must be arranged for in advance, and additional charges will apply.

TERMINATION OF THE ADMIRAL HOTEL PHOTOGRAPHER'S PASS

Photography that in any way violates The Admiral Hotel Photography Rules and/or The Admiral Hotel Photographer's Pass Rules will result in the photographer, client, and/or members of the photography shoot being asked to leave the premises whether the photographer, client, or member of the photography shoot has a pass or not. If the photographer, client, and/or member of the photography shoot has a photographer's pass, the pass will be collected and voided by The Admiral Hotel and no refund will be given by The Admiral Hotel for the voided photographer's pass.

I, the undersigned, have read, understand, and agree to abide by The Admiral Hotel Photography Rules and The Admiral Hotel Photographer's Pass Rules. Furthermore, I, the undersigned, am responsible for discussing The Admiral Hotel Photography Rules and The Admiral Hotel Photographer's Pass Rules with all parties involved with my photography shoot. I am responsible for the actions of all parties involved in my photography shoot. I realize that failure by me or anyone involved in my photography shoot to abide by these rules or any directive given by a The Admiral Hotel staff member while I am on The Admiral Hotel premises could result in an Admiral Hotel staff member collecting and voiding The Admiral Hotel Photographer's Pass. I also understand that no refund will be given by The Admiral Hotel for the voided Admiral Hotel Photographer's Pass.

Signature of Applicant/Responsible Party

Date (MM/DD/YYYY)

Printed Name of Applicant/Responsible Party

Telephone Number of Applicant/Responsible Party

Address of Applicant/Responsible Party

