



LEADING the CONVERSATION

2017 SPONSORSHIP PROSPECTUS



The Westin Kierland Resort & Spa • Scottsdale, AZ

MARCH 5-8, 2017

InnovationsInTesting.org

Dear Colleague,



On behalf of the Association of Test Publishers, I am pleased to be reaching out to potential sponsors of ATP's 18th annual Innovations in Testing Conference to be held March 5-8, 2017 at the Westin Kierland Resort & Spa in sunny Scottsdale.

Last year in Orlando, the Innovations conference welcomed International delegates and sponsors from more than 15 nations and seven continents including Asia, South America, Australia, Canada, Europe, India and the Middle East. The continued growth of the Innovations conference is a testament to the value of this important industry meeting which has been made possible year after year through the support of our loyal ATP members and sponsors.

The sponsor packages available for 2017, and the options offered to tailor these packages to suit your individual goals, were crafted from insights provided directly from sponsors themselves during our on-site evaluation meeting, and through surveys and comments. We are always adding and expanding new options and ideas to ensure that the Innovations in Testing conference continues to be a vibrant industry conference both for our attendees and our valued supporters.

Established in 1992, The Association of Test Publishers is a global, non-profit organization representing providers of tests and assessment tools and/ or services related to assessment for clinical, occupational, certification, licensure, educational, health care or clinical uses. Innovations in Testing 2017 will be ATP's 18th annual conference, dedicated to promoting and advancing the integrity of assessment services and products by bringing industry professionals together in a central place of learning and networking.

Thank you in advance for your continued support of this important event!

Warmest Regards,

A handwritten signature in black ink that reads 'William G. Harris'.

William G. Harris, Ph.D.

Chief Executive Officer

Association of Test Publishers



Sponsorship Enhancements



Sponsors of Innovations in Testing 2017 have the unique opportunity to tailor packages to fit their goals and their budget. Select a sponsorship category and receive a number of points which can be used to build a custom package!

Don't miss this outstanding opportunity to promote your products and/or services to more than 1000 testing professionals including:

- Test Developers
- Test Publishers
- Test Sponsors
- Test Delivery and Test Security Representatives
- Program Managers and Researchers
- Distance Learning Professionals
- Users of Educational, Employment, Organizational, Psychological and Certification Tests and Assessments
- Informational and Educational Technologists
- Professional Staff of Credentialing Boards
- Professionals Interested in Technology in Testing
- Psychometricians
- Companies and Associations Involved with Workforce Development and Assessment (Including non-traditional assessment for manufacturing and industrial)
- Professional interested in Testing Technology
- Game Designers

Sponsorships are allotted on a first-come, first-served basis.

Sign-Up Today!

65%

of 2016 sponsors reported that they were able to meet with clients



64%

of 2016 sponsors reported that they were able to inform potential clients



Sponsor Levels



We are offering a sponsorship opportunity for **Supporting Sponsors** – \$2,000

- Logo in Program book
- Half-page ad in conference program
- Recognition in opening general session

SPONSOR BENEFIT	PLATINUM SPONSOR \$10,000* / \$15,000**	GOLD SPONSOR \$5,000* / \$7,500**	SILVER SPONSOR \$1,500* / \$2,500**
Company recognition at keynote presentations	✓		
One (1), one-hour education session during the conference promoted in the program book <small>(scheduled on a first-come, first-served basis; title, abstract, and presenter information due December 1, 2016)</small>	✓		
Company logo printed in Schedule-at-a-Glance	✓		
Company logo on back cover of Program Book	✓		
Exhibit Space*** – ATP Members will have the opportunity to select exhibit space prior to non-members for all contracts received by November 2, 2016. Space may be selected by non-members beginning November 3, 2016.	10' x 20' Booth <small>with option to purchase two (2) exhibitor staff passes for \$200.00 each</small>	10' x 10' Booth <small>with option to purchase one (1) exhibitor staff pass for \$200.00</small>	
Company name and 50 word description in conference app <small>(listed according to sponsorship level)</small>	✓	✓	✓
Company logo on conference signage	✓	✓	✓
Pre-Conference attendee list <small>(distributed once on January 9, 2017 and again on March 1, 2017)</small>	✓	✓	✓
Company logo and 50-word description on sponsors page of conference website with web link	Plus rotating logo on conference home page	✓	✓
Complimentary registrations	Five (5)	Three (3)	One (1)
SPONSOR POINTS EARNED	10 POINTS	5 POINTS	2 POINTS

*ATP Member Price

**Non-Member Price

***Selection shall be awarded first by member status, then by sponsor level, then by contract date

Additional Sponsor Benefits



PLATINUM SPONSOR 10 <small>POINTS</small>	GOLD SPONSOR 5 <small>POINTS</small>	SILVER SPONSOR 2 <small>POINTS</small>
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Innovations in Testing 2017 sponsors have the opportunity to tailor packages based on individual sponsorship and revenue goals. Each sponsor level includes a pre-determined number of points that can be used to 'purchase' additional sponsor benefits. To purchase additional sponsor points, contact Lauren Scheib (see contact information below). **Note: Points do not have cash value and are not transferable.**

ADDITIONAL BENEFITS	POINT VALUE
NEW THIS YEAR! Promotional insert in attendees virtual tote bag This year's conference will feature a new, more effective alternative to the physical event bags of the past! Through our virtual tote bag, an interactive landing page available before, during and after the conference, sponsors can more efficiently connect with attendees. Sponsors are able to easily create customized content to be shared with attendees, adding messages, discounts, content videos, contests, giveaways, and more! This modernized version of the classic conference bag is sure to strengthen the link between sponsors and attendees.	1
Half-page ad in conference Program Book <u>or</u> 1ft x 1ft window decal in prime location for attendees to view (custom shapes available for additional fee; must choose one or the other – both not available – due December 1, 2016; see next page for more about this opportunity!)	2
A paper flyer insert or promotional item inserted into all attendee conference bags (subject to approval)	2
Post-conference attendee list (distributed March 14, 2017)	2
Host a private evening event (Not to conflict with ATP scheduled events; cost of room rental to be paid for by sponsor; rate/reservation information to be distributed December 1, 2016.)	3
Option to reserve a suite for entire length of conference (Cost of room is \$299 per night, plus taxes. This cost is to be paid for by sponsor.)	3
Promotional item dropped at each seat at opening or closing keynote (subject to approval; only two available on a first-come, first-served basis)	3
Sponsor spotlight in conference marketing e-mail (sent to more than 4,000 industry professionals; includes logo and 50-word description; limited number available on a first-come, first-served basis)	3
Additional 10' X 10' exhibit booth space (limit of one additional booth, available to Platinum and Gold Sponsors only)	4
Full-page ad in conference program book <u>or</u> 2ft x 2ft window decal in prime location for attendees to view (custom shapes available for additional fee; must choose one or the other – both not available – due December 1, 2016; see next page for more about this opportunity!)	4
Special VIP invitation (designed and printed by sponsor) distributed to 10 attendees of sponsors choice at registration inviting them to visit sponsor's booth or other custom message.	4
Full-page ad on inside front cover of conference Program Book (exclusive opportunity on a first-come, first-served basis; 1 available; due December 1, 2016)	5

*Interested in bringing a spouse or significant other to Innovations in Testing 2017?

Interested in purchasing an Exhibit Hall pass or additional sponsor points?

Contact Lauren Scheib at +1-866-240-7909 (+1-717-755-9747) or LScheibatATP@aol.com

**DON'T MISS THIS OPPORTUNITY
TO HAVE YOUR BRAND
PROMINENTLY DISPLAYED!**



The sign will be
12" x 12"
or
24" x 24"
based on
points used.

ABC

COMPANY

**Over 30 years
serving the industry!**

VISIT US AT BOOTH 123

Exclusive Opportunities

All Exclusive Opportunities are offered on a first-come, first-served basis to ATP members until January 15, 2017.

After January 15, 2017 Exclusive Opportunities are open to all sponsors.

Keycard Sponsor



Keycards for attendee hotel rooms are imprinted with company logo and/or message. Sponsor to work directly with the vendor to place the order. Fee includes right to sponsorship and does not include expenses such as production, shipping/handling, etc.

\$2,000

Lanyard Sponsor



Lanyards are distributed at registration and branded with the sponsor's logo. Attendees wear this highly visible marketing opportunity throughout the conference. Fee includes all costs associated including logo branding and shipping to conference site.

\$2,500

Break Sponsor



Sponsorship includes signage on buffet tables, listing in program book, and fun branded cocktail napkins. ATP will provide a limited menu. Sponsor permitted to work with conference management to add to the menu and/or promote company throughout the event at sponsor's own expense.

Please note: All materials and activities must keep the look and feel of an ATP-hosted event and are subject to approval.

\$3,000

Program Guide App Sponsor



Powerful presence at Innovations 2017. Sponsor prominently promoted within downloadable program guide application used by attendees. Links to page designated by sponsor. Four available.

\$3,000

Breakfast and Food Cart during the Golf Tournament



Sponsor a continental breakfast before the start of the tournament and a food cart during the tournament. Call for more details!

\$3,000

Charging Stations



Keep attendees charged at the conference. Sponsor a charging booth which will be designed with your company logo. 2 charging stations available.

\$3,500 ea

Conference Notebook Sponsor



Sponsor logo, along with Innovations in Testing 2016 logo, are printed on the cover of a spiral-bound notebook and provided to each attendee at registration.

\$4,000

Internet Lounge Sponsor



Opportunity to provide a place for attendees to access the Internet and lounge in the foyer area outside the general session and exhibit hall. Includes computer rentals, furniture, and wireless Internet for attendees.

\$4,000

Water Bottle Sponsor



Help ATP in the effort to go green by sponsoring the water bottles, which will be distributed to each attendee at registration for use throughout the conference. Fee includes all costs associated including logo branding and shipping to conference site.

\$6,000

Attendee Conference Bag



Sponsor Bags are distributed at registration and branded with 'Conference Bag Sponsored By' text and sponsor logo as well as Innovations in Testing 2016 logo. Fee includes all costs associated including logo branding and shipping to conference site.

\$7,000

Exclusive Opportunities

Golf Tournament

Sponsor an 18-hole Scramble-format tournament.
Call for more details!



\$7,500

Monday Reception with Exhibitors Sponsor

Sponsorship includes signage at the event, listing in the conference Schedule-at-a-Glance, advertisement for the event in the Program Book, and ATP will provide a limited menu. Sponsor permitted to work with conference management to add to the menu and/or promote company throughout the event at sponsor's own expense.



Please note: All materials and activities must keep the look and feel of an ATP-hosted event and are subject to approval.

\$8,000

USB Sponsor

USB drives will be provided to each attendee, branded with sponsors logo. Drive will be minimum 2 GB. Fee includes all costs associated including logo branding and shipping to conference site.



\$9,000



IMPORTANT NOTICE ABOUT THE USE OF ATP E-MAIL AND MAILING LISTS

Sponsors of Innovations in Testing 2017 have the option to receive the special benefit of a one time use of pre- and/or post-conference mailing lists. These mailing lists are a privilege and must not be sold, rented, or given out for any reason to any outside organizations by the sponsor. ATP requests that these lists be used in reference to the conference and not for any other purpose. Additionally, all e-mails or mailings sent must have an option for "unsubscribe." Please do not use these lists for the promotion of jobs or other recruiting efforts. ATP has a specific Career Center for this service. Thank you.

Exhibit Hall Hours

Exhibit hall is open 7:30 AM – 7:00 PM on Monday, March 6th and 7:30 AM – 4:15 PM on Tuesday March 7th. Security is provided in the hall. Exhibitors are required to be at their booth during the hours listed below, but hours outside of this are optional. Note that attendees will be permitted in the hall while the hall is open.

**Schedule is Tentative*

Sunday, March 5

2:00 PM – 7:00 PM Exhibitor Move-In

Monday, March 6

7:30 AM – 8:30 AM Breakfast with Exhibitors
10:00 AM – 10:30 AM Coffee Break with Exhibitors
12:45 PM – 2:00 PM Lunch with Exhibitors
3:00 PM – 4:00 PM Dessert with Exhibitors
5:00 PM – 7:00 PM Reception with Exhibitors and ePoster Sessions

Tuesday, March 7

7:30 AM – 8:30 AM Breakfast with Exhibitors
10:00 AM – 10:30 AM Coffee Break with Exhibitors
12:00 PM – 1:15 PM Lunch with Exhibitors
2:15 PM – 4:15 PM Dessert with Exhibitors, Ignite Discussions, and Hackathon Presentations
4:15 PM – 8:00 PM Exhibitor Move-out
5:30 PM – 6:30 PM Sponsor Thank You and Debrief

IMPORTANT NOTICE FOR EXHIBITORS

Platinum and Gold Sponsors of Innovations in Testing 2017 have the privilege of having exhibit space in the exhibit hall. ATP would like to remind exhibitors that exhibits must be staffed continuously during the scheduled exhibit hours. All transportation and security of exhibit materials to and from the conference is the responsibility of the exhibitor. ATP is not liable for any lost or damaged exhibit materials.

Thank you.



The Association of Test Publishers Sponsorship Application



The Association of Test Publishers is pleased to accept _____ as a sponsor of Innovations in Testing 2017, to be held March 5-8, 2017 at The Westin Kierland Resort & Spa in Scottsdale, AZ. In consideration of sponsor's contribution as described in the document attached hereto, ATP agrees to put forth its best effort to ensure that all conference attendees and ATP members are aware of sponsor's support of and importance to the success of the conference in accordance with the sponsorship level chosen below and as detailed in this 2017 Sponsorship Opportunities document.

Platinum Sponsor Package (includes 10 pts):	<input type="checkbox"/> \$10,000 Member	<input type="checkbox"/> \$15,000 Non-Member
Gold Sponsor Package (includes 5 pts):	<input type="checkbox"/> \$5,000 Member	<input type="checkbox"/> \$7,500 Non-Member
Silver Sponsor Package (includes 2 pts):	<input type="checkbox"/> \$1,500 Member	<input type="checkbox"/> \$2,500 Non-Member
Supporting Sponsor:	<input type="checkbox"/> \$2,000	

Additional Sponsor Benefits	Point Value	Point Value
<input type="checkbox"/> Promotional item into attendees virtual tote bag	1	<input type="checkbox"/> Option to reserve a suite or meeting room for length of conference..
<input type="checkbox"/> Paper flyer or promotional item conference bag stuffer	2	<input type="checkbox"/> Sponsor highlight in conference marketing e-mail
<input type="checkbox"/> Half-page ad in conference program or <input type="checkbox"/> window decal	2	<input type="checkbox"/> Full-page ad in conference program or <input type="checkbox"/> window decal.....
<input type="checkbox"/> Post-conference attendee list	2	<input type="checkbox"/> Special VIP invitation to 10 attendees
<input type="checkbox"/> Option to host private evening event.....	3	<input type="checkbox"/> Additional 10x10 Booth Space
<input type="checkbox"/> Promotional item dropped at Opening/Closing keynote	3	<input type="checkbox"/> Full-page ad on inside front cover of program

SUBTOTAL \$ _____

Exclusive Opportunities
Please note that all exclusive opportunities are sold on a first-come, first-served basis to members only until January 15, 2017. After January 15, 2017 Exclusive Opportunities are open to all sponsors. You will be contacted if a selection made is no longer available. You are permitted to select several options and number them in order of preference.

<input type="checkbox"/> Keycard Sponsor	\$2,000	<input type="checkbox"/> Internet Lounge Sponsor	\$4,000
<input type="checkbox"/> Lanyard Sponsor.....	\$2,500	<input type="checkbox"/> Water Bottle Sponsor.....	\$6,000
<input type="checkbox"/> Break Sponsor	\$3,000	<input type="checkbox"/> Attendee Conference Bag Sponsor	\$7,000
<input type="checkbox"/> Golf Tournament Breakfast & Food Cart.....	\$3,000	<input type="checkbox"/> Golf Tournament.....	\$7,500
<input type="checkbox"/> Conference App Sponsor	\$3,000	<input type="checkbox"/> Monday Reception with Exhibitors Sponsor.....	\$8,000
<input type="checkbox"/> Charging Station (2 available)	(each) \$3,500	<input type="checkbox"/> USB Sponsor	\$9,000
<input type="checkbox"/> Conference Notebook Sponsor	\$4,000		

TOTAL \$ _____

Sponsor Contact (print name): _____

Address: _____

City: _____ State: _____ Zip: _____

Country: _____ Phone: _____ Fax: _____

Email: _____ Website: _____

I will send a wire transaction Check made payable to 'ATP' is enclosed Please send invoice to the contact above

Please charge my credit card: MasterCard Visa American Express

Credit Card Number: _____ Expiration Date: _____

Name on Card: _____ CVV: _____

Billing Address (if different from above): _____

Authorized Signature: _____ Date: _____

Return completed form to the attention of Lauren Scheib via fax at +1-717-755-8962, email to lscheibatp@aol.com or by mail to: Association of Test Publishers c/o Lauren Scheib, 2995 Round Hill Road, York, PA 17402 USA

IMPORTANT NOTICE REGARDING PAYMENT
All Sponsors must be paid in full prior to the start of the Conference. Sponsorships requiring invoices will be charged 10% interest commencing 60 days following the issue date of any unpaid invoice. Thank you.

CANCELLATION POLICY: If cancellation is within...

7-8 months before conference, 75% of fee returned.
3-4 months before conference, 25% of fee returned.

5-6 months before conference, 50% of fee returned.
1-2 months before conference, fee is non-refundable.

All cancellations are assessed a \$200 fee for administrative processing.