

LEADING the
CONVERSATION



*Communicating
the Value of Testing*

ATP[∞]
Innovations
in Testing
San Antonio, TX

2018 SPONSORSHIP PROSPECTUS



February 18-21, 2018 • JW Marriott San Antonio Hill Country • San Antonio, TX

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 19th annual Innovations in Testing Conference to be held February 18-21, 2018 at the JW Marriott San Antonio Hill Country Resort & Spa in sunny San Antonio.

Last year in Scottsdale, the Innovations conference welcomed International delegates and sponsors from more than 25 countries spanning six continents including Asia, 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 2018, 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 similar uses. Innovations in Testing 2018 will be ATP's 19th 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,



William G. Harris, Ph.D.

Chief Executive Officer

Association of Test Publishers



Sponsorship Enhancements

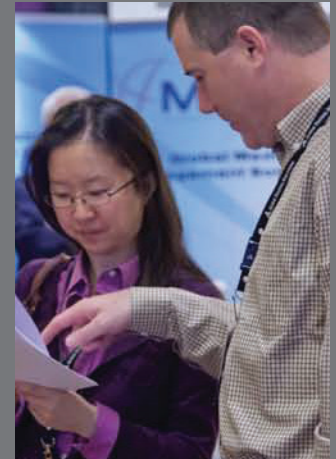
Sponsors of Innovations in Testing 2018 have the unique opportunity to tailor packages to fit their goals and their budget. Select a sponsorship category and receive a number of points which can be used to build a custom package!

Don't miss this outstanding opportunity to promote your products and/or services to more than 1,200 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

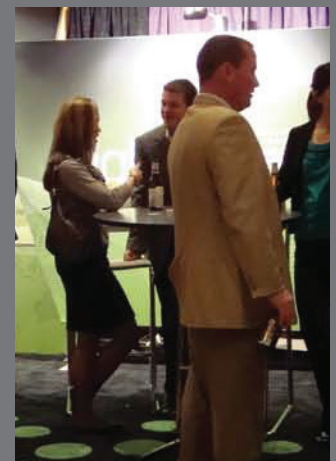
**Sponsorships are allotted on
a first-come, first-served basis.**

Sign-Up Today!



96%

of 2017 sponsors
reported that they
were satisfied with
their sponsorship
packages



A large percentage
of our attendees
are high-level
decision makers

Sponsor Levels

SPONSOR BENEFIT	PLATINUM SPONSOR \$10,000* / \$15,000**	GOLD SPONSOR \$5,000* / \$7,500**	SILVER SPONSOR \$1,500* / \$2,750**
Company recognition at keynote presentations	✓		
One (1), one-hour education session during the conference promoted in the program book (scheduled on a first-come, first-served basis; title, abstract, and presenter information due November 20, 2017)	✓		
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 October 20, 2017. Space may be selected by non-members beginning October 23, 2017.	10' x 20' Booth with option to purchase two (2) exhibitor staff passes for \$200.00 each	10' x 10' Booth with option to purchase one (1) exhibitor staff pass for \$200.00	
Company name and 50 word description in conference app (listed according to sponsorship level)	✓	✓	✓
Company logo on conference signage	✓	✓	✓
Pre-Conference attendee list (distributed once on December 8, 2017 and again on January 29, 2018)	✓	✓	✓
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

Innovations in Testing 2018 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.

For the second year in a row, the conference will feature a more effective alternative to the physical event bags of the past! Through **Virtual Event Bags**, 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!

The Virtual Event Bag continues to contribute to the sponsor-attendee connection with post-conference action! It creates lead lists for sponsors to utilize after the conference, based upon who interacted with their material. This modernized version of the classic conference bag is sure to strengthen the link between sponsors and attendees.

**PLATINUM
SPONSOR**

10
POINTS

**GOLD
SPONSOR**

5
POINTS

**SILVER
SPONSOR**

2
POINTS

ADDITIONAL BENEFITS	POINT VALUE
Promotional insert in attendees virtual event bag	1
Paper flyer inserted into all attendee conference bags	1
Promotional item inserted into all attendee conference bags (subject to approval)	2
Half-page ad in conference Program Book or 1ft x 1ft promotional cling in prime location for attendees to view (custom shapes available for additional fee; must choose one or the other – both not available – due November 20, 2017; see next page for more about this opportunity!)	2
Post-conference attendee list (Distributed March 1, 2018)	2
Host an onsite 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 November 17, 2017. No points are needed to host an offsite private evening event)**	3
Option to reserve a suite for entire length of conference (Cost of room is \$279 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 or 2ft x 2ft promotional cling 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, 2017; 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, 2017)	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

**Please see page 10 for Rules regarding Onsite and Offsite events

Promotional Clings

Promotional clings may be placed on windows, walls, or floors – to be decided by ATP

**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 only.

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



Refreshment Break Sponsor

Sponsor signage on buffet tables; customization possible.

\$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



Program Guide App Sponsor

Powerful presence at Innovations 2018. Sponsor prominently promoted within downloadable program guide application used by attendees. Links to page designated by sponsor. Four available.

\$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 2018 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.

\$7,000



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 2018 logo. Fee includes all costs associated including logo branding and shipping to conference site.

\$7,000



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



Innovation Lab Opportunities

The ATP Innovation Lab will be back on the mainstage for the 2018 Innovations in Testing Conference! The Innovation Lab is a forum designed to bring to light inventors and entrepreneurs whose technology, products, or services could be “game-changers” for the assessment industry.

Innovation Lab Participants receive one-on-one coaching from industry mentors who can provide business and industry basics, as well as guidance on networking opportunities. Participants also have access to a presentation coach to assist them in developing their stage pitch and honing their presentation skills. The Innovation Lab will culminate in a judged session on the Innovations in Testing main stage, where our participants will present their innovations, receive feedback from judges and audience members, and vie for awards.

The Innovation Lab provides sponsors a unique opportunity to support innovation, advance the industry and promote their business before hundreds of participants in an energetic, competitive environment.

Leading Innovation Lab Sponsor (Limit 2)

\$10,000 (add-on opportunity to a Gold or Platinum sponsor)

Benefits include:

- The name of the sponsor in association with the Lab
(in connection with ATP – for example: The ATP Innovation Lab, sponsored by XXXXXXXX)
- Opportunity to recommend 1 judge
- Opportunity to provide mentor suggestions for lab participants
- Signage promoting the lab with sponsors logo or name (including a larger logo and prime placement on signage)
- Mention as a sponsor in an email to 6000+ industry professionals promoting the conference and the Innovation Lab
- Promotion on the conference webpage about the Innovation Lab
- General Session Announcement during promotion of the Lab at the opening keynote session
- Promotion in the conference program book
- Promotion in the Innovation Lab promo video
- Post-conference publicity, including on the website and in at least one separate email



Innovation Lab Contributors

\$2,500 (add-on opportunity to a Gold or Platinum sponsor)

Benefits Include:

- Signage promoting the lab with sponsors logo and name
- Pre-conference Lab publicity, including on the website and in at least one separate email
- Promotion in the conference program book
- Post-conference publicity, including on the website and in at least one separate email
- Opportunity to suggest one mentor for lab participants



Exhibit Hall Hours

Exhibit hall is open 7:30 AM – 7:00 PM on Monday, February 19th and 7:30 AM – 4:15 PM on Tuesday, February 20th. 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. The exhibiting hours below are tentative.

**Schedule is Tentative*

Sunday, February 18

12:00 PM – 6:00 PM Exhibitor Move-In

Monday, February 19

7:30 AM – 8:30 AM Breakfast with Exhibitors
10:45 AM – 11:15 AM Coffee Break with Exhibitors
12:15 PM – 1:30 PM Lunch with Exhibitors and Product Demonstrations
2:30 PM – 3:15 PM Dessert with Exhibitors
5:30 PM – 7:00 PM Reception with Exhibitors and ePoster Sessions

Tuesday, February 20

7:30 AM – 8:30 AM Breakfast with Exhibitors
11:45 AM – 1:00 PM Lunch with Exhibitors
2:00 PM – 4:00 PM Dessert with Exhibitors
4:15 PM – 8:00 PM Exhibitor Move-out
5:00 PM Sponsor Thank You and Debrief

IMPORTANT NOTICE FOR EXHIBITORS

Platinum and Gold Sponsors of Innovations in Testing 2018 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.



Sponsorship Rules

Events:

- Events: defined as gatherings of 10 or more people
- Sponsored Offsite Events are gatherings of 10 or more people held at a location that is not on the resort/conference property, and which requires signing the Liability Waiver Agreement on page 11.
- Sponsored Onsite Events: Sponsors must use 3 sponsor benefit points in order to host any onsite event. This event cannot conflict with ATP scheduled events, all costs associated with the event including room rental fees will be paid for by the sponsor. In return – ATP will authorize the property management to release rooms or outside meeting areas required by the sponsor and that are not being utilized by the ATP conference. All reservations for onsite space must be made no later than November 17, 2017.

ATP Intellectual Property:

ATP's name and logo is not permitted on any sponsorship materials or emails. This includes all advertising in the program book and mobile app. The reason is that when the ATP logo is used, it can be misconstrued as an ATP endorsement of a particular product, service or organization, or it can be misconstrued as a certification of a product, service or organization. ATP is not a certifying body. This prohibition should not be confused with approved Conference Branding, which will be made available by the ATP Conference Marketing Committee and approved in taglines in social networking or other electronic or print communications directly promoting the conference.

Emails and Attendee Contact Lists:

There will be two pre-conference attendee lists distributed to each sponsor before the conference. There will be a post-conference attendee list distributed after the conference to sponsors who purchase it with their points. Sponsors are permitted to use each list for one mass email blast to registrants. These lists cannot be sold or provided to outside organizations for any reason. ATP requests that these lists be used in regards to the conference, and not for the promotion of jobs or other recruiting efforts. Additionally, all emails or mailings sent must have an option for "unsubscribing."

Booth Parameters:

Each sponsor must abide by booth parameters selected. All booth materials must fit within your 10x10, 10x20, or 10x30 booth space.

Giveaways:

All sponsor giveaways that are not indicated in your sponsorship contract must remain within your booth inside the exhibit hall. Items may not be distributed throughout the meeting space. This includes flyers or any other information promoting a sponsor event or activity.

Inserts:

Attendee conference bag insert parameters: if you decide to do a paper bag insert, it must be no larger than 8.5"x11", and may be double sided. If you decide to do a promotional insert for the attendee bag, this is subject to approval.

Purchased Exhibitor Passes Only:

Purchased Exhibitor Passes are staff passes that provide access to the exhibit hall and meals only; no access to educational sessions.

- Platinum sponsors may purchase up to two passes for \$200 each.
- Gold sponsors may purchase one pass for \$200.

Guest Passes:

The Guest pass is not an exhibitor pass. It is intended for family members attending the conference so that they may share cocktail events and meals with the registered delegate.

Liability Waiver Agreement



Based on execution of this Liability Waiver Agreement ("Agreement"), _____
Company hereby releases the Association of Test Publishers and Designing Events (collectively, "ATP") from all liability or losses that may arise from any Company-sponsored event, which occurs during the ATP Conference. - Further, Company agrees to indemnify and hold ATP harmless from and against any claims, actions, suits, damages, costs and reasonably attorneys' fees that arise out of any such Company-sponsored events.

By signing below, Company acknowledges that it has read and understands the terms and conditions of this Agreement, including the Sponsorship Rules on page 10 of this prospectus. Company also agrees to provide the date, time, location, and method of transportation to be utilized for the event by November 20, 2017.

Name: _____

Signature: _____

Position: _____

Company Name: _____

Date: _____

The Association of Test Publishers Sponsorship Application

ATP
Innovations
in Testing
San Antonio, TX
2018

The Association of Test Publishers is pleased to accept _____ as a sponsor of Innovations in Testing 2018, to be held February 18-21, 2018 at the JW Marriott San Antonio Hill Country Resort & Spa in sunny San Antonio. 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 2018 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"/> \$2,750 Non-Member

Additional Sponsor Benefits	Point Value	Point Value	
<input type="checkbox"/> Promotional insert into attendees Virtual Event Bag	1	<input type="checkbox"/> Promotional item dropped at Opening/Closing keynote	3
<input type="checkbox"/> Paper flyer insert inserted into all attendee conference bags	1	<input type="checkbox"/> Sponsor highlight in conference marketing e-mail	3
<input type="checkbox"/> Promotional item inserted into all attendee conference bags	2	<input type="checkbox"/> Additional 10x10 Booth Space	4
<input type="checkbox"/> Half-page ad in conference program or <input type="checkbox"/> promotional cling	2	<input type="checkbox"/> Full-page ad in conference program or <input type="checkbox"/> promotional cling	4
<input type="checkbox"/> Post-conference attendee list	2	<input type="checkbox"/> Special VIP invitation to 10 attendees	4
<input type="checkbox"/> Host private evening event <input type="checkbox"/> offsite 0 ... <input type="checkbox"/> onsite 3		<input type="checkbox"/> Full-page ad on inside front cover of program	5
<input type="checkbox"/> Option to reserve a suite or meeting room for length of conference... 3			
		SUBTOTAL \$ _____	

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

<input type="checkbox"/> Keycard Sponsor	\$2,000	<input type="checkbox"/> Water Bottle Sponsor	\$6,000
<input type="checkbox"/> Refreshment Break Sponsor	\$2,000	<input type="checkbox"/> Attendee Conference Bag Sponsor	\$7,000
<input type="checkbox"/> Lanyard Sponsor	\$2,500	<input type="checkbox"/> Monday Reception with Exhibitors Sponsor	\$8,000
<input type="checkbox"/> Program Guide App Sponsor	\$3,000	<input type="checkbox"/> USB Sponsor	\$9,000
<input type="checkbox"/> Charging Station (2 available)	(each) \$3,500	<input type="checkbox"/> Leading Innovation Lab Sponsor (2 available)	\$10,000
<input type="checkbox"/> Conference Notebook Sponsor	\$4,000	<input type="checkbox"/> Innovation Lab Contributor	\$2,500
<input type="checkbox"/> Internet Lounge 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 lscheibatap@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.