

**ATP**  
Innovations  
in Testing  
**2021**  
**Virtual**

**ASSESSMENT**

for a

**Better World**

**April 27 – April 29, 2021**

# Dear Colleague

On behalf of the Association of Test Publishers, I am pleased to be reaching out to sponsors of ATP's 22nd annual Innovations in Testing Conference, and second virtual global event, to be held April 27 – 29, 2021.

Last year, though a public health crisis took precedence over the planned, in-person, 2020 Innovations conference, with the support of our members and sponsors, ATP went on to host a ground-breaking virtual event with over 1,100 delegates, spanning 30 countries, and five continents. The pandemic has continued to disrupt lives and accelerate change across all industries and forcing exponential change in the way we teach, learn, certify, train workers, assess employees, diagnose learning disabilities, conduct health assessments, and conduct commerce. Our industry has never been more essential nor our mission more important. We have the ability to show how assessment can create a better world by ensuring future essential workers are qualified, by helping young people become better educated, by ensuring testing is fair and equitable for all test-takers. We have the opportunity to use assessment to make the world a better place.

The continued growth of the Innovations conference, in the face of political turmoil, public health crises, and disruptive economics, is a testament to the value of this important industry conference which has been made possible year after year through the support of our loyal ATP members and sponsors.

The sponsor packages available for 2021, and the options offered to tailor these packages to suit your individual goals, were crafted from insights provided directly from sponsors themselves during our sponsor debrief following the 2020 Global Conference, and through post-conference 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.

Innovations in Testing 2021 will be ATP's 22nd annual conference, designed to bring together thought leaders from across the testing, assessment, and EdTech industry to learn from one another and help move the industry forward.

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 2021 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!**

# Sponsorship Packages

Innovations in Testing 2021 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.

## ENGAGING CONTRIBUTOR PACKAGE

\$7,500\*/\$9,000\*\* • 10 Sponsor Points Earned

### NETWORKING:

#### Live Sponsor Presentation Session

A 30-minute lecture that provides a rounded perspective on a topic(s). These presentations include PowerPoint presentations with one to three speakers (limited to up to three due to the length of the presentation). This session can either be pre-recorded or live. If the session is pre-recorded, speaker(s) are required to be in the chat during the session to engage with attendees. The presentations are scheduled on a first-come, first-served basis.

**Analytics** include number of views, number of times the listing is bookmarked as a favorite & how the session is rated with 5-star rating scale – analytics will be distributed two weeks post-conference.

#### **How does it benefit my organization?**

Position your organization as a thought leader and reach attendees in an educational manner through a useful presentation of your product, service or solution, involving participation by your clients.

#### Lunch Roundtable Discussion

Sponsor to present topic on one day of the conference for an informal conversation with fellow conference attendees during lunch – opportunity for attendees to ask questions or discuss products or services

#### **How does it benefit my organization?**

Host a discussion with attendees of similar interests to build relationships and discover who you can collaborate with in the future

#### Sponsor Networking Event

Sponsor to host a virtual networking event of their choice (fun, engaging topic/event) during the networking times of the conference. Sponsor to select preferred time and is responsible to organize event. ATP to promote on daily email, link out to event platform/zoom room if needed (either sponsor or Designing Events to provide meeting link). The name of the sponsor in association with the event (for example: [Event] sponsored by...")

- Slot 1: April 27, 2021 5:30 PM – 6:30 PM EST
- Slot 2: April 29, 2021 9:00 AM – 10:00 AM EST

#### **How does it benefit my organization?**

Whether you're hosting a game, organizing a class or arranging a show, take the opportunity to have live facetime with attendees through a fun and engaging networking event!

### MARKETING/BRANDING:

#### Listing on Conference App

Logo, link and 50-word company description, contact information, social handles and up to 3 downloads featured on conference app.

**Analytics** include number of views & number of times the listing is bookmarked as a favorite – analytics will be distributed two weeks post-conference.

#### Listing on Conference Website

Logo, link and 50-word company description featured on sponsor page of conference website.

#### Session Introduction Slide

Company logo on intro slides to be shown before sessions.

#### Pre-Conference Attendee List

Registration List Distributed February 23, 2021 & March 30, 2021.

### COMPLIMENTARY REGISTRATIONS:

Eight (8) complimentary registrations to the conference.

\*ATP Member Price

\*\*Non-Member Price

## BRANDING CONTRIBUTOR PACKAGE

**\$4,000\*/\$7,000\*\* • 7 Sponsor Points Earned**

### Listing on Conference App

Logo, link and 50-word company description, contact information, social handles and up to 3 downloads featured on conference app.

**Analytics** include number of views & number of times the listing is bookmarked as a favorite – analytics will be distributed two weeks post-conference.

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### Listing on Conference Website

Logo, link and 50-word company description featured on sponsor page of conference website.

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### Session Introduction Slide

Company logo on intro slides to be shown before sessions.

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### Company Recognition at General Session

Sponsor to provide slide to display on rotating slide deck before beginning of keynote.

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### Sponsor Logo on Session Page in App

Logo placed on two (2) presentations or panel discussions sessions in app – sessions assigned by conference organizers.

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### Pre-Conference Attendee List

Registration List Distributed February 23, 2021 & March 30, 2021.

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### Complimentary Registrations:

Five (5) complimentary registrations to the conference.

*\*ATP Member Price*

*\*\*Non-Member Price*

# Sponsor Benefits

POINT OPTIONS <small>(EACH OPTION IS LIMITED TO ONE PER COMPANY)</small>	POINT VALUE
<p><b>Push Notification</b></p> <ul style="list-style-type: none"> <li>• Company to be included in “thank you to our sponsors” push notifications – will be recognized by level.</li> </ul>	1
<p><b>Social Media Shout Out on LinkedIn</b></p> <ul style="list-style-type: none"> <li>• Provide content for one post to be shared on the ATP LinkedIn Page (subject for approval).</li> <li>• <b>How does it benefit my organization?</b> Reach relevant people by positioning your brand as part of the Innovations in Testing Conference on social media – you’ll keep your brand top of mind for attendees.</li> </ul>	1
<p><b>Post-Conference Attendee List</b></p> <ul style="list-style-type: none"> <li>• Attendee registration list distributed the week following the conference</li> <li>• <b>How does it benefit my organization?</b> Use the list to better target your audience, promote your product or otherwise reaching out with a personalized sponsor message.</li> </ul>	2
<p><b>Mention in Email</b></p> <ul style="list-style-type: none"> <li>• Mention as a sponsor in emails to 4000+ industry professionals promoting the conference; includes logo and 50-word descriptions (limited number available on a first-come, first-served basis).</li> <li>• <b>How does it benefit my organization?</b> Promotion through email will help maximize your sponsorship in the time leading up to the conference – attendees will become aware of the products and services they can expect to see at the event.</li> </ul>	3
<p><b>Dedicated Channel on App</b></p> <ul style="list-style-type: none"> <li>• Receive a dedicated channel on app to connect with attendees on a specific topic or point of interest. It is recommended to name the channel a hot topic. Note: this is available on the mobile app only (not the desktop version).</li> <li>• <b>How does this benefit my organization?</b> Expand your potential to gain leads through direct engagement in a group discussion on a topic of your choice through either a closed invited group or by leaving it open for anyone to join!</li> </ul>	3
<p><b>30-Second Commercial or Holding Slide</b></p> <ul style="list-style-type: none"> <li>• Commercial/ad to play at beginning of two (2) presentations or panel discussions – sessions assigned by conference organizers. Sponsor is responsible for creating, editing and providing commercial/ad.</li> <li>• <b>How does this benefit my organization?</b> Increase visibility of your organization to audiences of various industries through commercial/ad featured on live and on-demand sessions – promotion will live on past the conference on session recordings.</li> </ul>	3

**ADDITIONAL POINTS MAY BE PURCHASED Members: \$500 per point • Non-Members: \$750 per point**

# Sponsor Benefits

POINT OPTIONS <small>(EACH OPTION IS LIMITED TO ONE PER COMPANY)</small>	POINT VALUE
<p><b>Sponsor Spotlight at Peas in a Pod</b></p> <ul style="list-style-type: none"> <li>• Two-minute introduction provided by sponsor at beginning of peas in a pod session (sessions assigned by conference organizers).</li> <li>• <b>How does this benefit my organization?</b> Kick off a Peas in a Pod by sharing who you are and what your sponsor organization can offer to fellow conference attendees in a small group setting. Share you contact information in the chat directly following your introduction!</li> </ul>	4
<p><b>Sponsored Post on App</b></p> <ul style="list-style-type: none"> <li>• Sponsored post/promotional offer to be posted on the app activity stream. Note: this is available on the mobile app only (not the desktop version).</li> <li>• <b>Analytics</b> include impressions, actions and engagement – analytics will be distributed two weeks post-conference.</li> <li>• <b>How does this benefit my organization?</b> Increase visibility of your organization and bring awareness to attendees as they navigate through the app and discover more about the products and services available at the conference.</li> </ul>	4
<p><b>Peas in a Pod Conversation</b></p> <ul style="list-style-type: none"> <li>• Informal live conversations with fellow conference goers who share common interests. Pods do not include presentations. There are no projectors or slides. This is all about direct engagement and exploration of ideas. Peas in a Pod Discussions should not have more than 2 facilitators. Each Peas in a Pod will last 30 minutes. You may select a topic that best suits your field/industry. We ask that you kick off the session with a brief summary of why you chose the topic, and what your experience has been on the subject matter. The following rules apply to hosting a Peas in a Pod Discussion:             <ul style="list-style-type: none"> <li>• No product or service demonstrations</li> <li>• No presentations</li> <li>• Personable staff member for leading a discussion</li> <li>• The goal is to encourage conversation amongst all participants</li> </ul> </li> <li>• <b>How does this benefit my organization?</b> Host a discussion with attendees of similar interests to build relationships and discover who you can collaborate with in the future.</li> </ul>	5

**ADDITIONAL POINTS MAY BE PURCHASED** Members: \$500 per point • Non-Members: \$750 per point

*Once contract is received, Designing Events will be available to assist with fulfillment of sponsorship. Designing Events will be hosting monthly trainings to prepare for the conference in helping to make your organization successful.*

# Additional Opportunities

*All extra opportunities are offered on a first-come, first-served basis.*

## GRADUATE STUDENT RESEARCH AWARD SPONSORSHIP

**\$1,500 (3 available)**

*Support cutting-edge research and innovations by sponsoring the inaugural ATP Graduate Student Research Award.*

To encourage graduate researchers to conduct innovative research that is beneficial to large scale assessment, for the third year the ATP conference is doing a Student Research Award program at the 2021 Innovations in Testing Conference. The theme of the 2021 ATP Graduate Student Research Award is Innovations in Testing: Disruptive Technology in Large-Scale Assessments. Graduate students conducting research regarding how technology may be used to enhance or support large-scale assessments are encouraged to apply. Award winners will receive 1 complimentary registration to attend the conference and a \$500 award.

They will present their research project in a special conference session. In addition to the opportunity to showcase their research in front of assessment industry practitioners, awardee will network with professionals and meet industry mentors by hosting their own Peas in a Pod Discussion.

This award encourages and funds graduate researched to present their findings at the Innovations in Testing Conference, one of the largest gathering of assessment professionals. The Graduate Student Research Award provides sponsors a unique opportunity to support cutting-edge research and next generation assessment industry professionals. Meet up-and-coming talents and show support for innovations! Opportunities are limited; contact Lauren Scheib for more details.

### **Benefits include:**

- The name of the sponsor in association with the inaugural year of the ATP Student Research Award in marketing materials
- Promotion on the conference session page within the virtual platform
- Mention as a sponsor in an email to 4,000+ industry professionals promoting the award program
- Logo to be included on promotion of Incubator posts on ATP social media (LinkedIn and Twitter)
- Promotion on the conference website with link to organization website
- General Session Announcement during opening keynote session
- Promotion during the Student Research Award presentations
- Meet up-and-coming talents and show support for innovations
- Post-conference publicity (conference website and social media)

*Contact Lauren Scheib for more details  
(see contact information below)*

## INCUBATOR SPONSORSHIPS

The ATP Incubator will be back on the mainstage for the 2021 Innovations in Testing Conference! The Incubator is a forum designed to bring to light inventors and entrepreneurs whose technology, products, or services could be “game-changers” for the assessment industry.

Incubator 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 Incubator 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 Incubator 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 INCUBATOR SPONSOR \$4,000 (1 available)

#### Benefits include:

- The name of the sponsor in association with the Incubator in marketing materials
- Promotion on the Incubator session page within the virtual platform
- Mention as a sponsor in an email to 4,000+ industry professionals promoting the conference and the Incubator
- Logo to be included on promotion of Incubator posts on ATP social media (LinkedIn and Twitter)
- Promotion on the Incubator webpage within the conference website with link to organization website
- General Session Announcement during promotion of the Incubator at the opening keynote session
- Promotion in the Incubator promo video
- Post-conference publicity, including on the website and in at least one separate email

### INCUBATOR CONTRIBUTORS \$2,000 (3 available)

#### Benefits Include:

- The name of the sponsor in association with the Incubator in marketing materials
- Pre-conference publicity, including on the website and in at least one separate email
- Post-conference publicity, including on the website and in at least one separate email

## KEYNOTE SESSION SPONSOR

\$4,000 (2 available)

Show your support for the Testing industry by sponsoring our Opening or Closing Keynote. Your sponsorship will include the following benefits:

- Promotion on the conference website
- Mention in one email to 4000+ industry professionals promoting the keynote
- Listing on Conference App – If you are not already a sponsor, the listing will include logo, link and 50-word description featured on the app
- 30-Second Commercial to play at beginning of the keynote session – sponsor is responsible for creating, editing, and providing commercial
- Moderator to thank sponsor during opening announcement

# Sponsorship Rules



## 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

Attendee contact lists will only include attendees who "opt-in", per the ATP Privacy Policy (more details on the following page). There will be two pre-conference attendee lists distributed to sponsors who receive it as part of their package or select it with their points prior to the conference. There will be a post-conference attendee list distributed after the conference to sponsors who select 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."

# ATP Privacy Policy

The Association of Test Publishers (“ATP”) takes your privacy seriously. This Privacy Policy sets out how we obtain, store, and use your personal information when you use or interact with our various websites, [www.testpublishers.org](http://www.testpublishers.org), [www.innovationsintesting.com](http://www.innovationsintesting.com), [www.eatpconference.com](http://www.eatpconference.com), or <http://www.leadingtheconversation.org>, or where we otherwise obtain or collect your personal information. Please read this Privacy Policy carefully. We recommend that you print a copy of this Privacy Policy and any future versions in force from time to time for your records.

## Statement of Data Privacy

The ATP is the international trade association for test publishers and other service providers related to the testing industry. It hosts the Europe-ATP (E-ATP) Conference, the Innovations Conference, and other similar ATP-hosted events, for which registration and information is available on one or more of the identified ATP websites. In that regard, the ATP collects certain personal data from members, non-members, speakers, sponsors, and attendees, whether those individuals are residents of the EU or from any other country, including the United States. The ATP may also collect personal information from visitors to these websites.

This personal information includes, but is not limited to, your name, position, company, email address, physical address, and telephone number. The ATP uses this data for specific informational communications and marketing activities related to the E-ATP Conference, the Innovations Conference, other ATP-sponsored events, as well as for future ATP marketing campaigns. We may share your data with event sponsors and other attendees, but we will not provide it, or sell it, under any circumstances to any third party who is unrelated to ATP. This Privacy Policy provides an overview of how we obtain, store and use your personal information. It is intended to provide a general overview and answer questions you may have about specific privacy issues.

The ATP Privacy Policy applies to all members and non-members who register for the Innovations Conference, the E-ATP Conference, or other ATP-sponsored events, regardless of where they reside, or have other dealings with the ATP that results in the collection of personal information. However, if you reside in the European Union (“EU”), this explanation and summary of the Policy is specifically designed to meet the requirements of the EU General Data Protection Regulation (“GDPR”), which became effective on May 25, 2018.

## Specific Information about the ATP Privacy Policy

The ATP Privacy Policy is described here in a concise, transparent, intelligible, and easily-accessible form. It is set forth in a series of specific components describing how the ATP Privacy Policy operates and how it meets certain privacy rights.

## Identity of the Data Controller

The ATP is the data controller – the entity that collects and processes personal data, or arranges for such actions taken on its behalf by its agents. The ATP is responsible for deciding the purposes for which personal information is used and processed, and the means by which such processing is done. Thus, it is the ATP’s responsibility to inform you in advance of the processing of your personal information. You may contact the ATP by writing to Lauren Scheib, Chief Operating Officer, 601 Pennsylvania Avenue, N.W., Suite 900, Washington, DC 20004, or sending an email to [lauren@testpublishers.org](mailto:lauren@testpublishers.org).

## How does the ATP collect or obtains your information?

The ATP collects your information: (1) when you join the association; (2) when you have provided it to us by registering for a previous Conference or event, or when you register for this upcoming Conference on this website; (3) when you submit a proposal to speak at an ATP conference; or (4) when you contact the ATP on one of our websites or at its email address. In other situations, your organization or another individual (e.g., a co-presenter) may provide the ATP with your personal information; if that occurs, the ATP will notify you that your personal information has been shared and give you the opportunity to consent or not. In other instances, the ATP will collect your information when you purchase an ATP publication from our bookstore. Finally, the ATP may use cookies to track your use of our websites (see Use of Cookies below).

## What personal information do we collect?

The ATP collects your name, company, title or position, email address, physical address, telephone number, and general demographic information. The ATP also may use cookies to collect the IP address of the computer you are using (see Use of Cookies below).

If you register to attend the E-ATP Conference, the Innovations Conference, or any other ATP event for which registration is required using one of our websites, or you purchase a publication from the ATP bookstore, you will be directed to a separate secure location where you will provide your payment card information. That payment card information is NOT collected, stored, or retained by the ATP after you make such payment.

## What are the legitimate interests we have for collecting/using your personal information?

The principal basis on which we collect and use your information is when you give us your affirmative consent. However, when you register for a Conference or other ATP event, or make a purchase through our bookstore, the ATP has a legitimate basis beyond consent to collect your personal information in order to provide you with the goods or services that you expect us to deliver, which depends upon us having and using your personal information. Once you have a formal relationship with us, the ATP also obtains a legitimate interest in providing you with timely information about upcoming events and/or products in which you may have an interest; so, to better serve you, we will market or promote those events/products to you. Thus, depending on the precise situation, the ATP may rely on one of these legitimate basis in collecting your personal information.

## How do we use your personal information?

The ATP uses your personal information for administrative and business purposes particularly to contact you about the Innovations in Testing Conference, the E-ATP Conference, or another ATP-sponsored event, or to process purchases you make on our websites. We may also use personal information to send out industry surveys to improve our representation of the testing industry and to improve our websites, as well as for advertising and analytical purposes (e.g., monitoring/analyzing visitors to the websites). Additionally, the ATP permits you to access various social media networks through our websites (e.g., Facebook, Twitter, LinkedIn). You need to be aware that if you decide to access such social media through the ATP websites, your information will be available to those services.

## Disclosure of your personal information to third parties.

The ATP discloses your personal information to the extent necessary to fulfill our obligations to you if you register to attend the Innovations Conference, the E-ATP Conference, or other ATP-sponsored event (i.e., to link you to the secure payment third party website the ATP uses to handle payment for your registration). A related use of the personal information of conference attendees is to share that information with third-party sponsors, who are usually industry vendors that may contact you. The ATP has found that in general this type of disclosure is appreciated by conference attendees; however, we have adopted a policy that entitles you to consent to that disclosure in advance and/or to direct us not to include you in that sharing, as well as enabling you to withdraw that consent.

## Do we sell personal information to third parties?

No, the ATP will never sell your personal data to any third party that is unrelated to the organization (i.e., who is not a sponsor of the E-ATP Conference, the Innovations Conference, or similar ATP-hosted event).

## How long will we retain your personal information?

The ATP does not retain personal information longer than is necessary, taking into account any legal obligations we have (e.g., to maintain records for tax purposes), as well as any other legal basis we have for using your personal information (e.g. your consent, performance of services to you and/or your employer as an ATP member, or our legitimate interests as an international trade association). *Your information that we use for marketing purposes will be kept until you notify us that you no longer wish to receive this information.*

## How do we secure your personal information?

The ATP uses contractors and/or subcontractors who employ commercially available and generally accepted technical and organizational measures to protect personal data against loss, misuse, or alteration during its transmission, storage, and processing. ATP's eventual processor of personal data is certified under the EU-US Privacy Shield. Moreover, only authorized ATP contractors are granted access to your personal information, and only where it is necessary to the conduct of their business operations on behalf of the ATP. In reality, we note that no method of securing personal information transmitted over the Internet, or method of electronic storage is 100% secure. Therefore, the ATP cannot guarantee the absolute security of any personal information. If you have any questions about security on our websites, you can contact us.

## Use of cookies

We use cookies, and similar information-gathering technologies (e.g., web beacons), on our websites for the purpose of remembering users' settings (e.g. language preference), for individual authentication, for analyzing visitors to the website, and to improve future web services to you if you return to our websites. If you continue to use this website, we will require that you consent to the use of cookies (see below); you are free to delete our cookies. You should be aware that you can control the use of cookies at the individual browser level; if you reject cookies, you may still use our site, but your ability to use some features or areas of our websites may be limited.

## Do we transfer your personal information outside of the European Economic Area?

Yes, the ATP generally transfers your personal information to the United States in order to process it (e.g., handle and follow up on your Conference registration), as well as to store the information for future use (e.g., to market the next Conference). When the ATP transfers personal data, we take all reasonable steps to ensure that the information is protected, including protection by contractors and/or subcontractors, and to ensure that your information is not shared in any manner that is inconsistent with this Privacy Policy. Other primary entities that receive your personal information are the event management company with which the ATP contracts to manage the Innovations Conference, the E-ATP Conference, and other ATP-sponsored events, which in turn uses an event application entity certified under the EU-US Privacy Shield, for receiving, storing, and processing personal data of registrants, attendees, speakers, and others.

## What are your rights?

Your rights in relation to your personal information are to: (1) be informed about its use; (2) have access to your information; (3) correct your personal information; (4) have your personal information deleted; and (5) restrict how we use your personal information. You also have the right to have your personal information ported to others; however, because the ATP's use of your personal information is limited to individual registration (e.g., for Conferences and other events, as speakers at ATP events, and/or as an event sponsor) and marketing activities related to the Innovations Conference, it is not technically feasible for the ATP to honor such a request because we are not able to exchange that information with another entity with which we have no direct interface or any reason to exchange data. You are also entitled to know if the ATP is using any automated decision-making (including profiling); the ATP does not use any such automated technologies in the processing of your personal information.

## How to exercise your rights regarding the collection and use of your personal information

You have the right to withdraw your consent at any time during use of this website or by emailing the ATP at [lauren@testpublishers.org](mailto:lauren@testpublishers.org). However, any data processing performed by the ATP prior to your withdrawal of consent cannot be undone.

You also have the right to object to the ATP's collection and/or use of your personal information, or to request access to your information as well as to request that we correct any information we have or to remove you from our records. If your personal information changes (e.g., zip code, phone, email or postal address), you can change online, physical contact, and other information by contacting ATP as shown above. If you wish to correct/update/delete information or no longer desire to receive information from ATP, you can notify us by using any of the information in the Contact section of this policy. We will respond to your request to access within 30 days.

You may file a complaint with the ATP by emailing us at [lauren@testpublishers.org](mailto:lauren@testpublishers.org), and the ATP will respond without undue delay, within at least 30 days unless we inform you that additional time will be required. In addition, you have the right to file a complaint with your relevant Supervisory Authority (i.e., Data Protection Authority).

## How does the ATP obtain your consent?

At the end of this Privacy Policy, you will be asked to indicate your affirmative consent agreeing to its terms and conditions, and thereby allowing the ATP to collect and use your personal information.

## Affirmative Consent

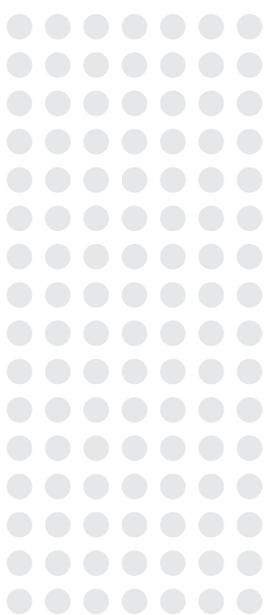
I have read the above information presented by the ATP about its Privacy Policy, including the Use of Cookies. I hereby give affirmative consent to the ATP to collect and use my personal information. I am aware that I have the right to withdraw my consent at any time with effect for the future, by e-mail to [lauren@testpublishers.org](mailto:lauren@testpublishers.org) or in writing to the ATP at its mailing address: 601 Pennsylvania Avenue, N.W., Suite 900, Washington, DC 20004.

# Sponsorship Application

The Association of Test Publishers is pleased to accept \_\_\_\_\_ as a sponsor of Innovations in Testing 2021, to be held virtually April 27 – April 29, 2021. 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 2021 Sponsorship Prospectus document.

Engaging Sponsor Package (includes 10 pts):  \$7,500 Member  \$9,000 Non-Member

Branding Sponsor Package (includes 7 pts):  \$4,000 Member  \$7,000 Non-Member



## Additional Sponsor Benefits

## Point Value

- Push Notification..... 1
- Social media shout out on LinkedIn..... 1
- Post-Conference Attendee List..... 2
- Mention in Email ..... 3
- Dedicated Channel on App..... 3
- 30-Second Commercial or Holding Slide..... 3
- Sponsor Spotlight at Peas in a Pod..... 4
- Sponsored Post on App ..... 4
- Peas in a Pod Conversation..... 5

Additional Purchased Points \_\_\_\_\_

Members: \$500 per point  
Non-Members: \$750 per point

SUBTOTAL \$ \_\_\_\_\_

## Exclusive Opportunities

Please note that all exclusive opportunities are sold on a first-come, first-served basis. Members will be contacted if a selection made is no longer available.

- Graduate Student Research Award..... \$1,500
- Incubator Contributor..... \$2,000
- Leading Incubator Sponsor..... \$4,000
- Keynote Session 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
- I would like to pay by credit card (please email lauren@testpublishers.org for details)

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

### IMPORTANT NOTICE REGARDING PAYMENT

Sponsorship payment must be completed within 30 days of submitting this signed agreement. Sponsorships requiring invoices will be charged 10% interest commencing 30 days following the issue date of any unpaid invoice. Thank you.

### CANCELLATION POLICY:

If cancellation is submitted by March 12th, 25% of fee returned.

If cancelled after March 12th, fee is non-refundable.

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