



ATP
GLOBAL

**Innovations in
Testing** **2022**
In Person & Virtual!



Bridging Opportunities
for **Better Assessment**

March 20 - March 23 • Hyatt Regency Orlando • Orlando, FL

Dear Colleague

On behalf of ATP, I am pleased to be reaching out to sponsors of our 23rd Annual Innovations in Testing Conference, as well as our very first Hybrid event, to be held March 20 – 23, 2022! The in-person conference will take place at the Hyatt Regency Orlando in Florida, and the simultaneous virtual event will take place on the conference platform which performed so well in 2021!

We hope you will join us for this newest journey into the unknown as ATP continues to pivot and grow, despite the continuing challenges of a global public health crisis. In 2020 and 2021, ATP, through the support of its members and sponsors, hosted two ground-breaking, virtual conferences which drew delegates from around the world. The virtual environment, in addition to facilitating a high-quality conference experience for its regular attendees, allowed ATP to connect with younger members of the industry, as well as new attendees who were attracted to the innovation and accessibility of ATP at a time when other conferences were non-existent, or struggling. In 2021, ATP's reputation for producing a robust, virtual event resulted in the second-highest attended conference in the Association's history.

So, it with these successes, that we look forward to welcoming home those in-person delegates who are ready, and able, to travel – as well as the audience that continues to be travel-challenged -- with a simultaneous virtual event.

The Sponsor packages available for 2022 will reflect opportunities for both an in-person and virtual conference. As always, 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 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.

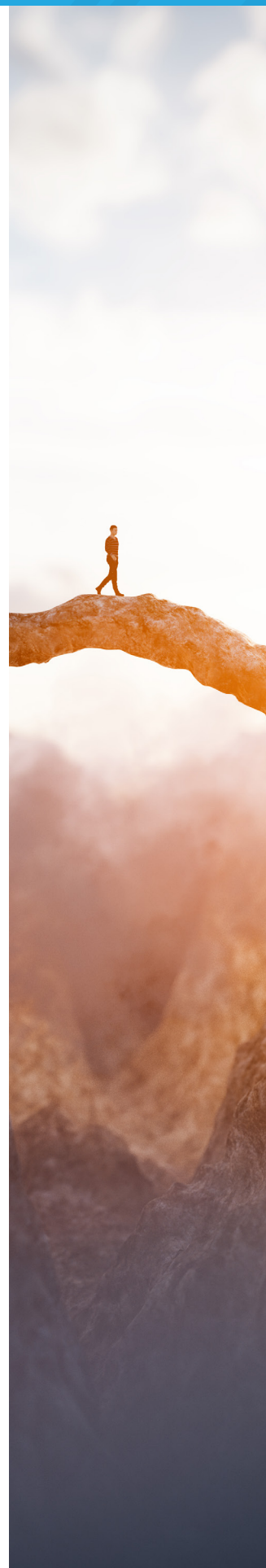
Innovations in Testing 2022 will be ATP's 23rd annual conference, designed to bring together thought leaders from across the testing, assessment, and EdTech industry to learn from one another and help move the industry forward.

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



Conference Audience

Sponsors of Innovations in Testing 2022 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

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



Sign-Up Today!



Exhibit Hall

In-Person Exhibit Hall is open on Monday, March 21st from 7:30 AM – 7:00 PM and Tuesday, March 22nd from 7:30 AM – 4:40 PM

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. Unless otherwise noted, functions below are for both in-person and virtual audiences. The exhibiting hours below are tentative.

Thursday, March 17th

11:00 AM Virtual Sponsor Briefing

Sunday, March 20th

12:00 PM – 6:00 PM In-Person Exhibitor Move-In
3:00 PM In-Person Sponsor Briefing

Monday, March 21st

7:30 AM – 8:30 AM In-Person Breakfast with Exhibitors
9:40 AM – 10:00 AM Networking Coffee Break with Exhibitors
10:50 AM – 11:20 AM Networking Coffee Break with Exhibitors
12:10 PM – 1:20 PM Lunch with Exhibitors
12:20 PM – 1:10 PM Virtual Sponsor Networking Events
2:30 PM – 3:20 PM In-Person Dessert with Exhibitors
4:10 PM – 4:40 PM Networking Coffee Break with Exhibitors
5:30 PM – 7:00 PM In-Person Reception with Exhibitors and ePoster Sessions
5:40 PM – 6:30 PM Virtual Sponsor Networking Events

Tuesday, March 22nd

7:30 AM – 8:30 AM In-Person Breakfast with Exhibitors
9:40 AM – 10:00 AM Networking Coffee Break with Exhibitors
10:50 AM – 11:20 AM Networking Coffee Break with Exhibitors
12:10 PM – 1:20 PM Lunch with Exhibitors
2:30 PM – 3:20 PM In-Person Dessert with Exhibitors
4:10 PM – 4:40 PM Networking Coffee Break with Exhibitors
5:40 PM – 6:30 PM Virtual Sponsor Networking Events
5:00 PM – 8:30 PM In-Person Exhibitor Move-Out
6:00 PM In-Person Sponsor Thank You & Debrief

Thursday, March 31st

11:00 AM Virtual Sponsor Debrief

IMPORTANT NOTICE FOR EXHIBITORS

Platinum and Gold Sponsors of Innovations in Testing 2022 have the privilege of having exhibit space in the exhibit hall. Exhibitors are required to be at their booth during the exhibitor hours listed within the schedule at-a-glance. 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 Packages

Innovations in Testing 2022 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.

In-Person Sponsorship Packages

SPONSOR BENEFIT	PLATINUM SPONSOR \$10,000*/\$15,000**	GOLD SPONSOR \$5,000*/\$7,500**
Company Recognition at Keynote Presentations Sponsor to design and provide slide.	X	
One (1) Live Education Session During the Conference Scheduled on a first come-first served basis; title, abstract, and presenter information due December 13, 2021.	X	
Company Logo Printed in Schedule-at-a-Glance	X	
In-Person Exhibit Space ATP Members have the opportunity to select exhibitor space prior to non-members.	Choice of Double Tabletop or 10x20 Booth	Choice of Tabletop or 10x10 Booth
Company Logo on Conference Signage	X	X
Pre-Conference Attendee List Distributed once January 17, 2022 and again on March 4, 2022.	X	X
Listing within Conference App Includes logo, link and 50-word description. Sponsor has the option to provide contact info, social handles, call-to-action button, cover image, up to 3 documents and up to 6 media files.	X	X
Listing on Sponsor Page of Conference Website Includes logo, link and 50-word description.	Plus rotating logo on conference homepage	X
Complimentary Registration	5 in-person 2 virtual	4 in-person 1 virtual
Sponsor Points Earned	10	6

*ATP Member Price

**Non-Member Price



Sponsorship Packages



Virtual Sponsorship Package

SPONSOR BENEFIT	VIRTUAL SPONSOR \$4,000*/\$7,000**
Pre-Conference Attendee List Distributed once January 17, 2022 and again on March 4, 2022.	X
Listing within Conference App Includes logo, link and 50-word description. Sponsor has the option to provide contact info, social handles, call-to-action button, cover image, up to 3 documents and up to 6 media files.	X
Listing on Sponsor Page of Conference Website Includes logo, link and 50-word description.	X
Complimentary Registration	5 virtual
Sponsor Points Earned	6

*ATP Member Price

**Non-Member Price



Sponsor Benefits

POINT OPTIONS POINT OPTIONS ARE LIMITED AND ARE AVAILABLE ON A FIRST COME, FIRST SERVE BASIS. EACH OPTION IS LIMITED TO ONE PER COMPANY	POINT VALUE
Co-Sponsor a Conference Event First Time Attendee Reception or Opening Reception (includes promotion on event signage).	1
Social Media Shout Out on LinkedIn Provide content for one post to be shared on the ATP LinkedIn Page (subject for approval).	1
Post-Conference Attendee List Attendee registration list distributed the week following the conference – good for one time use of each.	1
Push Notification Company to be included in “thank you to our sponsors” push notification – will be recognized by level.	2
Promotional Cling Decal (1ft x 1ft) in Prime Location for Attendees to View Custom shapes available for additional fee; see page 12 for more about this opportunity.	2
Sponsor Spotlight at Virtual Peas in a Pod <i>*This option is offered via the virtual platform</i> Two-minute introduction provided by sponsor at beginning of virtual peas in a pod session (sessions assigned by conference organizers).	2
Virtual Coffee Conversation <i>*This option is offered via the virtual platform</i> Informal in-person/virtual conversations with fellow conference goers who share common interests. Do not include presentations. There are no projectors or slides. This is all about direct engagement and exploration of ideas. Coffee Conversations should not have more than 2 facilitators. Each Coffee Conversation 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 Coffee Conversation: <ul style="list-style-type: none"> • No product or service demonstrations • No presentations • Personable staff member for leading a discussion • The goal is to encourage conversation amongst all participants 	3
Mention in Email Mention as a sponsor in emails to 4000+ industry professionals promoting the conference; includes logo and 50-word description; (limited number available on a first-come, first-served basis).	3
30-Second Commercial or Holding Slide <i>*This option is offered via the virtual platform</i> Commercial/ad to play at beginning of two (2) virtual presentations or panel discussions – sessions assigned by conference organizers. Sponsor is responsible for creating, editing and providing commercial/ad.	3
Reserve a Suite for Entire Length of Conference Cost of room is \$299 per night, plus taxes to be reserved March 20 – March 23, based on availability. This cost is to be paid for by sponsor.	3
Promotional Cling Decal (2ft x 2ft) in Prime Location for Attendees to View Custom shapes available for additional fee; see page 12 for more about this opportunity.	4



Sponsor Benefits

POINT OPTIONS POINT OPTIONS ARE LIMITED AND ARE AVAILABLE ON A FIRST COME, FIRST SERVE BASIS. EACH OPTION IS LIMITED TO ONE PER COMPANY	POINT VALUE
Special VIP Invitation <i>*This option is offered via in-person</i> 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
Host an In-Person or Virtual Networking Event Sponsor is responsible for organizing and promoting event. No points are needed to host an offsite private event. Events can be private, invite only or public to all attendees. If public to all attendees, ATP to promote on daily email and list on the schedule of the conference platform. Please see page 13 for Rules regarding Onsite and Offsite events. *5 points for hosting one of each format (one virtual, one in-person). If in-person . . . event it is not to conflict with ATP scheduled events. The cost of room rental is to be paid for by sponsor. If virtual . . . sponsor to select preferred time. Sponsor to provide meeting link (Designing Events can assist with a Zoom meeting link if needed). The name of the sponsor in association with the event (for example: [Event] sponsored by...”). <ul style="list-style-type: none"> • Slot 1: March 21, 2021 at 12:20pm – 1:10pm EDT • Slot 2: March 21, 2021 at 5:40pm – 6:30pm EDT • Slot 3: March 22, 2021 at 5:40pm – 6:30pm EDT 	3/5*
Additional 10x10 Exhibit Space <i>(limit of one additional booth for in-person Platinum and Gold sponsors)</i> *5 points for endcap option. If interested in endcap, your booth will be exposed to an aisle on three sides. The back of your booth is restricted to 3’ high within 5’ of each aisle permitting adequate line of sight of adjoining linear booths. Only the middle is permitted to go up to 8’ high. Please consult Designing Events for approval.)	4/5*
Branded Meter Board Sponsor to design one side of a double sided (38”x82”) meter board to be placed near the exhibit hall entrance	5



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



Exclusive Opportunities

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

Webcam Cover Sponsor (1 available) \$1,200

Protect the privacy of attendees while showcasing your brand on webcam covers. Fee includes all associated costs, including logo branding and shipping to conference site.

Refreshment Break Sponsor (4 available) \$2,000

Sponsor signage on buffet tables; customization possible.

Lanyard Sponsor (1 available) \$2,500

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 associated costs, including logo branding and shipping to conference site.

Sponsor Booth Interview (4 available) \$3,000

Have a 2-minute spotlight interview at your exhibit space. Sponsor will be interviewed live by emcee and recorded interview will play during a break. Sponsor will receive interview file to promote their sponsorship.

Charging Station Sponsor (2 available) \$3,500

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

Virtual Platform and App Supporter (1 available) \$4,000

Be a powerful presence at Innovations in Testing 2022. Sponsorship of the conference app includes banner on the app homepage co-branded with ATP, and one sponsored post on the app activity feed each day of the conference.

Virtual Conference Lab (1 available) \$4,000

Area for in-person attendees to be able to watch virtual sessions and/or speak in virtual session. Sponsor signage outside of Lab, promotion in emails to in-person attendees about Lab, table tent card for each table (Virtual Conference Lab, sponsored by XXX).

Sanitizer Station Sponsor (1 available) \$4,000

Help prevent the spread of germs by sponsoring sanitizing stations. Stations will be designed with company logo or graphic.

Interview Set Sponsor (3 available) \$4,000

Sponsor the set where onsite interviews will take place during the conference to be recorded and broadcast to our virtual audience. Sponsorship will include logo on the set and in the interview videos. Name of sponsor in association with the interviews (This interview is brought to you by XXX).

Opening Keynote Session Sponsor (1 available) \$6,000

Show your support for the Testing industry by sponsoring our Opening Keynote. Your sponsorship will include an announcement before the presentation from the main stage, logo to appear in marketing email when announcing the keynote, conference logo located by session information on the conference website, and Promotional item dropped at each seat at session (all costs for promotional item to be paid for by sponsor).

Closing Keynote Session Sponsor (1 available) \$4,000

Show your support for the Testing industry by sponsoring our Opening Keynote. Your sponsorship will include an announcement before the presentation from the main stage, logo to appear in marketing email when announcing the keynote, conference logo located by session information on the conference website, and Promotional item dropped at each seat at session (all costs for promotional item to be paid for by sponsor).

Water Bottle Sponsor (1 available) \$7,000

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 associated costs, including logo branding and shipping to conference site.

Graduate Student Research Award Sponsorship (3 available) \$5,000

Support future research and innovations by sponsoring graduate student research! This new award will encourage and fund graduate student researchers to present their findings at the Innovations in Testing Conference. Please see the next page for details; opportunities are limited.

Innovation Lab Sponsorships

Be involved in this exciting showcase of the testing industry's "game-changers!"

See page 11 for details and sponsorship inclusions.

Leading Innovation Lab Sponsor (2 available) \$10,000

Innovation Lab Contributors \$2,500



Additional Opportunities

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



Graduate Student Research Award Sponsorship

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

To encourage graduate researchers to conduct innovative research that is beneficial to large scale assessment, for the fourth year the ATP conference is doing a Student Research Award program at the 2022 Innovations in Testing Conference. 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 to assist with travel costs.

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 in Testing! Opportunities are limited; contact Lauren Scheib for more details.

STUDENT RESEARCH AWARD SPONSORS **(3 AVAILABLE)**

\$5,000
(add-on opportunity to a Platinum, Gold or Virtual sponsor)

Benefits include:

- The name of the sponsor in association with the ATP Student Research Award in marketing materials
- Signage promoting the Student Research Award with sponsor logo or name
- Mention as a sponsor in an email to 4,000+ industry professionals promoting the award program
- Logo to be included on promotion of Scholarship 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)

Additional Opportunities



Innovation Lab Sponsorships

The ATP Innovation Lab will be back on the mainstage for the 2022 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 (2 AVAILABLE)

\$10,000

**(add-on opportunity to a Platinum,
Gold or Virtual sponsor)**

Benefits include:

- The name of the sponsor in association with the Lab in marketing materials
- Mention as a sponsor in an email to 4,000+ industry professionals promoting the conference and the Innovation Lab
- Signage promoting the lab with sponsors logo or name (including a larger logo and prime placement on signage)
- Logo to be included on promotion of Innovation Lab posts on ATP social media (LinkedIn and Twitter)
- Promotion on the Innovation Lab webpage within the conference website with link to organization website
- General Session Announcement during promotion of the Lab at the opening keynote session
- 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 Platinum,
Gold or Virtual sponsor)**

Benefits Include:

- Signage promoting the lab with sponsors logo and name
- The name of the sponsor in association with the Lab in marketing materials
- Pre-conference Lab 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



Promotional Clings



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

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

Sponsorship Rules

Events

Sponsored Offsite Events:

Sponsors are not required to use points, but must let Designing Events know date, time, and location of event. The event must not conflict with ATP scheduled events. Sponsored Offsite Event is an any activity that is not located on the property being contracted by and for the Association of Test Publishers' conference.

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.

ATP Intellectual Property

ATP's name and logo is not permitted on any sponsorship materials or emails. This includes all advertising on the program 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 reasons. ATP requests that these lists be used in regard 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."

Exhibit Booths

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

Exhibitors are required to be at their booth during the exhibitor hours listed within the schedule at-a-glance. 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.

Giveaways

All sponsor giveaways that are not indicated on 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.

ATP Privacy Policy

Effective June 8, 2021

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, www.innovationsintesting.com, 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.

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?

ATP Privacy Policy

Effective February 15, 2018

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 abides by all Standard Contractual Clauses as prescribed under the former 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?



ATP Privacy Policy

Effective February 15, 2018

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. 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, 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).

Audio/Video Recording of Events

When you register and/or participate in the E-ATP Conference, the Innovations Conference, other ATP-sponsored events (Live or Virtual), you will be participating in an event where photography, video recording and audio recording may occur. By participating and/or registering for these events, you consent to video recording, audio recording, photography and its/their release, publication, display, or reproduction to be used for digital passes, webcasts, marketing/promotional purposes, audiocasts, advertising, inclusion on web sites, or for any other purpose(s) that ATP, its associates and/or representatives deems fit to use. You release ATP owners, staff and all persons involved from any liability connected with the taking, recording, digitizing, or publication of interviews, photographs, computer images, video and/or sound recordings.

By entering the event/conference (conference venue or virtual meeting platform), you waive all rights you may have to any claims for payment in connection with any streaming, webcasting, audiocasting, or other publication of these materials, regardless of the purpose. You also waive any right to review or approve any photo, video, or audio recording taken by ATP or the person or entity designated to do so by ATP.

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 or in writing to the ATP at its mailing address: 601 Pennsylvania Avenue, N.W., Suite 900, Washington, DC 20004.



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 13 of this prospectus.

Company: _____

Name: _____

Position: _____

Signature: _____

Date: _____

Sponsorship Application

The Association of Test Publishers is pleased to accept _____ as a sponsor of Innovations in Testing 2022, to be held March 20 – 23, 2022 at the Hyatt Regency in Orlando, Florida. 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 2022 Sponsorship Prospectus document.

Platinum Sponsor Package (includes 10 pts):	<input type="checkbox"/> \$10,000 Member	<input type="checkbox"/> \$15,000 Non-Member
Gold Sponsor Package (includes 6 pts):	<input type="checkbox"/> \$5,000 Member	<input type="checkbox"/> \$7,500 Non-Member
Virtual Sponsor Package (includes 6 pts):	<input type="checkbox"/> \$4,000 Member	<input type="checkbox"/> \$7,000 Non-Member

Additional Sponsor Benefits Point Value

- Co-Sponsor a Conference Event..... 1
 - First Time Attendee
 - Opening Reception
- Social media shout out on LinkedIn..... 1
- Post-Conference Attendee List.....1
- Push Notification.....2
- 1x1 Promotional Cling Decal2
- Sponsor Spotlight at Virtual Peas in a Pod2
- Virtual Coffee Conversation.....3
- Mention in Email.....3
- 30-Second Commercial or Holding Slide.....3
- Reserve a Suite for Entire Length of Conference.....3
- 2x2 Promotional Cling Decal.....4
- Special VIP Invitation.....4
- Host an In-Person or Virtual Networking Event
 - Virtual.....3
 - In-Person.....3
 - Both.....5
 - Offsite...0
- Additional 10'x10' Booth Space4
- Additional 10'x10' Booth Space, End Cap.....5
- Branded Meter Board.....5

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.

- Webcam Cover Sponsor.....\$1,200
- Refreshment Break Sponsor\$2,000
- Lanyard Sponsor\$2,500
- Sponsor Booth Interview.....\$3,000
- Charging Station Sponsor\$3,500
- Virtual Platform & App Supporter\$4,000
- Sanitizer Station Sponsor.....\$4,000
- Interview Set Sponsor\$4,000
- Opening Keynote Session Sponsor\$6,000
- Closing Keynote Session Sponsor\$4,000
- Water Bottle Sponsor.....\$7,000
- Graduate Student Research Award Sponsor.....\$5,000
- Leading Innovation Lab Sponsor\$10,000
- Innovation Lab Contributor.....\$2,500

TOTAL \$ _____

Sponsor Contact (print name): _____

Address: _____

City: _____ State: _____ Zip: _____

Country: _____ Phone: _____ Fax: _____

Email: _____ Website: _____

PAYMENT:

Name: _____

Email: _____

[*All invoices provide an option for paying by credit card or bank transfer]

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 within . . . 7-8 months before conference, 75% of fee returned. 5-6 months before conference, 50% of fee returned.
3-4 months before conference, 25% of fee returned. 1-2 months before conference, fee is non-refundable.
All cancellations are assessed a \$200 fee for administrative processing.