Innovations in Testing 2016

Speaker Packet – Product Demonstrations

March 20-23, 2016

Hilton Orlando Bonnet Creek

Orlando, Florida

Dear Conference Speaker:

Thank you for agreeing to serve as a speaker for the upcoming Innovations in Testing Conference to be held March 20-23, 2016, at Hilton Orlando Bonnet Creek. We look forward to a very successful conference!

Enclosed you will find the following information:

Below is a table of items and upcoming deadlines for your reference.

Activity	Deadline	Return via:
Make Hotel Reservation	Immediately – Rooms will sell out	see Page 6 for more info
Complete Online Presentation Agreement	October 29 , 2015	Click here for presentation agreement
Register for the Conference – **please make your reservations early as this is Spring Break for many schools**	January 5, 2015	www.innovationsintesting.org
Email Most Recent Bio	January 15, 2016	atpspeakers@designingevents.com
Send Final PowerPoint Presentation	March 5, 2016	atpspeakers@designingevents.com

Presentation Specialist at Your Service

We have implemented several ways to help all presenters with creating and delivering a powerful presentation at the Innovations in Testing conference. For 2016, ATP is making available a Presentation Specialist who will conduct training and offer tips in various ways:

1. As mentioned in the call for presentations process, we will be hosting an informational webinar which will include helpful tips for presenting a session that gets exceptional reviews, as well as an explanation of expectations as an Innovations in Testing conference presenter. It's mandatory that at least one presenter for each session view the webinar. The webinar will take place in January, and will be recorded for viewing at your leisure. More details will be sent to you.

2. ATP will host an onsite meeting on Sunday prior to the conference starting on Monday. All presenters are encouraged to attend this meeting which will provide last minute tips to get ready for your presentation, as well as what to expect for each type of session.

3. Take advantage of the speaker lounge where you can prepare for your presentation, meet with your co-presenters, and ask questions from our Presentation Specialist.

If you have any questions about these materials, due dates, or for additional information, please contact:

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Lynn Olexy
1-443-293-4012
atpspeakers@designingevents.com

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CONFERENCE ESSENTIALS

When does the conference start/conclude?
The conference begins on Sunday, March 20th at 5:00 PM for the First Time Attendees Reception, followed by the Conference Welcome and Opening Reception starting at 6:00 PM. The conference concludes at 12:30 PM on Wednesday, March 23rd.

Conference Location:

Hilton Orlando Bonnet Creek
14100 Bonnet Creek Resort Lane
Orlando, FL 32821
Phone: (407) 597-3600
http://www.hiltonbonnetcreek.com

Do I need to register for the conference?
Yes, please register online at www.innovationsintesting.org. You are encouraged to register as early as you can, but no later than January 5th, 2016. Registration is required to present at this year's conference. Please note the early bird discount will apply if you register prior to January 5th, 2016.

Do I need to make my own travel reservations?
Yes, you will need to arrange all of your travel to and from the conference. Please contact the hotel directly to book your room. More information regarding lodging can be found on Page 6.

What equipment will my presentation space have?
Each showcase area will be equipped with the following items:
- Large monitor to connect your laptop to
- Small table for materials

If you have a disability and need any accommodation in order to present at this conference, please contact Lynn Olexy, at atpspeakers@designingevents.com or +1-443-293-4012.

ABOUT THE PRODUCT DEMONSTRATIONS

When is the Product Demonstrations?

The Product Demonstrations are being held from 10:30 AM – 12:00 PM on Tuesday, March 22, 2016. These happen concurrently with Workshops.

When do I set up for my presentation?

Setup for the Product Demonstrations is from 7:30 – 10:00 AM on Tuesday, March 22, 2016.

When do I break down after my presentation?

Breakdown for the Product Demonstrations is from 12:00 – 1:00 PM on Tuesday, March 22, 2016.

What is the format of this session?

Product Demonstrations run throughout the course of 1.5 hours allotted for the Workshops and Product Demonstrations. During this time, attendees given the choice of attending a workshop, or viewing the Product Demonstrations.

What is a product demonstration?

A Product Demonstration is a computer-based demonstration or presentation showcasing the latest technologies, products, services or solutions in the testing industry. A Product Demonstration should last approximately 10 minutes and repeat throughout a 1.5 hour timeframe during a Workshop timeslot. All demonstrations must be shown via a computer or other technology. A large, flat screen monitor will be provided but you will be required to provide your own laptop computer.

*New this year: ATP will host a contest during Product Demonstrations! Attendees will be allowed to "vote" for the most innovative Product Demonstration. The winner will receive one complimentary conference registration to the 2017 ATP Innovations in Testing Conference!

SPEAKER REGISTRATION & HOTEL INFORMATION

Speaker Registration:

All speakers participating in the conference must register for the conference. To register for the conference, please register online at www.innovationsintesting.org. The registration fees are:

ATP Member	
Early Bird	$650.00
After Jan 5	$750.00
Non-member	
Early Bird	$750.00
After Jan 5	$850.00

Hotel Reservations:

Please visit the conference website for more information regarding hotel and travel
http://www.innovationsintesting.org/venue-travel.aspx

> **Hilton Orlando Bonnet Creek**
> **14100 Bonnet Creek Resort Lane**
> **Orlando, FL 32821**
> **Phone: (407) 597-3600**
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Conference Room Rate: $259.00 Single/Double per night plus taxes. Hotel reservations will be accepted at the conference rate until February 16, 2016 and are sold on a first- come first- serve basis.

PRESENTATION & SESSION GUIDELINES

1. It is mandatory that at least one presenter for each session attend a training webinar to be held in January. More details will be provided soon.

2. Presenters are required to attend a pre-conference training presentation on Sunday, March 20th.

3. ATP prefers that all speakers use the conference PowerPoint template provided via e-mail to ensure consistent and professional presentations throughout the conference. The template will be sent to all speakers by via email closer to the conference.

4. Presentations that focus on the commercial intent of a product or a service are not permitted.

5. Please send your presentation by March 5, 2015 to atpspeakers@designingevents.com. More information on this process will follow.

6. ATP does *not* provide a laptop for the session and requests that you please bring your own with all presentation slides saved to *one* presentation laptop. Please coordinate with other speakers if you are a co-presenter.

7. ATP will be providing all presentations to conference attendees electronically. ATP will not be providing handouts for each session. If you wish to have handouts for your session you are welcome to provide them. Please come prepared with 75 copies of your handouts for each session.

POWERPOINT SLIDES

You will receive a PowerPoint template that we strongly encourage you to use for your presentation. More information is coming soon regarding this template.

QUESTIONS?

Please don't hesitate to contact us at atpspeakers@designingevents.com or by phone at +1-443-293-4012.

Thank you for your contribution to the 2016 Innovations in Testing conference!