

# 2016 SPONSORSHIP PROSPECTUS



# INSIGHT

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## HAPPENS HERE

Hilton Orlando | Bonnet Creek | Orlando, FL

# March 20 – 23, 2016

[InnovationsInTesting.org](http://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 17th annual Innovations in Testing Conference to be held March 20-23, 2016 at the Hilton Orlando Bonnet Creek in sunny Florida.

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

The sponsor packages available for 2016, and the options offered to tailor these packages to suit your individual goals, were crafted from insights provided directly from sponsors themselves during our on-site evaluation meeting, and through surveys and comments. We are always adding and expanding new options and ideas to ensure that the Innovations in Testing conference continues to be a vibrant industry conference both for our attendees and our valued supporters.

Established in 1992, The Association of Test Publishers is a global, non-profit organization representing providers of tests and assessment tools and/or services related to assessment for clinical, occupational, certification, licensure, educational, health care or clinical uses. Innovations in Testing 2016 will be ATP's 17th 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

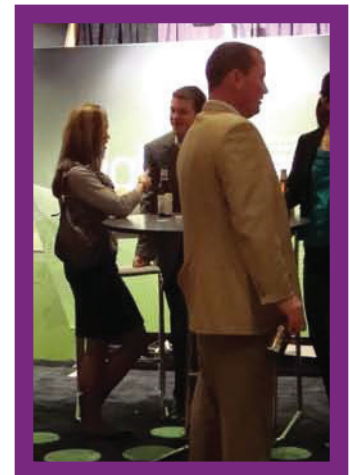
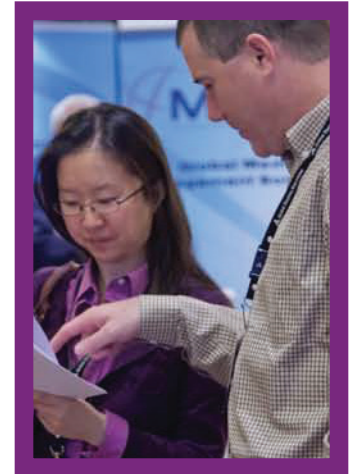


# Sponsorship Enhancements

Sponsors of Innovations in Testing 2016 have the unique opportunity to tailor packages to fit their goals and their budget. Select a sponsorship category and receive a number of points which can be used to build a custom package!

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

- Test Developers
- Test Publishers
- Test Sponsors
- Test Delivery and Test Security Representatives
- Program Managers and Researchers
- Distance Learning Professionals
- Users of Educational, Employment, Organizational, Psychological and Certification Tests and Assessments
- Informational and Educational Technologists
- Training Managers and Other Professionals Considering the Use of Technology in Testing Programs
- Professional Staff of Credentialing Boards
- Professionals Interested in Technology in Testing
- Psychometricians
- Companies and Associations Involved with Workforce Skills Assessment (Including non-traditional assessment for manufacturing and industry)
- Organizations and professionals engaged in Health sector assessment



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

## Sign-Up Today!

# Sponsor Levels

SPONSOR BENEFIT	PLATINUM SPONSOR \$10,000* / \$15,000**	GOLD SPONSOR \$5,000* / \$7,500**	SILVER SPONSOR \$1,500* / \$2,500**
Company recognition at keynote presentations	✓		
One (1), one-hour education session during the conference promoted in the program book <small>(scheduled on a first-come, first-served basis; title, abstract, and presenter information due December 1, 2015)</small>	✓		
Company logo printed in Schedule-at-a-Glance	✓		
Company logo on back cover of Program Book	✓		
Exhibit Space – ATP Members will have the opportunity to select exhibit space prior to non-members for all contracts received by November 2, 2015. Space may be selected by non-members beginning November 3, 2015.	10' x 20' Booth	10' x 10' Booth	
Company name and 50 word description in conference app <small>(listed according to sponsorship level)</small>	✓	✓	✓
Company logo on conference signage	✓	✓	✓
Pre-Conference attendee list <small>(distributed once on February 1, 2016 and again on March 1, 2016)</small>	✓	✓	✓
Company logo and 50-word description on sponsors page of conference website with web link	Plus rotating logo on conference home page	✓	✓
Complimentary registrations	Five (5)	Three (3)	One (1)
<b>SPONSOR POINTS EARNED</b>	<b>10</b> POINTS	<b>5</b> POINTS	<b>2</b> POINTS

\*ATP Member Price  
\*\*Non-Member Price

# Additional Sponsor Benefits

<b>PLATINUM SPONSOR</b> <span style="font-size: 2em; color: yellow; border-radius: 50%; padding: 5px;">10</span> <small>POINTS</small>	<b>GOLD SPONSOR</b> <span style="font-size: 2em; color: yellow; border-radius: 50%; padding: 5px;">5</span> <small>POINTS</small>	<b>SILVER SPONSOR</b> <span style="font-size: 2em; color: yellow; border-radius: 50%; padding: 5px;">2</span> <small>POINTS</small>
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Innovations in Testing 2016 sponsors have the opportunity to tailor packages based on individual sponsorship and revenue goals. Each sponsor level includes a pre-determined number of points that can be used to ‘purchase’ additional sponsor benefits. To purchase additional sponsor points, contact Lauren Scheib (see contact information below).

**Note: Points do not have cash value and are not transferable.**

ADDITIONAL BENEFITS	POINT VALUE
Paper flyer conference bag stuffer inserted into all attendee conference bags (no larger than 8 1/2” x 11” single or double-sided)	1
Half-page ad in conference Program Book <u>or</u> 1ft x 1ft window decal in prime location for attendees to view (custom shapes available for additional fee; must choose one or the other – both not available – due December 1, 2015; <b>see next page for more about this opportunity!</b> )	2
Promotional item inserted into all attendee conference bags (subject to approval)	2
Post-conference attendee list (distributed March 30, 2016)	2
Host a private evening event (Not to conflict with ATP scheduled events; cost of room rental to be paid for by sponsor)	3
Option to reserve a Parlor Suite or a meeting room for entire length of conference (Cost of room is \$259 per night, plus taxes. This cost is to be paid for by sponsor.)	3
Promotional item dropped at each seat at opening or closing general sessions (subject to approval; only two available on a first-come, first-served basis)	3
Sponsor spotlight in conference marketing e-mail (sent to more than 4,000 industry professionals; includes logo and 50-word description; limited number available on a first-come, first-served basis)	3
Additional 10’ X 10’ exhibit booth space (limit of one additional booth, available to Platinum and Gold Sponsors only)	4
Full-page ad in conference program book <u>or</u> 2ft x 2ft window decal in prime location for attendees to view (custom shapes available for additional fee; must choose one or the other – both not available – due December 1, 2015; <b>see next page for more about this opportunity!</b> )	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, 2015)	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

\*Interested in bringing a spouse or significant other to Innovations in Testing 2016?

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



# Window Decals

**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 2016. Sponsor's logo banner prominently displayed on homepage of downloadable program guide application used by attendees. Banner links to page designated by sponsor. Four available. **\$3,000**

## Breakfast and Food Cart during the Golf Tournament



Sponsor a continental breakfast before the start of the tournament and a food cart during the tournament. Call for more details! **\$3,000**

## Charging Stations



Keep attendees charged at the conference. Sponsor a charging booth which will be designed with your company logo. 2 charging stations available. **\$3,500 ea**

## Conference Notebook Sponsor



Sponsor logo, along with Innovations in Testing 2016 logo, are printed on the cover of a spiral-bound notebook and provided to each attendee at registration. **\$4,000**

## Internet Lounge Sponsor



Opportunity to provide a place for attendees to access the Internet and lounge in the foyer area outside the general session and exhibit hall. Includes computer rentals, furniture, and wireless Internet for attendees. **\$4,000**

## Water Bottle Sponsor



Help ATP in the effort to go green by sponsoring the water bottles, which will be distributed to each attendee at registration for use throughout the conference. Fee includes all costs associated including logo branding and shipping to conference site. **\$6,000**

## Golf Tournament



Sponsor an 18-hole Scramble-format tournament. Call for more details! **\$7,500**

# Exclusive Opportunities

## Attendee Conference Bag



Sponsor Bags are distributed at registration and branded with 'Conference Bag Sponsored By' text and sponsor logo as well as Innovations in Testing 2016 logo. Fee includes all costs associated including logo branding and shipping to conference site. **\$7,000**

## Monday Reception with Exhibitors Sponsor



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

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

**\$8,000**

## USB Sponsor



USB drives will be provided to each attendee, branded with sponsors logo. Drive will be minimum 2 GB. Fee includes all costs associated including logo branding and shipping to conference site. **\$9,000**



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

Sponsors of Innovations in Testing 2016 have the option to receive the special benefit of a one time use of pre- and/or post-conference mailing lists. These mailing lists are a privilege and must not be sold, rented, or given out for any reason to any outside organizations by the sponsor. ATP requests that these lists be used in reference to the conference and not for any other purpose. Additionally, all e-mails or mailings sent must have an option for "unsubscribe." Please do not use these lists for the promotion of jobs or other recruiting efforts. ATP has a specific Career Center for this service. – Thank you.



# Exhibit Hall Hours

Exhibit hall is open 7:30 AM – 7:00 PM on Monday, March 20th and 7:30 AM – 4:15 PM on Tuesday March 21st. 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.

## Sunday, March 20

1:00 PM – 6:00 PM Exhibitor Move-In

## Monday, March 21

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

## Tuesday, March 22

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

## IMPORTANT NOTICE FOR EXHIBITORS

Platinum and Gold Sponsors of Innovations in Testing 2016 have the privilege of having exhibit space in the exhibit hall. ATP would like to remind exhibitors that exhibits must be staffed continuously during the scheduled exhibit hours. All transportation and security of exhibit materials to and from the conference is the responsibility of the exhibitor. ATP is not liable for any lost or damaged exhibit materials.

Thank you.



# The Association of Test Publishers Sponsorship Application



The Association of Test Publishers is pleased to accept \_\_\_\_\_ as a sponsor of Innovations in Testing 2016, to be held March 20-23, 2016 at The Hilton Bonnet Creek 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 2016 Sponsorship Opportunities document.

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

Additional Sponsor Benefits	Point Value	Point Value	
<input type="checkbox"/> Paper flyer conference bag stuffer .....	1	<input type="checkbox"/> Option to reserve a suite or meeting room for length of conference..	3
<input type="checkbox"/> Half-page ad in conference program or <input type="checkbox"/> window decal .....	2	<input type="checkbox"/> Sponsor highlight in conference marketing e-mail .....	3
<input type="checkbox"/> Promotional item conference bag stuffer.....	2	<input type="checkbox"/> Full-page ad in conference program or <input type="checkbox"/> window decal.....	4
<input type="checkbox"/> Post-conference attendee list .....	2	<input type="checkbox"/> Special VIP invitation to 10 attendees .....	4
<input type="checkbox"/> Option to host private evening event.....	3	<input type="checkbox"/> Full-page ad on inside front cover of program .....	4
<input type="checkbox"/> Promotional item dropped at Opening/Closing general session..	3	<input type="checkbox"/> Additional 10x10 Booth Space.....	4

**Exclusive Opportunities** **SUBTOTAL \$** \_\_\_\_\_

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

**TOTAL \$** \_\_\_\_\_

Sponsor Contact (print name): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Country: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

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

Please charge my credit card:     MasterCard     Visa     American Express

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ CVV: \_\_\_\_\_

Billing Address (if different from above): \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Return completed form to the attention of Lauren Scheib via fax at +1-717-755-8962

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.