



ATP  
GLOBAL

Innovations in Testing 2024

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**BETTER TOGETHER**

**Embrace change. Share solutions.**

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**March 3-6, 2024 • Anaheim, CA • #atpconf**

# Dear Colleague

On behalf of ATP, I am pleased to be reaching out to sponsors for our 25th Annual Innovations in Testing Conference, to be held March 3 – 6, 2024 taking place at the Anaheim Marriott in Anaheim, CA.

The 2024 Conference is a continuation of our theme on how we as an industry can be Better Together. Better Together is a unique opportunity for our professional community to embrace change and share solutions. The future of testing is now. From the introduction of generative AI, to the expansion of test security, to the evolution of educational technology, our industry faces new expectations and new challenges. Now more than ever, it is imperative that we come together to learn, share, and guide the assessment industry through this transformation.

Last year in Dallas, the Innovations Conference welcomed nearly 1000 attendees from around the globe. Building off that success, we are excited to welcome delegates, sponsors, and speakers back for the 2024 conference.

The Sponsor packages available for 2024 offer great benefits while also allowing sponsors to tailor these packages to suit your organization's goals. This year's packages were crafted from insights provided directly by 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 event, both for our attendees as well as our valued supporters.

Innovations in Testing 2024 is dedicated to promoting and advancing the test publishing/assessment services industry in all its forms and uses, and in exploring new technologies and new ideas by bringing the best and brightest leaders 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*

**BETTER TOGETHER Embrace change. Share solutions.**



# Conference Audience

Sponsors of Innovations in Testing 2024 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 900 assessment 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.**

**Sponsor Today!**

**BETTER TOGETHER Embrace change. Share solutions.**



# Exhibit Hall

**The Exhibit Hall is open on  
Monday, March 4th from 7:30 AM – 7:00 PM and  
Tuesday, March 5th from 7:30 AM – 3:15 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. The exhibiting hours below are tentative.

## Sunday, March 3rd

12:00 PM – 6:00 PM Exhibitor Move-In  
3:00 PM – 4:00 PM In-Person Sponsor Briefing

## Monday, March 4th

7:30 AM – 8:30 AM Breakfast with Exhibitors  
9:50 AM – 10:05 AM Break  
10:55 AM – 11:25 AM Networking Coffee Break with Exhibitors  
12:15 PM – 1:25 PM Lunch with Exhibitors & Innovation Demonstrations  
2:35 PM – 3:35 PM Dessert with Exhibitors  
4:25 PM – 4:40 PM Break  
5:30 PM – 7:00 PM Reception with Exhibitors and ePoster Sessions

## Tuesday, March 5th

7:30 AM – 8:30 AM Breakfast with Exhibitors  
9:20 AM – 9:35 AM Break  
10:45 AM – 11:15 AM Networking Coffee Break with Exhibitors  
12:25 PM – 1:25 PM Lunch with Exhibitors  
2:15 PM – 3:15 PM Dessert with Exhibitors  
3:15 PM – 8:00 PM Exhibitor Move-out  
5:30 PM Sponsor Debrief

### IMPORTANT NOTICE FOR EXHIBITORS

Platinum and Gold Sponsors of Innovations in Testing 2024 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 2024 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 Erin Williams (see contact information below). Note: Points do not have cash value and are not transferable.

## Sponsorship Packages

SPONSOR BENEFIT	PLATINUM SPONSOR \$10,000*/\$15,000**	GOLD SPONSOR \$5,000*/\$7,500**
<b>Company Recognition at Keynote Presentations</b> Sponsor to design and provide slide.	X	
<b>Sponsor Session During the Conference</b> Scheduled on a first-come, first-serve basis; title, abstract and presenter information due December 4, 2023	X	
<b>Company Logo Printed in Schedule-at-a-Glance</b>	X	
<b>Exhibit Space</b> ATP Members have the opportunity to select exhibitor space prior to non-members. Exhibit staff passes are available: 2 for Platinum, 1 for Gold @ \$200 for members/\$300 nonmembers	10x20 Booth	10x10 Booth
<b>Company name and 50-word description in the conference app</b> (listed according to sponsorship level)	X	X
<b>Company Logo on Conference Signage</b>	X	X
<b>Pre-Conference Attendee List</b> (distributed once January 22, 2024 and again on February 12, 2024)	X	X
<b>Listing on Sponsor Page of Conference Website</b> (includes logo, link and 50-word description)	Plus rotating logo on conference homepage	X
<b>Complimentary Registration</b>	5	3
<b>Sponsor Points Earned</b>	10	7

<sup>TP</sup> Member Price

\*\*Non-Member Price

Questions? Contact Erin Williams at +1-717-755-9747 or erin.williams@testpublishers.org



# Sponsor Benefits

<b>POINT OPTIONS</b> POINT OPTIONS ARE LIMITED AND ARE AVAILABLE ON A FIRST COME, FIRST SERVE BASIS. EACH OPTION IS LIMITED TO ONE PER COMPANY	<b>POINT VALUE</b>
<b>Co-Sponsor a Conference Event</b> First Time Attendee Reception or Opening Reception (includes promotion on event signage)	<b>1</b>
<b>Post-Conference Attendee List</b> Attendee registration list distributed the week following the conference – good for one-time use of each	<b>1</b>
<b>“Take One” Table Giveaway</b> Promotional item or flyer placed at “Take One” table near conference registration. Sponsor responsible for producing and shipping to hotel. Conference organizers to handle promotion and distribution at registration.	<b>1</b>
<b>Exhibit Hall Passport</b> Help drive traffic to your booth by adding your company to the conference exhibit hall passport. The passport will include your logo and booth number. Attendees will be instructed to visit each booth, get a stamp for their visit, and enter their passport (once complete) into a drawing for a prize.	<b>2</b>
<b>Push Notification</b> Company to be included in “thank you to our sponsors” push notification – will be recognized by level	<b>2</b>
<b>Promotional Cling Decal (1ft x 1ft) in Prime Location for Attendees to View</b> (Custom shapes available for an additional fee; see page 9 for more about this opportunity)	<b>2</b>
<b>Social Media Shout Out on LinkedIn</b> Provide content for one post to be shared on the ATP LinkedIn Page (subject for approval).	<b>3</b>
<b>Mention in Email</b> 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).	<b>3</b>
<b>Host an Onsite Private Evening Event</b> Sponsor is responsible for organizing and promoting event. Event is not to conflict with ATP scheduled events; the cost of room rental is to be paid for by sponsor. No points are needed to host an offsite private event. Please see page 10 for Rules regarding Onsite and Offsite events.	<b>3</b>
<b>First-Time Attendee Ice Breaker</b> Help make our first-time attendees feel welcome and get to know one another during the first-time attendee reception by sponsoring our first-time attendee icebreaker. Company logo to be included on ice breaker signage and a shoutout to your company during the first-time attendee reception.	<b>3</b>
<b>Reserve a Suite for Entire Length of Conference</b> (Cost of room is \$269 per night, plus taxes and a \$300 hotel suite conversion charge. Suite is to be reserved March 3 – 6, based on availability. This cost is to be paid for by sponsor.)	<b>4</b>
<b>Promotional Cling Decal (2ft x 2ft) in Prime Location for Attendees to View</b> (Custom shapes available for an additional fee; see page 9 for more about this opportunity)	<b>4</b>
<b>Special VIP Invitation</b> (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.	<b>4</b>
<b>Branded Meter Board</b> Sponsor to design one side of a double-sided meter board (38"x82") to be placed in the meeting space.	<b>5</b>

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

Questions? Contact Erin Williams at +1-717-755-9747 or [erin.williams@testpublishers.org](mailto:erin.williams@testpublishers.org)



# 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.

## Keycard Sponsor (1 available) \$2,000

Keycards for attendee hotel rooms are imprinted with company logo and/or message. Sponsor to work directly with vendor to place the order. Fee includes right to sponsorship and does not include expenses such as production, shipping/handling, etc.

## Refreshment Break Sponsor \$2,000

Sponsor signage on buffet tables; customization possible.

## Additional 10x10 Exhibit Space \$2,000/\$3,000\* (limit of one additional booth for Platinum and Gold sponsors)

Need a little extra room? Want to have a bigger presence in the exhibit hall? Add an additional 10x10 booth space to your booth!

\*\$3,000 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. to provide contact info and social handles.

## Lanyard Sponsor (1 available) \$3,500

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.

## App Supporter (1 available) \$4,000

Be a powerful presence at Innovations in Testing 2024. 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.

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

Show your support for the Testing industry by sponsoring our Closing 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).

## 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).

## Meeting Space Wi-fi Sponsorship (1 available) \$7,000

Sponsor the official conference wi-fi and be sure every attendee knows your company's name! The conference wi-fi password will be customized to promote your company. This sponsor will also be recognized on conference signage and in the hotel welcome letter distributed to all delegates.

## 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.

## Attendee Conference Bag (1 available) \$8,500

Sponsor Bags are distributed at registration and branded with 'Conference Bag Sponsored By' text and sponsor logo as well as Innovations in Testing 2024 logo. Fee includes all associated costs, including logo branding and shipping to conference site.

## Innovation Fast-Pitch Sponsorships

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

See page 8 for details and sponsorship inclusions.

## Leading Innovation Fast-Pitch Sponsor (2 available) \$10,000 Innovation Fast-Pitch Contributors \$2,500

# Exclusive Opportunities

## Innovation Fast-Pitch Sponsorships

The ATP Innovation Fast-Pitch will be back on the main stage for the 2024 Innovations in Testing Conference! The Innovation Fast-Pitch 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 Fast-Pitch 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 Fast-Pitch 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 Fast-Pitch 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 Fast-Pitch Sponsor (2 AVAILABLE)

**\$10,000**

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

#### Benefits include:

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

### Innovation Fast-Pitch Contributors

**\$2,500**

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

#### Benefits Include:

- Signage promoting the Fast-Pitch with sponsors logo and name
- The name of the sponsor in association with the Fast-Pitch in marketing materials
- Pre-conference Innovation Fast-Pitch 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 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.

\*Any sponsor hosting an offsite event during the ATP Innovations in Testing Conference must fill out the liability form located on page 14 in this document.

## 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 10x10, 10x20 or 10x30 booth space.

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.

## 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](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 Erin Williams, Director of Finance and Administration, 601 Pennsylvania Avenue, N.W., Suite 900, Washington, DC 20004, or sending an email to [erin.williams@testpublishers.org](mailto:erin.williams@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.

# ATP Privacy Policy

Effective February 15, 2018

## 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.

# ATP Privacy Policy

Effective February 15, 2018

## 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 [erin.williams@testpublishers.org](mailto:erin.williams@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 [erin.williams@testpublishers.org](mailto:erin.williams@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 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 [erin.williams@testpublishers.org](mailto:erin.williams@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

*Please note this waiver only needs to be filled out by organizations planning offsite events.*

Based on execution of this Liability Waiver Agreement (“Agreement”),

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Company hereby releases the Association of Test Publishers and Designing Events (collectively, “ATP”) from all liability or losses that may arise from any Company-sponsored event, which occurs during the ATP Conference. Further, Company agrees to indemnify and hold ATP harmless from and against any claims, actions, suits, damages, costs and reasonably attorneys’ fees that arise out of any such Company-sponsored events.

By signing below, Company acknowledges that it has read and understands the terms and conditions of this Agreement, including the Sponsorship Rules on page 10 of this prospectus.

Company: \_\_\_\_\_

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

# Sponsorship Application

The Association of Test Publishers is pleased to accept \_\_\_\_\_ as a sponsor of Innovations in Testing 2024, to be held March 3 – 6, 2024 at the Anaheim Marriott in Anaheim, CA. 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 2024 Sponsorship Prospectus document.

Platinum Sponsor Package (includes 10 pts):

■ \$10,000 Member

■ \$15,000 Non-Member

Gold Sponsor Package (includes 7 pts):

■ \$5,000 Member

■ \$7,500 Non-Member

## Additional Sponsor Benefits

## Point Value

- Co-Sponsor a Conference Event..... 1
  - First Time Attendee
  - Opening Reception
- Post-Conference Attendee List..... 1
- "Take One" Table Giveaway..... 1
- Exhibit Hall Passport..... 2
- Push Notification..... 2
- 1x1 Promotional Cling Decal..... 2
- Social Media Shout Out on LinkedIn..... 3
- Mention in Email..... 3
- Host a Private Evening Event
  - Onsite..... 3
  - Offsite..... 0
- First-Time Attendee Ice Breaker ..... 3
- Reserve a Suite for Entire Length of Conference..... 4
- 2x2 Promotional Cling Decal..... 4
- Special VIP Invitation..... 4
- 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
- Keycard Sponsor..... \$2,000
- Refreshment Break Sponsor..... \$2,000
- 10x10 Exhibit Space..... \$2,000
  - Endcap..... \$3,000
- Lanyard Sponsor..... \$3,500
- App Supporter..... \$4,000
- Closing Keynote Session Sponsor..... \$4,000
- Opening Keynote Session Sponsor..... \$6,000
- Water Bottle Sponsor..... \$7,000
- Meeting Space Wi-fi Sponsorship..... \$7,000
- Attendee Conference Bag..... \$8,500
- Leading Innovation Fast-Pitch Sponsor..... \$10,000
- Innovation Fast-Pitch Contributor..... \$2,500

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

Members: \$750 per point

Non-Members: \$1,000 per point

**TOTAL POINTS \_\_\_\_\_**

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

**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 Erin Williams:

erin.williams@testpublishers.org or by mail to:

Association of Test Publishers c/o Erin Williams, 6 Singer Road, New Freedom, PA 17349 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 . . . 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.