

INSIGHT Happens Here



Sponsorship Prospectus 2014



Join us in Scottsdale, AZ
March 2 - 5
at the Westin Kierland Resort & Spa

InnovationsInTesting.org

Dear Colleague,

On behalf of the Association of Test Publishers (ATP), I am pleased to once again be reaching out to potential sponsors of ATP's 15th annual Innovations in Testing Conference to be held March 2-5, 2014 at the Westin Kierland Resort & Spa in beautiful Scottsdale, Arizona.

Last year's conference attracted record breaking numbers of attendees and sponsors, as International audiences joined us from around the globe including Europe, Asia, South America and Australia. The continuing success and growth of the Innovations conference is a testament to the value of this important industry conference which has been made possible year after year through the loyal support of ATP members and sponsors.

The sponsor packages available for 2014, 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 valuable 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, selection, screening, certification, licensing, educational or clinical uses. Innovations in Testing 2014 will be ATP's 15th 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.

I hope that you will see, as I do, the great value in being a part of this exciting event!

Warmest Regards,



William G. Harris, Ph.D.

Chief Executive Officer

Association of Test Publishers

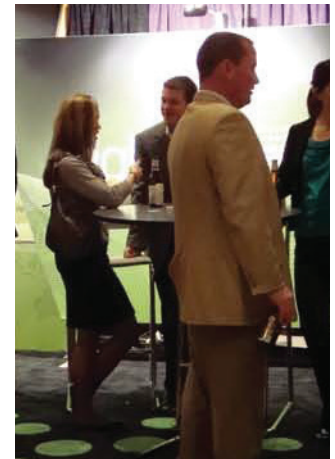
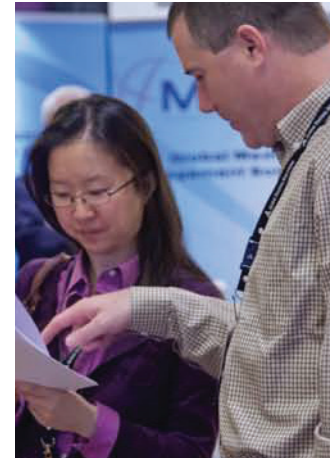


Sponsorship Enhancements

Sponsors of Innovations in Testing 2014 have the unique opportunity to tailor packages to fit their goals and their budget. Buy a sponsorship package 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 testing professionals including:

- Test Developers
- Test Publishers
- Test Sponsors
- Test Delivery and Test Security Representatives
- Program Managers / Researchers
- Distance Learning Professionals
- Users of Educational, Employment, Organizational, Psychological & Certification Tests and Assessments
- Informational and Educational Technologists
- Training Managers & Other Professionals Considering the Use of Testing or Use of Technology
- Professional Staff of Credentialing Boards
- Professionals Interested in Technology in Testing



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

Sign-Up Today!

Sponsor Levels



| SPONSOR BENEFIT | PLATINUM SPONSOR \$10,000* / \$14,000** | GOLD SPONSOR \$5,000* / \$7,000** | SILVER SPONSOR \$1,500* / \$2,000** |
|--|---|--|--|
| Company recognition at keynote presentations | ✓ | | |
| One (1), one-hour education session during the conference (scheduled on a first-come, first-served basis; title, abstract, and presenter information due October 21, 2013) | ✓ | | |
| Company logo printed in Schedule-at-a-Glance | ✓ | | |
| Company logo on back cover of Program Book | ✓ | | |
| Exhibit Space (plus the option to purchase up to three staff passes at \$200 each) | 10' x 20' Booth | 10' x 10' Booth | |
| Company name and 50-word description in Program Book (listed according to sponsorship level) | ✓ | ✓ | ✓ |
| Company logo on conference signage | ✓ | ✓ | ✓ |
| Pre-Conference attendee list (distributed once on January 10, 2014 and again on February 14, 2014) | ✓ | ✓ | ✓ |
| Company logo and 50-word description on sponsors page of conference website with web link | Plus rotating logo on conference home page | ✓ | ✓ |
| Option to purchase exclusive opportunities | First Option: Valid through October 1, 2013 | Second Option: Beginning October 2, 2013 | Third Option: Beginning October 15, 2013 |
| Complimentary registrations | Five (5) | Three (3) | One (1) |
| SPONSOR POINTS EARNED | 10 POINTS | 5 POINTS | 2 POINTS |

*ATP Member Price
**Non-Member Price

Additional Sponsor Benefits

| | | |
|--|---|---|
| PLATINUM SPONSOR 10 <small>POINTS</small> | GOLD SPONSOR 5 <small>POINTS</small> | SILVER SPONSOR 2 <small>POINTS</small> |
|--|---|---|

Innovations in Testing 2014 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 (due November 4, 2013) | 1 |
| Promotional item inserted into all attendee conference bags (subject to approval) | 2 |
| Full-page ad in conference Program Book (due November 4, 2013) | 2 |
| Post-conference attendee list (distributed March 14, 2014) | 2 |
| Additional 10' X 10' exhibit booth space (limit of one additional booth, available to Platinum and Gold Sponsors only; *includes opportunity to purchase three (3) exhibit hall passes for staffing booth at \$200 each.) | 3 |
| Option to reserve a hospitality suite/host a private evening event (not to conflict with ATP scheduled events; cost of suite rental to be paid for by sponsor; rate/reservation information to be distributed November 4, 2013.) | 3 |
| Promotional item dropped at each seat at lunch (subject to approval; only two available on a first-come, first-served basis) | 3 |
| Promotional item dropped at each seat at general session (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 |
| Full-page ad on inside front cover of conference Program Book (exclusive opportunity on a first-come, first-served basis; due November 4, 2013) | 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 2014?
 Interested in purchasing an Exhibit Hall pass or additional sponsor points?
 Contact Lauren Scheib at +1-866-240-7909

Exclusive Opportunities

All exclusive opportunities are offered on a first-come, first-served basis. Opportunities listed below will be made available initially to Platinum Sponsors to make selections by October 1, 2013.

On October 2, 2013, Gold Sponsors will then be given the opportunity to select any remaining opportunities. Silver Sponsors will be given the opportunity to select beginning on October 15, 2013. Any opportunities still available will be open to the public for sale on October 31, 2013.

Laptop Sleeve Sponsor



Sleeves are branded with the sponsor and Innovations in Testing 2014 logos and distributed to all attendees at registration. 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

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 2014. 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.

\$4,000

Conference Notebook Sponsor



Sponsor logo, along with Innovations in Testing 2014 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

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 2014 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 2014 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 (Tentative)

Exhibit hall is open 7:30 AM – 7:00 PM on Monday, March 3rd and 7:30 AM – 3:30 PM on Tuesday March 4th. 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 2

3:00 PM – 8:00 PM Exhibitor Move-In

Monday, March 3

7:30 AM – 8:30 AM Breakfast with Exhibitors
 12:15 PM – 1:30 PM Lunch with Exhibitors
 2:30 PM – 3:45 PM Dessert with Exhibitors
 5:00 PM – 7:00 PM Reception with Exhibitors and Innovations Showcase

Tuesday, March 4

7:30 AM – 8:30 AM Breakfast with Exhibitors
 2:30 PM – 3:30 PM Dessert with Exhibitors and Roundtable Discussions
 3:30 PM Exhibit Hall Closes
 5:00 PM – 5:45 PM Sponsor Thank You and Debrief Reception

IMPORTANT NOTICE FOR EXHIBITORS

Platinum and Gold Sponsors of Innovations in Testing 2014 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 2014, to be held March 2-5, 2014 at The Westin Kierland Resort & Spa in Scottsdale, Arizona. 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 2014 Sponsorship Opportunities document.

| | | |
|--|--|---|
| Platinum Sponsor Package (includes 10 pts): | <input type="checkbox"/> \$10,000 Member | <input type="checkbox"/> \$ 14,000 Non-Member |
| Gold Sponsor Package (includes 5 pts): | <input type="checkbox"/> \$ 5,000 Member | <input type="checkbox"/> \$ 7,000 Non-Member |
| Silver Sponsor Package (includes 2 pts): | <input type="checkbox"/> \$ 1,500 Member | <input type="checkbox"/> \$ 2,000 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/host private event | 3 |
| <input type="checkbox"/> Half-page ad in conference program | 1 | <input type="checkbox"/> Promotional item dropped at lunch | 3 |
| <input type="checkbox"/> Promotional item conference bag stuffer..... | 2 | <input type="checkbox"/> Promotional item dropped at general session | 3 |
| <input type="checkbox"/> Full-page ad in conference program | 2 | <input type="checkbox"/> Sponsor highlight in conference marketing e-mail | 3 |
| <input type="checkbox"/> Post-conference attendee list | 2 | <input type="checkbox"/> Full-page ad on inside front cover of program | 4 |
| <input type="checkbox"/> Additional 10' x 10' exhibit booth space..... | 3 | <input type="checkbox"/> Special VIP invitation to 10 attendees | 4 |
| | | Subtotal \$ _____ | |

Exclusive Opportunities

Please note that all exclusive opportunities are sold on a first-come, first-served basis. Sponsor will be contacted if a selection made is no longer available. Sponsor is permitted to select several options and number them in order of preference.

| | | | |
|--|---------|--|---------|
| <input type="checkbox"/> Laptop Sleeve Sponsor..... | \$2,000 | <input type="checkbox"/> Conference Notebook Sponsor | \$4,000 |
| <input type="checkbox"/> Keycard Sponsor | \$2,000 | <input type="checkbox"/> Water Bottle Sponsor | \$6,000 |
| <input type="checkbox"/> Refreshment Break Sponsor | \$2,000 | <input type="checkbox"/> Attendee Conference Bag Sponsor | \$7,000 |
| <input type="checkbox"/> Lanyard Sponsor | \$2,500 | <input type="checkbox"/> Monday Reception with Exhibitors Sponsor..... | \$8,000 |
| <input type="checkbox"/> Internet Lounge Sponsor | \$4,000 | <input type="checkbox"/> USB Sponsor | \$9,000 |
| | | 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: _____

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.
- 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.