



March 20 – 23, 2016  
Hilton Orlando Bonnet Creek  
Orlando, FL  
[www.InnovationsInTesting.org](http://www.InnovationsInTesting.org)

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## Gold Sponsor Information Packet

On behalf of ATP, thank you again for your contribution to and participation in the 2016 Innovations in Testing Conference. This document contains vital information regarding your sponsorship. Please take time to review the packet and contact Erin Highlander, Meeting Planner, at +1-443-293-4013 or [ehighlander@designingevents.com](mailto:ehighlander@designingevents.com) with any questions or concerns.

### Gold Sponsor Benefits:

- 10'x10' exhibit booth space
- Company name and 50-word description on Conference App (listed according to sponsorship level)
- Company logo on conference signage
- Pre-conference attendee list (distributed once on February 1, 2016 and again on March 1, 2016)
- Company logo and 50-word description on sponsors page of conference website with web link
- Three (3) complimentary registrations (plus the option to purchase up to three staff exhibitor passes at \$200 each)
- Five (5) points to use for Additional Sponsor Benefits

### What We Need From You:

1. **Company Information Form**– [Click here](#) to complete the Gold Sponsor Company Information Form. **Please complete within seven days of signed agreement.**
2. **Company Logo & Company Description** – Please e-mail a high resolution EPS (preferably a vector file) version of your logo and 50 word description to [ehighlander@designingevents.com](mailto:ehighlander@designingevents.com) **within seven days of signed agreement.**
3. **Complimentary Full-Conference Registrations** – Please complete the Complimentary Registration for each of your three (3) registrations by January 11, 2016 by going to the Registration Page at [www.innovationsintesting.org](http://www.innovationsintesting.org). After entering the Email Address, enter **ID Code: \*\*\*\*\***. This code will only be available for use three (3) times before it expires.
4. **Exhibit Space – 10' x 10' Booth**  
**Exhibit space will be assigned on a first come, first serve basis, to all ATP members until November 2, 2015 based on date of signed agreement.**  
Space is not guaranteed until a signed Sponsorship Agreement has been received. Non-members will be able to select space starting November 3, 2015. Space rental includes:
  - 8' high draped back wall and 3' side wall
  - 6' skirted table, two (2) chairs, and wastebasket per 10'x20' space
  - Company identification sign
  - Exhibitor services manual\*

\*The exhibitor manual will be available as of October 2015. The manual will detail show hours, services, shipping instructions, etc.



**GOLD SPONSOR TIMELINE**

Gold Level Sponsorship Benefits	Deadline	√
<a href="#">Sponsor Company Information Form Due</a>	Within 7 days of signed agreement (*)	
Company Logo in EPS Format & 50 Word Company Description Due	Within 7 days of signed agreement (*)	
Exhibitor Manual Available to Exhibitors	October, 2015	
Complimentary Registration Forms Due	January 11, 2016	
Pre-Conference Delegate List Distributed	February 1, 2016 & March 1, 2016	
ATP 2016 Innovations in Testing Conference!	March 20 – 23, 2016	
Additional Benefits (Point System)	Deadline	√
Finalize Details of Hospitality Suite/Hosting a Private Event (suites are limited and based on first come first served)	Notify Designing Events by December 1, 2015	
Ad for Conference Program Book or Window Decal Design Due	December 1, 2015	
Delegate Seat Drop Item Delivered to Hotel	Arrange with hotel by March, 17 2016	
All Promotional Inserts/Items Delivered to Hotel	Delivered to hotel on March 17, 2016 (**)	
Sponsor Spotlight Marketing Emails Delivered	Ongoing	
Deliver VIP Invitation List to Designing Events	March 8, 2016	
Post-Conference Delegate List Distributed	March 30, 2016	

(\*) Deadline for submission is December 1, 2015

(\*\*) Submit delivery method and tracking number when shipped to Erin Highlander at [ehighlander@designingevents.com](mailto:ehighlander@designingevents.com) or call +1-410-654-5525

**Hotel Shipping Address** for *Additional Benefits* selection of **Promotional items** inserted into all attendee conference bags and **Promotional item** dropped at each seat

**Shipping conference materials** for *Additional Benefits* selection of **promotional items** inserted into all attendee conference bags and **promotional item** dropped at each seat must follow [this mailing label](#) or [shipping form](#).

**Shipments must arrive between the dates of March 16-17, 2016**

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

Sponsors of ATP's "Innovations in Testing" 2016 Conference receive a one-time use of the Pre-Conference Delegate List and have the option to purchase a one-time use of the Post-Conference Delegate List. These mailing lists are a privilege and should 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 "unsubscribing." 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.



**PLEASE NOTE:** It has come to our attention that third party hotel booking companies are calling and emailing individuals in an effort to book a room for them at the conference hotel. They are telling people that the hotel is selling out.

No company has been hired by ATP or by the hotel. Please do not book your room through any organization that calls you directly. We have no outbound reservation booking mechanism as all rooms should be booked online through the conference website, or by calling the hotel directly as detailed on the conference website. <http://www.innovationsintesting.org/venue.aspx>

These companies are clearly a scam and looking to obtain credit card numbers. Please do not provide them with any credit card information.

ATP is looking into the situation to remedy it, but in the meantime, we want all ATP sponsors to be informed.