



SPONSORSHIP PROSPECTUS

Innovations
in Testing

20
19

Challenge.
Transform.
Evolve.

March 17-20, 2019 ■ Hyatt Regency Orlando ■ Orlando, FL

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 20th annual Innovations in Testing Conference to be held March 17–20, 2019 at the Hyatt Regency Orlando in sunny Florida.

Last year in San Antonio, the Innovations conference welcomed International delegates and sponsors from more than 30 countries spanning five continents. 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 2019, 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 2019 will be ATP's 20th 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,

A handwritten signature in black ink that reads "William G. Harris".

William G. Harris, Ph.D.

Chief Executive Officer

Association of Test Publishers



Sponsorship Enhancements

Sponsors of Innovations in Testing 2019 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 1,200 testing professionals including:

- Test Developers and Publishers
- Test Security Professionals
- Test Delivery Representatives
- EdTech Professionals
- LMS Professionals
- Program Managers, Marketing Professionals and Researchers responsible for supporting certification or licensure programs
- Distance Learning Professionals
- Users of Educational, Employment, Organizational, Psychological and Certification Tests and Assessments
- Informational and Educational Technologists
- Professional Staff of Credentialing Boards
- Psychometricians
- Companies and Associations Involved with Workforce Development and Assessment (Including non-traditional assessment for manufacturing and industrial)
- Professionals interested in advancements in technology used to develop and deliver certification and licensure exams
- Game Designers

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

Sign-Up Today!



**More
than
50%**

**of 2018 attendees
gathered information
from exhibitors to
inform a potential
purchase**



**A large percentage
of our attendees are**

**high-level
decision
makers**

Sponsor Levels

Innovations in Testing 2019 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.**

SPONSOR BENEFIT	PLATINUM SPONSOR \$10,000* / \$15,000**	GOLD SPONSOR \$5,000* / \$7,500**	SILVER SPONSOR \$1,500* / \$2,750**
Company recognition at keynote presentations	✓		
One (1), one-hour education session during the conference promoted in the program book (scheduled on a first-come, first-served basis; title, abstract, and presenter information due December 13, 2018)	✓		
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)	10' x 20' Booth	10' x 10' Booth	
Company name and 50 word description in conference app (listed according to sponsorship level)	✓	✓	✓
Company logo on conference signage	✓	✓	✓
Pre-Conference attendee list (distributed once on January 8, 2019 and again on March 4, 2019)	✓	✓	
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)
SPONSOR POINTS EARNED	10 POINTS	5 POINTS	3 POINTS

*ATP Member Price

**Non-Member Price

Additional Sponsor Benefits

PLATINUM SPONSOR 10 POINTS	GOLD SPONSOR 5 POINTS	SILVER SPONSOR 3 POINTS
ADDITIONAL BENEFITS		POINT VALUE
Co-Sponsor a Conference Event: First Time Attendee Reception or Volunteer Appreciation Lunch (Includes promotion on event signage)		1
Social Media Shout Out on LinkedIn: provide content for one post to be shared in the ATP Innovations in Testing LinkedIn Group, which has over 3,000 industry members (subject to approval)		1
Paper flyer inserted into all attendee conference bags		1
Promotional item inserted into all attendee conference bags (subject to approval)		2
Half-page ad in conference Program Book <u>or</u> 1ft x 1ft decal in prime location for attendees to view (Custom shapes available for additional fee; due December 13, 2018; see next page for more about this opportunity)		2
Post-conference attendee list (Distributed April 4, 2019)		2
Host an onsite private evening event (Not to conflict with ATP scheduled events; cost of room rental to be paid for by sponsor. No points are needed to host an offsite private evening event. Please see page 11 for Rules regarding Onsite and Offsite events.)		3
Option to reserve a suite for entire length of conference (Cost of room is \$285 per night, plus taxes. This cost is to be paid for by sponsor.)		3
Promotional item dropped at each seat at a General Session: Opening Keynote, Innovation Lab Presentations, or Closing Keynote (subject to approval; only three 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
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.		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 decal in prime location for attendees to view (custom shapes available for additional fee; due December 12, 2018; see next page for more about this opportunity!)		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 12, 2018)		5

Interested in bringing a family member or significant other to Innovations in Testing 2019 with a guest pass?

Interested in purchasing additional sponsor points?



Promotional Clings

Promotional clings may be placed on windows, walls, or floors – to be decided by ATP

**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

\$2,000

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.



Refreshment Break Sponsor

\$2,000

Sponsor signage on buffet tables; customization possible.



Lanyard Sponsor

\$2,500

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.



Phone Wallet Sponsor

\$3,000

Wallets for the back of attendees' phones, to be co-branded with the ATP 2019 logo. Have your company logo in the hands of every attendee!



Program Guide App Sponsor

\$3,000

Be a powerful presence at Innovations in Testing 2019. Sponsorship of the conference app includes banner on the app homepage co-branded with ATP, ad in printed program book about the app with your logo, push notifications publicizing your booth throughout the event, and sponsored post on the app activity feed each day of the conference. One available.



Charging Station Sponsor

\$3,500

Keep attendees charged at the conference. Sponsor a charging booth which will be designed with your company logo.



Conference Notebook Sponsor

\$4,000

Sponsor logo, along with Innovations in Testing 2019 logo, are printed on the cover of a spiral-bound notebook and provided to each attendee at registration.



Internet Lounge Sponsor

\$4,000

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.

Graduate Student Research Award Sponsorship

\$5,000

Support future research and innovations by sponsoring graduate student research! This new award will encourage and fund graduate student researchers to present their findings at the Innovations in Testing Conference. Please see the next page for details; opportunities are limited.



Water Bottle Sponsor

\$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

\$7,000

Sponsor Bags are distributed at registration and branded with 'Conference Bag Sponsored By' text and sponsor logo as well as Innovations in Testing 2019 logo. Fee includes all associated costs, including logo branding and shipping to conference site.



USB Sponsor

\$9,000

USB drives will be provided to each attendee, branded with sponsor's logo. Drive will be minimum 2 GB. Fee includes all associated costs, including logo branding and shipping to conference site.

Innovation Lab Sponsorships

Be involved in this exciting showcase of the testing industry's "game-changers!" See page 9 for details and sponsorship inclusions.

Leading Innovation Lab Sponsor Innovation Lab Contributors

\$10,000
\$2,500

Charity Book Drive Sponsor

Show your support for the education community! At this year's conference we will once again have an onsite book drive for local schools. Any monetary donation or amount of books is appreciated! Donations exceeding \$500 or 50 books will be recognized in the Conference Program and General Sessions.

Graduate Student Research Award Sponsorship



New for 2019!

Support cutting-edge research and innovations by sponsoring the inaugural ATP Graduate Student Research Award.

To encourage graduate researchers to conduct innovative research that is beneficial to large scale assessment, the ATP conference is introducing a new Student Research Award program in the 2019 Innovations in Testing Conference. The theme of the 2019 ATP Graduate Student Research Award is **Innovations in Testing: Disruptive Technology in Large-Scale Assessments**. Graduate students conducting research regarding how technology may be used to enhance or support large-scale assessments are encouraged to apply. Award winners will receive financial support to attend the 2019 Innovations in Testing Conference in Orlando, FL. They will present their research project in a special conference session. In addition to the opportunity to showcase their research in front of assessment industry practitioners, awardees will network with professionals and meet industry mentors.

This new award encourages and funds graduate researchers to present their findings at the Innovations in Testing Conference, one of the largest gathering of assessment professionals. The Graduate Student Research Award provides sponsors a unique opportunity to support cutting-edge research and next generation assessment industry professionals. Meet up-and-coming talents and show support for innovations! Opportunities are limited; contact Lauren Scheib for more details.

Student Research Award Sponsors (Limit 3)

\$5,000 (add-on opportunity to a Gold or Platinum sponsor)

Benefits include:

- The name of the sponsor in association with the inaugural year of the ATP Student Research Award (e.g., The ATP Student Research Award, sponsored by XXXXX)
- Opportunity to recommend one industry mentor
- Opportunity to recommend one judge in the selection of award winners
- Signage promoting the Student Research Award with sponsor logo or name
- Mentioned as a sponsor in an email to 6000+ industry professionals promoting the award program
- Promotion on the conference website and social media
- General session announcement during the opening keynote session
- Promotion in the conference program book
- Promotion during the Student Research Award presentations
- Meet up-and-coming talents and show support for innovations
- Post-conference publicity (conference website and social media)



Innovation Lab Sponsorships



The ATP Innovation Lab will be back on the mainstage for the 2019 Innovations in Testing Conference! The Innovation Lab 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 Lab 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 Lab 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 Lab 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 Lab Sponsor (Limit 2)

\$10,000 (add-on opportunity to a Gold or Platinum sponsor)

Benefits include:

- The name of the sponsor in association with the Lab (in connection with ATP – for example: The ATP Innovation Lab, sponsored by XXXXXXXX)
- Signage promoting the lab with sponsors logo or name (including a larger logo and prime placement on signage)
- Mention as a sponsor in an email to 4000+ industry professionals promoting the conference and the Innovation Lab
- Promotion on the conference webpage about the Innovation Lab
- General Session Announcement during promotion of the Lab at the opening keynote session
- Promotion in the conference program book
- Promotion in the Innovation Lab promo video
- Post-conference publicity, including on the website and in at least one separate email

Innovation Lab Contributors

\$2,500 (add-on opportunity to a Gold or Platinum sponsor)

Benefits Include:

- Signage promoting the lab with sponsors logo and name
- Pre-conference Lab publicity, including on the website and in at least one separate email
- Promotion in the conference program book
- Post-conference publicity, including on the website and in at least one separate email



Exhibit Hall Hours

Exhibit hall is open 7:30 AM – 7:00 PM on Monday, March 18th and 7:30 AM – 4:15 PM on Tuesday, March 19th. 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 17th

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

Monday, March 18th

7:30 AM – 8:30 AM	Breakfast with Exhibitors
11:15 AM – 11:30 AM	Coffee Break with Exhibitors
12:30 PM – 2:00 PM	Lunch with Exhibitors and Product Demonstrations
3:00 PM – 4:00 PM	Dessert with Exhibitors
5:30 PM – 7:00 PM	Reception with Exhibitors and ePoster Sessions

Tuesday, March 19th

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

IMPORTANT NOTICE FOR EXHIBITORS

Platinum and Gold Sponsors of Innovations in Testing 2018 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.



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.

ATP Intellectual Property

ATP's name and logo is not permitted on any sponsorship materials or emails. This includes all advertising in the program book 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 reason. ATP requests that these lists be used in regards 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 booth 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 in 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.

Inserts

Attendee conference bag insert parameters: if you decide to do a paper bag insert, it must be no larger than 8.5"x11", and may be double sided. If you decide to do a promotional insert for the attendee bag, this is subject to approval.

ATP Privacy Policy

Effective February 15, 2018



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, www.innovationsintesting.com, 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 Lauren Scheib, Chief Operating Officer, 601 Pennsylvania Avenue, N.W., Suite 900, Washington, DC 20004, or sending an email to lauren@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.

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.

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 lauren@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 lauren@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).

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 lauren@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



Based on execution of this Liability Waiver Agreement ("Agreement"), _____
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 11 of this prospectus.

Company Name: _____

Name: _____

Position: _____

Signature: _____

Date: _____

Sponsorship Application



The Association of Test Publishers is pleased to accept _____ as a sponsor of Innovations in Testing 2019, to be held March 17-20, 2019 at the Hyatt Regency Orlando in sunny 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 2019 *Sponsorship Prospectus* document.

Platinum Sponsor Package (includes 10 pts):	<input type="checkbox"/> \$10,000 Member	<input type="checkbox"/> \$15,000 Non-Member
Gold Sponsor Package (includes 5 pts):	<input type="checkbox"/> \$5,000 Member	<input type="checkbox"/> \$7,500 Non-Member
Silver Sponsor Package (includes 3 pts):	<input type="checkbox"/> \$1,500 Member	<input type="checkbox"/> \$2,750 Non-Member

Additional Sponsor Benefits	Point Value	Point Value	
<input type="checkbox"/> Co-sponsor an event	1	<input type="checkbox"/> Option to reserve a suite for length of conference.....	3
Select: <input type="checkbox"/> First Time Attendee <input type="checkbox"/> Volunteer Appreciation Lunch		<input type="checkbox"/> Promotional item dropped at General Session	3
<input type="checkbox"/> Social media shout out on LinkedIn	1	Select: <input type="checkbox"/> Opening Keynote <input type="checkbox"/> Inn. Lab Pres. <input type="checkbox"/> Closing Keynote	
<input type="checkbox"/> Paper flyer insert inserted into all attendee conference bags	1	<input type="checkbox"/> Sponsor spotlight in conference marketing e-mail	3
<input type="checkbox"/> Promotional item inserted into all attendee conference bags	2	<input type="checkbox"/> Special VIP invitation to 10 attendees	3
<input type="checkbox"/> Half-page ad in conference program or <input type="checkbox"/> decal	2	<input type="checkbox"/> Additional 10'x10' Booth Space	4
<input type="checkbox"/> Post-conference attendee list.....	2	<input type="checkbox"/> Full-page ad in conference program or <input type="checkbox"/> decal	4
<input type="checkbox"/> Host private evening event <input type="checkbox"/> offsite 0 <input type="checkbox"/> onsite 3		<input type="checkbox"/> Full-page ad on inside front cover of program	5

Exclusive Opportunities

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"/> Water Bottle Sponsor	\$7,000
<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"/> USB Sponsor	\$9,000
<input type="checkbox"/> Phone Wallet Sponsor.....	\$3,000	<input type="checkbox"/> Leading Innovation Lab Sponsor	\$10,000
<input type="checkbox"/> Program Guide App Sponsor.....	\$3,000	<input type="checkbox"/> Innovation Lab Contributor	\$2,500
<input type="checkbox"/> Charging Station Sponsor.....	\$3,500	<input type="checkbox"/> Donate \$_____ or _____ books to Charity Book Drive	
<input type="checkbox"/> Conference Notebook Sponsor	\$4,000	(Donations exceeding \$500 or 50 books will be recognized in the	
<input type="checkbox"/> Internet Lounge Sponsor	\$4,000	Conference Program and General Sessions)	
<input type="checkbox"/> Graduate Student Research Award	\$5,000		

SUBTOTAL \$ _____

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, email to Lauren@testpublishers.org or by mail to: Association of Test Publishers c/o Lauren Scheib, 2995 Round Hill Road, York, PA 17402 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...

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.