

INSIGHT Happens Here



ATP
Innovations
in Testing
2012
Palm Springs, California

Sponsorship Prospectus

**YOU'RE INVITED TO
BE A SPONSOR**



Westin Mission Hills Resort & Spa
Palm Springs, CA
February 26 - 29, 2012

InnovationsInTesting.org

Dear Colleague,



On behalf of the Association of Test Publishers (ATP), I cordially invite you to be a sponsor of Innovations in Testing 2012 to be held February 26 - 29 at the Westin Mission Hills Resort & Spa in Palm Springs, California. Our 13th consecutive year will be an exciting one as we continue to grow and define our ever changing industry.

ATP is committed to your success. Last year we had one of our most successful conferences ever, with record-breaking attendance and record-breaking sponsorship. We look forward to another conference of the same caliber in 2012.

The packages available for 2012 were crafted from insights provided directly from sponsors themselves during our on-site evaluation meeting, and through surveys and comments. We are always open to new ideas on how the Innovations in Testing conference can be improved.

Established in 1992, The Association of Test Publishers is a 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 2012 will be ATP's 13th 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,

A handwritten signature in black ink that reads "William G. Harris". The signature is fluid and cursive, with a large initial "W" and "H".

William G. Harris, Ph.D., Chief Executive Officer
Association of Test Publishers



Sponsorship Enhancements

Sponsors of Innovations in Testing 2012 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 over 800 testing professionals including:

- Test Developers
- Test Publishers
- International Test Publishers
- Test Sponsors
- Test Delivery Vendors
- Program Managers
- Training Managers
- Informational and Educational Technologists
- Credentialing Professionals
- Human Resource and Staffing Professionals
- Users of Educational, Employment, Organizational, Psychological and Certification Testing



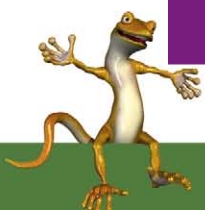
Sponsorships are allotted on a first-come, first-served basis.

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 September 16, 2011)	✓		
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 two 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 6, 2012 and again on February 3, 2012, including only registrants after January 6, 2012)	✓	✓	✓
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 September 1, 2011	Second Option: Beginning September 2, 2011	Third Option: Beginning October 1, 2011
Complimentary registrations	Five (5)	Three (3)	One (1)
Sponsor Points Earned	10 POINTS	5 POINTS	2 POINTS



Additional Sponsor Benefits

Innovations in Testing 2012 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.*

Platinum Sponsor	10 POINTS	Gold Sponsor	5 POINTS	Silver Sponsor	2 POINTS
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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, 2011)	1
Promotional item inserted into all attendee conference bags (subject to approval)	2
Full-page ad in conference Program Book (due November 4, 2011)	2
Post-conference attendee list (distributed March 7, 2012)	2
Additional 10' x 10' exhibit booth space (limit of one additional booth, available to Platinum and Gold Sponsors only; *includes opportunity to purchase one (1) exhibit hall pass for staffing booth)	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, 2011)	3
Promotional item dropped at each seat at Tuesday 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 approx. 2,000 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, 2011)	4
Special VIP invitation distributed to 10 attendees of sponsors choice at registration inviting them to visit sponsor's booth.	4

*Interested in bringing a spouse or significant other to Innovations in Testing 2012? Interested in purchasing an Exhibit Hall pass or additional sponsor points? Contact Lauren Scheib at +1-866-240-7909 (+1-717-755-9747) or LScheibatATP@aol.com.



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 September 2, 2011. On September 2, 2011, 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 1, 2011. Any opportunities still available will be open to the public for sale on October 31, 2011.

Laptop Sleeve Sponsor

Sleeves are branded with the sponsor and Innovations in Testing 2012 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

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, lounge furniture, and wireless Internet for attendees.



\$4,000

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

Presentation Download Sponsor

Includes USB downloading stations, signage, flyer inserted into all attendee bags, logo on post-conference e-mail, and logo on landing page for presentation downloads.



\$4,000

Refreshment Break Sponsor

Sponsor signage on buffet tables; customization possible.



\$2,000

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

Conference Notebook Sponsor

Sponsor logo, along with Innovations in Testing 2012 logo, are printed on the cover of a spiral-bound notebook and provided to each attendee at registration. Includes attached pen.



\$4,000



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 2012 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

Tuesday Reception 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 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 Lanyard Sponsor

Lanyards are distributed at registration and branded with the sponsor's logo. 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 2012 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

Sunday, February 26

1:00 PM – 5:00 PM Exhibitor Move-In

Monday, February 27

7:30 AM – 9:00 AM

Breakfast with Exhibitors

12:15 PM – 1:30 PM

Lunch with Exhibitors

5:00 PM – 7:00 PM

Poster Sessions and Reception with Exhibitors

Tuesday, February 28

7:30 AM – 8:30 AM

Breakfast with Exhibitors

1:30 PM – 2:30 PM

Dessert with Exhibitors

5:30 PM – 8:30 PM

Exhibitor Move-Out

IMPORTANT NOTICE FOR EXHIBITORS

Platinum and Gold Sponsors of Innovations in Testing 2012 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*

ATP
Innovations
in Testing
 2012
 Palm Springs, California

The Association of Test Publishers is pleased to accept _____ as a sponsor of Innovations in Testing 2012, to be held February 26-29, 2012 at The Westin Mission Hills Resort & Spa in Palm Springs, California. 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 *2012 Sponsorship Opportunities* document.

Platinum Sponsor Package:	<input type="checkbox"/> \$10,000 Member	<input type="checkbox"/> \$14,000 Non-Member
Gold Sponsor Package:	<input type="checkbox"/> \$ 5,000 Member	<input type="checkbox"/> \$ 7,000 Non-Member
Silver Sponsor Package:	<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
<input type="checkbox"/> Half-page ad in conference program	1	<input type="checkbox"/> Promotional item dropped at lunch
<input type="checkbox"/> Promotional item conference bag stuffer	2	<input type="checkbox"/> Promotional item dropped at general session
<input type="checkbox"/> Full-page ad in conference program	2	<input type="checkbox"/> Sponsor highlight in conference marketing e-mail
<input type="checkbox"/> Post-conference attendee list	2	<input type="checkbox"/> Full-page ad on inside front cover of program
<input type="checkbox"/> Additional 10' x 10' exhibit booth space	3	<input type="checkbox"/> Special VIP invitation to 10 attendees
		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"/> Water Bottle Sponsor	\$6,000
<input type="checkbox"/> Keycard Sponsor	\$2,000	<input type="checkbox"/> Attendee Conference Bag Sponsor	\$7,000
<input type="checkbox"/> Refreshment Break Sponsor	\$2,000	<input type="checkbox"/> Monday Reception with Exhibitors Sponsor	\$8,000
<input type="checkbox"/> Conference Notebook Sponsor	\$4,000	<input type="checkbox"/> Tuesday Reception Sponsor	\$8,000
<input type="checkbox"/> Internet Lounge Sponsor	\$4,000	<input type="checkbox"/> USB Lanyard Sponsor	\$9,000
<input type="checkbox"/> Presentation Download Sponsor	\$4,000	Total \$ _____	

Sponsor Contact (print name): _____

Address: _____

City: _____ 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: _____

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.

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

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.

