Dear Colleague

On behalf of the Association of Test Publishers, I am pleased to be reaching out to potential sponsors of ATP’s 21st annual Innovations in Testing Conference to be held March 29—April 1, 2020 at the Marriott Marquis San Diego Marina in sunny California.

Last year in Orlando, the Innovations conference welcomed International delegates and sponsors from more than 29 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 2020, 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 2020 will be ATP’s 21st 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,

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

Sponsors of Innovations in Testing 2020 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 1,300 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 65% of 2019 attendees gathered information from exhibitors to inform a potential purchase

A large percentage of our attendees are high-level decision makers

Questions? Contact Lauren Scheib at +1-717-755-9747 or Lauren@testpublishers.org
Innovations in Testing 2020 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.

<table>
<thead>
<tr>
<th>SPONSOR BENEFIT</th>
<th>PLATINUM SPONSOR $10,000* / $15,000**</th>
<th>GOLD SPONSOR $5,000* / $7,500**</th>
<th>SILVER SPONSOR $1,500* / $2,750**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company recognition at keynote presentations</td>
<td>√</td>
<td></td>
<td></td>
</tr>
<tr>
<td>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, 2019)</td>
<td>√</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company logo printed in Schedule-at-a-Glance</td>
<td>√</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company logo on back cover of Program Book</td>
<td>√</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibit Space (ATP Members will have the opportunity to select exhibit space prior to non-members)</td>
<td>10’ x 20’ Booth</td>
<td>10’ x 10’ Booth</td>
<td></td>
</tr>
<tr>
<td>Company name and 50 word description in conference app (listed according to sponsorship level)</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Company logo on conference signage</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Pre-Conference attendee list (distributed once on January 17, 2020 and again on March 4, 2020)</td>
<td>√</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company logo and 50-word description on sponsors page of conference website with web link</td>
<td>Plus rotating logo on conference home page</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Complimentary registrations</td>
<td>Five (5)</td>
<td>Three (3)</td>
<td>One (1)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SPONSOR POINTS EARNED</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLATINUM SPONSOR 10 POINTS</td>
</tr>
<tr>
<td>GOLD SPONSOR 5 POINTS</td>
</tr>
<tr>
<td>SILVER SPONSOR 3 POINTS</td>
</tr>
</tbody>
</table>

*ATP Member Price  **Non-Member Price
# Additional Sponsor Benefits

<table>
<thead>
<tr>
<th>PLATINUM SPONSOR</th>
<th>GOLD SPONSOR</th>
<th>SILVER SPONSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ADDITIONAL BENEFITS</strong></td>
<td><strong>POINT VALUE</strong></td>
<td><strong>ADDITIONAL BENEFITS</strong></td>
</tr>
<tr>
<td>Co-Sponsor a Conference Event: First Time Attendee Reception or Opening Reception (Includes promotion on event signage)</td>
<td>1</td>
<td>Full-page ad in conference program book or 2ft x 2ft decal in prime location for attendees to view (custom shapes available for additional fee; due December 13, 2019; see next page for more about this opportunity!)</td>
</tr>
<tr>
<td>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)</td>
<td>1</td>
<td>Full-page ad on inside front cover of conference Program Book (exclusive opportunity on a first-come, first-served basis; 1 available; due December 13, 2019)</td>
</tr>
<tr>
<td>Paper flyer inserted into all attendee conference bags</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Promotional item inserted into all attendee conference bags (subject to approval)</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Half-page ad in conference Program Book or 1ft x 1ft decal in prime location for attendees to view (Custom shapes available for additional fee; see next page for more about this opportunity)</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Post-conference attendee list (Distributed April 20, 2020)</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>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.)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Option to reserve a suite for entire length of conference (Cost of room is $299 per night, plus taxes. This cost is to be paid for by sponsor.)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Sponsor spotlight in conference marketing e-mail (sent to more than 3,000 industry professionals; includes logo and 50-word description; limited number available on a first-come, first-served basis)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Additional 10’ X 10’ exhibit booth space (limit of one additional booth, available to Platinum and Gold Sponsors only. Please note – if you are interested in doing an endcap, it will be an additional point. Your booth will be exposed to an aisle on three sides. The back wall of your booth is restricted to 3’ high within 5’ of each aisle permitting adequate line of sight for adjoining linear booths. (Only the middle 10’ is permitted to go up to 8’ high.) Please consult with Designing Events for approval.)</td>
<td>4/5*</td>
<td></td>
</tr>
<tr>
<td>Full-page ad in conference program book or 2ft x 2ft decal in prime location for attendees to view (custom shapes available for additional fee; due December 13, 2019; see next page for more about this opportunity!)</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Full-page ad on inside front cover of conference Program Book (exclusive opportunity on a first-come, first-served basis; 1 available; due December 13, 2019)</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

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**Interested in bringing a family member or significant other to Innovations in Testing 2020 with a guest pass?**

**Interested in purchasing additional sponsor points?**

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*5 points for endcap option*
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 as an add-on sponsorship.

<table>
<thead>
<tr>
<th>Sponsor Type</th>
<th>Fee</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Keycard Sponsor</strong></td>
<td>$2,000</td>
<td>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.</td>
</tr>
<tr>
<td><strong>Refreshment Break Sponsor</strong></td>
<td>$2,000</td>
<td>Sponsor signage on buffet tables; customization possible.</td>
</tr>
<tr>
<td><strong>Lanyard Sponsor</strong></td>
<td>$2,500</td>
<td>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.</td>
</tr>
<tr>
<td><strong>Phone Wallet Sponsor</strong></td>
<td>$3,000</td>
<td>Wallets for the back of attendees’ phones, to be co-branded with the ATP 2020 logo. Have your company logo in the hands of every attendee!</td>
</tr>
<tr>
<td><strong>Program Guide App Sponsor</strong></td>
<td>$3,000</td>
<td>Be a powerful presence at Innovations in Testing 2020. 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.</td>
</tr>
<tr>
<td><strong>Charging Station Sponsor</strong></td>
<td>$3,500</td>
<td>Keep attendees charged at the conference. Sponsor a charging booth which will be designed with your company logo.</td>
</tr>
<tr>
<td><strong>Internet Lounge Sponsor</strong></td>
<td>$4,000</td>
<td>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.</td>
</tr>
<tr>
<td><strong>Opening Keynote Session Sponsor</strong></td>
<td>$6,000</td>
<td>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 by session description in the program book, logo to appear in marketing email when announcing the keynote, conference logo located by the 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). One available</td>
</tr>
<tr>
<td><strong>Closing Keynote Session Sponsor</strong></td>
<td>$4,000</td>
<td>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 by session description in the program book, logo to appear in marketing email when announcing the keynote, conference logo located by the session information on the conference website, and Promotional item dropped at each seat at the session (all costs for promotional item to be paid for by sponsor).</td>
</tr>
<tr>
<td><strong>Water Bottle Sponsor</strong></td>
<td>$7,000</td>
<td>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.</td>
</tr>
<tr>
<td><strong>Attendee Conference Bag</strong></td>
<td>$7,000</td>
<td>Sponsor Bags are distributed at registration and branded with ‘Conference Bag Sponsored By’ text and sponsor logo as well as Innovations in Testing 2020 logo. Fee includes all associated costs, including logo branding and shipping to conference site.</td>
</tr>
<tr>
<td><strong>Conference Notebook Sponsor</strong></td>
<td>$8,000</td>
<td>Sponsor logo, along with Innovations in Testing 2020 logo, are printed on the cover of a spiral-bound notebook and provided to each attendee at registration.</td>
</tr>
<tr>
<td><strong>USB Sponsor</strong></td>
<td>$9,000</td>
<td>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.</td>
</tr>
<tr>
<td><strong>Graduate Student Research Award Sponsorship</strong></td>
<td>$5,000</td>
<td>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.</td>
</tr>
</tbody>
</table>

**Innovation Lab Sponsorships**

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

<table>
<thead>
<tr>
<th>Sponsor Type</th>
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<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leading Innovation Lab Sponsor</strong></td>
<td>$10,000</td>
<td></td>
</tr>
<tr>
<td><strong>Innovation Lab Contributors</strong></td>
<td>$2,500</td>
<td></td>
</tr>
</tbody>
</table>

Questions? Contact Lauren Scheib at +1-717-755-9747 or Lauren@testpublishers.org
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, for the second year the ATP conference is doing a Student Research Award program at the 2020 Innovations in Testing Conference. The theme of the 2020 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 winner will receive financial support to attend the 2020 Innovations in Testing Conference in San Diego, CA. 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, awardee will network with professionals and meet industry mentors.

This 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 4000+ 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 2020 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 XXXXXXX)
- 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 30th and 7:30 AM – 3:45 PM on Tuesday, March 31st. 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 29th**
- 12:00 PM – 6:00 PM  Exhibitor Move-In
- 3:00 PM  Sponsor Briefing

**Monday, March 30th**
- 7:30 AM – 8:30 AM  Breakfast with Exhibitors
- 11:15 AM – 11:30 AM  Coffee Break with Exhibitors
- 12:30 PM – 1:45 PM  Lunch with Exhibitors and Product Demonstrations
- 2:45 PM – 3:30 PM  Dessert with Exhibitors
- 5:45 PM – 7:00 PM  Reception with Exhibitors and ePoster Sessions

**Tuesday, March 31st**
- 7:30 AM – 8:30 AM  Breakfast with Exhibitors
- 11:45 AM – 1:00 PM  Lunch with Exhibitors
- 2:30 PM – 3:45 PM  Dessert with Exhibitors
- 3:45 PM – 8:00 PM  Exhibitor Move-out
- 5:00 PM  Sponsor Thank You and Debrief

**IMPORTANT NOTICE FOR EXHIBITORS**

Platinum and Gold Sponsors of Innovations in Testing 2020 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.
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.
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: ____________________________________________________________________________________
The Association of Test Publishers is pleased to accept ___________ as a sponsor of Innovations in Testing 2020, to be held March 29 - April 1, 2020 at the Marriott Marquis San Diego Mariana in sunny 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 2020 Sponsorship Prospectus document.

### Platinum Sponsor Package (includes 10 pts):
- $10,000 Member
- $15,000 Non-Member

### Gold Sponsor Package (includes 5 pts):
- $5,000 Member
- $7,500 Non-Member

### Silver Sponsor Package (includes 3 pts):
- $1,500 Member
- $2,750 Non-Member

#### Additional Sponsor Benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Point Value</th>
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</thead>
<tbody>
<tr>
<td>Co-sponsor an event</td>
<td>1</td>
</tr>
<tr>
<td>Select: □ First Time Attendee    □ Opening Reception</td>
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</tr>
<tr>
<td>Social media shout out on LinkedIn</td>
<td>1</td>
</tr>
<tr>
<td>Paper flyer insert inserted into all attendee conference bags</td>
<td>1</td>
</tr>
<tr>
<td>Promotional item inserted into all attendee conference bags</td>
<td>2</td>
</tr>
<tr>
<td>Half-page ad in conference program or □ decal</td>
<td>2</td>
</tr>
<tr>
<td>Post-conference attendee list</td>
<td>2</td>
</tr>
<tr>
<td>Host private evening event ........................offsite 0  onsite 3</td>
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</tr>
</tbody>
</table>

#### 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.

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Point Value</th>
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<tbody>
<tr>
<td>Keycard Sponsor .................................. $2,000</td>
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<tr>
<td>Refreshment Break Sponsor ...................... $2,000</td>
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<td>Lanyard Sponsor ................................... $2,500</td>
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<td>Phone Wallet Sponsor ................................ $3,000</td>
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<tr>
<td>Program Guide App Sponsor ...................... $3,000</td>
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<td>Charging Station Sponsor ........................ $3,500</td>
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<td>Internet Lounge Sponsor .......................... $4,000</td>
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<td>Graduate Student Research Award ............... $5,000</td>
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<tr>
<td>Opening Keynote Session Sponsor ............... $6,000</td>
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<td>Closing Keynote Session Sponsor ................ $4,000</td>
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<tr>
<td>Water Bottle Sponsor ................................ $7,000</td>
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<td>Attendee Conference Bag Sponsor ............... $7,000</td>
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<td>USB Sponsor ........................................ $9,000</td>
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<td>Conference Notebook Sponsor .................... $8,000</td>
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<tr>
<td>Leading Innovation Lab Sponsor ................. $10,000</td>
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<tr>
<td>Innovation Lab Contributor ...................... $2,500</td>
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</tr>
</tbody>
</table>

#### 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.