



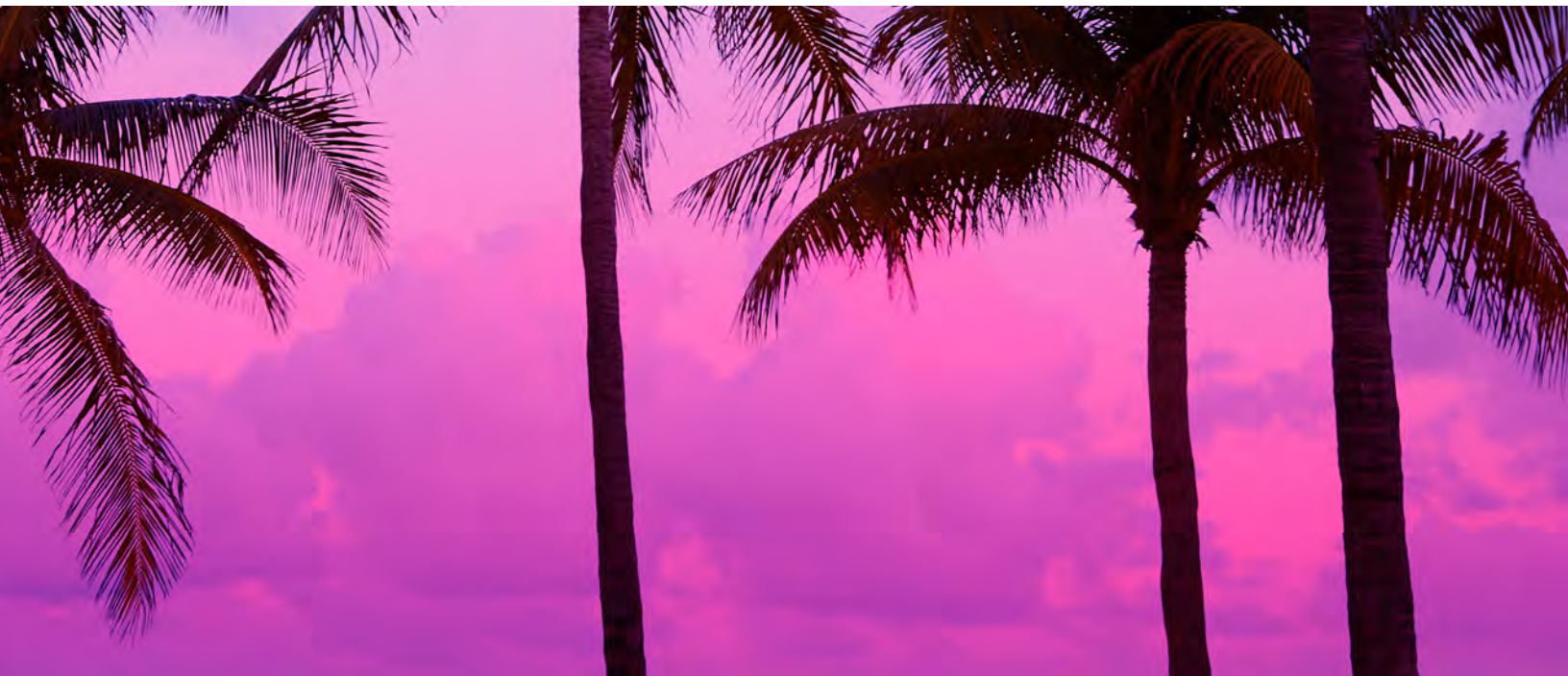
ATP  
GLOBAL

# TESTING THE LIMITS



Innovations in Testing 2025 • Better Together

March 23-26, 2025 | Orlando, Florida



# Dear Colleague

On behalf of ATP, I am pleased to be reaching out to sponsors for our 26th Annual Innovations in Testing Conference, which will be held March 23 – 26, 2025, at the Hyatt Regency Orlando in Orlando, FL.

The 2025 Conference will continue our theme, Better Together, but it will focus on how we as an industry can test the limits. The conference's mission is to share the latest technology, foster networking for professional growth, and refresh attendees' expertise. We challenge you to test the limits by showcasing your organization's cutting-edge solutions, products, and services to lead the way.

Last year in Anaheim, the Innovations Conference welcomed over 1000 attendees from around the globe. Building off that success, we are excited to welcome delegates, sponsors, and speakers back for the 2025 conference.

The Sponsor packages available for 2025 offer great benefits while allowing sponsors to tailor these packages to fit their organization's goals. This year's packages are crafted from insights gained during our sponsor debrief and post-conference surveys and discussions. We are constantly adding and expanding new options and ideas to ensure that the Innovations in Testing conference continues to be a vibrant industry event, both for our attendees as well as our valued supporters.

Innovations in Testing 2025 seeks to promote and advance the test publishing/assessment industry in all its forms and uses and explore new technologies and ideas by bringing the best and brightest leaders together in a central place of learning and networking. Join us in Orlando as we move the industry forward, as together is better.

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*

Better Together TESTING THE LIMITS

# Conference Audience

Sponsors of Innovations in Testing 2025 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 1000 assessment professionals including:

- Test Developers
- Test Publishers
- Test Sponsors
- Test Delivery and Test Security Representatives
- Program Managers and Researchers
- Distance Learning Professionals
- Users of Educational, Employment, Organizational, Psychological and Certification Tests and Assessments
- Informational and Educational Technologists
- Professional Staff of Credentialing Boards
- Professionals Interested in Technology in Testing
- Psychometricians
- Companies and Associations Involved with Workforce Development and Assessment (Including non-traditional assessment for manufacturing and industrial)
- Professionals interested in Testing Technology

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

**Sponsor Today!**

# Exhibit Hall

**The Exhibit Hall is open on  
Monday, March 24th from 7:30 AM – 6:00 PM and  
Tuesday, March 25th from 7:30 AM – 4:10 PM.**

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 23

12:00 PM – 6:00 PM Exhibitor Move-In  
3:00 PM – 4:00 PM In-Person Sponsor Briefing

## Monday, March 24

7:30 AM – 8:30 AM Breakfast with Exhibitors  
9:45 AM – 10:15 AM Transition Break  
11:05 AM – 11:25 AM Networking Coffee Break with Exhibitors  
12:15 PM – 1:35 PM Lunch with Exhibitors  
2:30 PM – 3:00 PM Gather and Graze with Exhibitors  
3:50 PM – 4:10 PM Transition Break  
5:00 PM – 6:00 PM Reception with Exhibitors

## Tuesday, March 25

7:30 AM – 8:30 AM Breakfast with Exhibitors  
9:20 AM – 9:50 AM Transition Break  
10:40 AM – 11:10 AM Networking Coffee Break with Exhibitors  
12:10 PM – 1:30 PM Lunch with Exhibitors  
2:20 PM – 2:50 PM Networking Break with Exhibitors  
3:40 PM – 4:10 PM Gather and Graze with Exhibitors  
4:10 PM – 8:00 PM Exhibitor Move-out

\* Please note our sponsor debrief will be virtual this year.

More details will be sent to conference sponsors closer to the conference.











### IMPORTANT NOTICE FOR EXHIBITORS

Platinum and Gold Sponsors of Innovations in Testing 2025 have the privilege of having exhibit space in the exhibit hall. Exhibitors are required to be at their booth during the exhibitor hours listed within the schedule at-a-glance. 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 Packages

Innovations in Testing 2025 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 Erin Highlander Williams (see contact information below). Note: Points do not have cash value and are not transferable.

SPONSOR BENEFIT	PLATINUM SPONSOR \$10,250*/\$15,250**	GOLD SPONSOR \$5,250*/\$7,250**
<b>Company Recognition at Keynote Presentations</b> Sponsor to design and provide slide		
<b>Sponsor Session During the Conference</b> Scheduled on a first-come, first-serve basis; title, abstract and presenter information due December 4, 2024		
<b>Company Logo Printed in Schedule-at-a-Glance</b>		
<b>Exhibit Space</b> ATP Members have the opportunity to select exhibitor space prior to non-members. Exhibit staff passes are available: 2 for Platinum, 1 for Gold @ \$200 for members/\$300 nonmembers	10x20 Booth	10x10 Booth
<b>Company name and 50-word description in the conference app</b> Listed according to sponsorship level		
<b>Company Logo on Conference Signage</b>		
<b>Pre-Conference Attendee List</b> Distributed once January 29, 2025 and again on February 26, 2025		
<b>Listing on Sponsor Page of Conference Website</b> Includes logo, link and 50-word description	Plus rotating logo on conference homepage	
<b>Complimentary Registration</b>	5	3
<b>Sponsor Points Earned</b>	10	7

\*ATP Member Price

\*\*Non-Member Price

Questions? Contact Erin Highlander Williams at +1-717-755-9747 or [erin.williams@testpublishers.org](mailto:erin.williams@testpublishers.org)



# Sponsor Benefits

<b>POINT OPTIONS</b> POINT OPTIONS ARE LIMITED AND ARE AVAILABLE ON A FIRST COME, FIRST SERVE BASIS. EACH OPTION IS LIMITED TO ONE PER COMPANY	<b>POINT VALUE</b>
<b>Newcomer's Reception Sponsor</b> Includes logo on event signage	<b>1</b>
<b>Post-Conference Attendee List</b> Attendee registration list distributed the week following the conference – good for one-time use	<b>1</b>
<b>"Take One" Table Giveaway</b> Promotional item or flyer placed at "Take One" table near conference registration. Sponsor responsible for producing and shipping to hotel. Conference organizers to handle promotion and distribution at registration	<b>1</b>
<b>Push Notification</b> Company to be included in "thank you to our sponsors" push notification – will be recognized by level	<b>2</b>
<b>Promotional Cling Decal (1ft x 1ft) in Prime Location for Attendees to View</b> Custom shapes available for an additional fee; see page 10 for more about this opportunity	<b>2</b>
<b>Social Media Shout Out on LinkedIn</b> Provide content for one post to be shared on the ATP LinkedIn Page; subject for approval	<b>2</b>
<b>Mention in Email</b> Mention as a sponsor in emails to 6000+ industry professionals promoting the conference; includes logo and 50-word description; Limited number available on a first-come, first-served basis	<b>3</b>
<b>Host an Onsite Private Evening Event</b> Sponsor is responsible for organizing and promoting event. Event is not to conflict with ATP scheduled events; the cost of room rental is to be paid for by sponsor. No points are needed to host an Offsite private event. Please see page 11 for Rules regarding Onsite and Offsite events	<b>3</b>
<b>Reserve a Suite for Entire Length of Conference</b> Cost of room is \$299 per night, plus taxes. Suite is to be reserved March 23 – 26, based on availability. This cost is to be paid for by sponsor	<b>4</b>
<b>Promotional Cling Decal (2ft x 2ft) in Prime Location for Attendees to View</b> Custom shapes available for an additional fee; see page 10 for more about this opportunity	<b>4</b>
<b>Special VIP Invitation</b> 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	<b>4</b>
<b>Branded Meter Board</b> Sponsor to design one side of a double-sided meter board (38"x82") to be placed in the meeting space	<b>5</b>

Once contract is received, Canvas Meetings will be available to assist with the fulfillment of sponsorship. Canvas Meetings will host trainings to prepare for the conference in helping to make your organization successful.

Questions? Contact Erin Highlander Williams at +1-717-755-9747 or [erin.williams@testpublishers.org](mailto:erin.williams@testpublishers.org)



# Exclusive Opportunities

All extra opportunities are offered on a first-come, first-served basis.

*\*Please note these are not sold individually and are an add-on to a Platinum or Gold Package.*

## Additional 10x10 Exhibit Space

**\$2,000/\$3,000\***

*(limit of one additional booth for Platinum and Gold sponsors)*

Need a little extra room? Want to have a bigger presence in the exhibit hall? Add an additional 10x10 booth space to your booth!

\*\$3,000 for endcap option. If interested in endcap, your booth will be exposed to an aisle on three sides. The back of your booth is restricted to 3' high within 5' of each aisle permitting adequate line of sight of adjoining linear booths. Only the middle is permitted to go up to 8' high. Please consult Canvas Meetings for approval.

## Keycard Sponsor *(1 available)*

**\$2,100**

Unlock unparalleled visibility and engagement by sponsoring our conference keycards! Your company's logo and message will be prominently displayed on the keycards for all attendee hotel rooms, ensuring continuous brand exposure throughout their stay. As the Keycard Sponsor, you'll work directly with the hotel's vendor to customize and order the keycards, making your brand a part of every guest's experience. This sponsorship offers exclusive branding opportunities, though please note that additional costs for hotel charges (approx. \$5.00 per room), design, production, and shipping/handling are not included.

## Refreshment Break Sponsor *(2 available)*

**\$2,100**

Elevate your brand by sponsoring our highly anticipated refreshment breaks! Multiple sponsors have the opportunity to feature their logo prominently on signage at buffet tables, ensuring extensive visibility during these key networking moments. As a Refreshment Break Sponsor, your company will be showcased in a central, high-traffic area, offering a relaxed environment to connect with attendees.

## DJ for Conference Day 1 *(1 available)*

**\$2,500**

Kick off the conference with energy and excitement by sponsoring our DJ for Day 1! Set the tone for an engaging event with dynamic music and entertainment that enhances the overall atmosphere. Your brand will be prominently featured in event materials and announcements, as well as highlighted during the DJ's set. This sponsorship provides a lively way to showcase your support while creating an unforgettable experience for all attendees.

## Charging Station Sponsor *(2 available)*

**\$3,000**

Empower attendees and keep them connected by sponsoring a charging station! Your company's logo will be prominently featured on the charging station, providing a vital service while showcasing your brand. This high-visibility sponsorship ensures your company stands out as attendees recharge.

## Digital Signage - Corner LED Wall *(2 available)*

**\$3,250**

Gain maximum visibility by displaying your brand on the big screen for one day on the Corner LED Wall of the Regency Rotunda T! This high-traffic location ensures your brand's message is prominently displayed to all attendees. Your company's logo, messaging, and promotional content will be featured on this dynamic digital platform, capturing attention throughout the event. This sponsorship offers an unparalleled opportunity to make a lasting impression in a prime location, enhancing your brand's visibility and impact. Specs to be provided to sponsor to provide graphic. Signage is a rotating .jpeg for one full day.

## Lanyard Sponsor *(1 available)*

**\$3,500**

Unlock unmatched brand exposure by sponsoring our conference lanyards! Your logo will be prominently displayed on lanyards worn by every attendee, ensuring continuous visibility throughout the event. This all-inclusive sponsorship covers branding and shipping, making it a seamless opportunity to highlight your brand.

## Sanitizer Station Sponsor *(1 available)*

**\$3,500**

Provide an essential service and demonstrate your commitment to well-being by sponsoring our sanitizing stations! With your logo or graphic displayed on three strategically placed stations, you'll make a positive impact on attendees while promoting your brand.

## App Supporter *(1 available)*

**\$4,000**

Maximize your impact by sponsoring our entire conference app! Your brand will feature prominently on the app's homepage banner, co-branded with ATP, and enjoy a daily sponsored post on the activity feed. This exclusive opportunity ensures continuous digital engagement with all attendees and is one of the most prominent ways to feature your brand.

## Photographer *(1 available)*

**\$4,000**

Capture the essence of this year's Better Together theme and keep the memories alive by sponsoring our official conference photographer! Your brand will be highlighted on event signage, in pre-conference delegate emails, and in the hotel welcome letter distributed to all attendees. This sponsorship covers one full day of event photography on either March 24 or March 25. Sponsor will receive professional shots of their booth taken during exhibiting hours and headshots for their team.

## Headshot Photo Booth *(1 available)*

**\$4,100**

Make a lasting impression by sponsoring our Headshot Booth on March 24! This engaging feature provides attendees with professional headshots, enhancing their networking and personal branding. Your company's logo will be prominently displayed at the booth, and you'll receive recognition in event materials and social media posts. A high-value sponsorship option that allows you to promote your sponsorship leading up to the event for added visibility and connect with attendees while showcasing your support for their professional development.



# Exclusive Opportunities

## Digital Signage - Foyer Framed LED Wall (3 available) \$4,250

Elevate your brand's presence with our Foyer Framed LED Wall sponsorship! This sophisticated digital signage, designed to resemble a stunning piece of art, offers a unique and elegant platform for your branding. Your logo and messaging will be prominently displayed on this high-impact screen, positioned in a key area where all attendees will see it. This sponsorship not only ensures refined visibility but also enhances the aesthetic appeal of the event space, making your brand stand out in a distinguished and memorable way. Signage is a rotating .jpeg for one full day.

## Charity Activity (1 available) \$4,500

Make a meaningful impact by sponsoring a charity activity at the event! Support future students and aspiring edtech experts by providing essential school supplies and backpacks. Your sponsorship will cover the setup and distribution of these items, showcasing your commitment to education and community support. This opportunity also includes prominent recognition at the charity activity station and in event materials, highlighting your company's dedication to fostering educational growth and helping those in need.

## Closing Keynote Session Sponsor (1 available) \$4,500

End the conference on a high note by sponsoring the Closing Keynote! Your brand will be announced from the main stage, highlighted in the marketing email, and prominently displayed with session details on the conference website. Additionally, we can distribute a promotional item to each attendee at the session, ensuring your company leaves a lasting impression as the event concludes (all costs for promotional item to be paid for by sponsor).

## Hub Lounge Seating (1 available) \$5,000

Enhance comfort and visibility by sponsoring the seating/lounge area in the Main Networking & Meeting Hub! Your company's logo will be prominently displayed on stylish, branded pillows throughout the seating area. This sponsorship offers a unique chance to showcase your brand throughout the entire conference, even during downtime while providing a welcoming and relaxed environment for attendees to connect and engage.

## Hub Games (1 available) \$5,000

Inject excitement and interaction into our Main Networking & Meeting Hub by sponsoring the games! Your brand will be prominently featured on all game-related materials, offering a fun and engaging way for attendees to connect throughout the conference, even during downtime. This sponsorship provides an excellent opportunity to showcase your company's commitment to creating an enjoyable and memorable event experience.

## Conference Wi-Fi Sponsorship (1 available) \$5,500

Ensure every attendee remembers your company by sponsoring the official conference Wi-Fi! The custom Wi-Fi password will promote your brand, and you'll receive recognition on conference signage and in the hotel welcome letter. This sponsorship guarantees your company stays top of mind throughout the event.

## Opening Keynote Session Sponsor (1 available) \$6,500

Seize the spotlight by sponsoring our Opening Keynote! Your brand will be announced from the main stage, featured in the marketing email, and displayed alongside session details on the conference website. Plus, we can distribute a promotional item to each attendee at the session (all costs for promotional item to be paid for by sponsor), ensuring your message resonates from the start.

## Welcome Reception Sponsor (1 available) \$7,500

Make a grand entrance by sponsoring our Welcome Reception! Your company will receive a highly visible table at the reception and prominent recognition throughout the event, ensuring high visibility and an unforgettable impression as attendees kick off the conference in style. This sponsorship offers a unique opportunity to showcase your brand while contributing to one of the most memorable and engaging events at the conference.

## Attendee Conference Bag (1 available) \$9,500

Elevate your brand with our exclusive conference bags! Distributed at registration, these bags will prominently feature your logo and "Conference Bag Sponsored By" text alongside the Innovations in Testing 2025 logo. This comprehensive sponsorship covers all costs, including branding and shipping, providing extensive visibility from the start of the event.

## Innovation Fast-Pitch Sponsorships

Be involved in this exciting showcase of the testing industry's "game-changers!"

See page 9 for details and sponsorship inclusions.

## Leading Innovation Fast-Pitch Sponsor (2 available) \$10,000

## Innovation Fast-Pitch Contributors \$2,750



# Exclusive Opportunities

## Innovation Fast-Pitch Sponsorships

The ATP Innovation Fast-Pitch will be back on the main stage for the 2025 Innovations in Testing Conference! The Innovation Fast-Pitch 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 Fast-Pitch 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 Fast-Pitch 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 Fast-Pitch 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 Fast-Pitch Sponsor

(2 AVAILABLE)

**\$10,000**

(add-on opportunity to a Platinum or Gold sponsor)

#### Benefits include:

- The name of the sponsor in association with the Fast-Pitch in marketing materials
- Mention as a sponsor in an email to 6,000+ industry professionals promoting the conference and the Innovation Fast-Pitch
- Signage promoting the Fast-Pitch with sponsors logo or name (including a larger logo and prime placement on signage)
- Logo to be included on promotion of Innovation Fast-Pitch posts on ATP social media (LinkedIn)
- Promotion on the Innovation Fast-Pitch webpage within the conference website with link to organization website
- General Session Announcement during promotion of the Fast-Pitch at the opening keynote session
- Post-conference publicity, including on the website and in at least one separate email

### Innovation Fast-Pitch Contributors

**\$2,750**

(add-on opportunity to a Platinum or Gold sponsor)

#### Benefits Include:

- Signage promoting the Fast-Pitch with sponsors logo and name
- The name of the sponsor in association with the Fast-Pitch in marketing materials
- Pre-conference Innovation Fast-Pitch publicity, including on the website and in at least one separate email
- Post-conference publicity, including on the website and in at least one separate email

# Promotional Clings



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**

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



# Sponsorship Rules

## Events

### **Sponsored Offsite Events:**

Sponsors are not required to use points, but must let Canvas Meetings 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.

\*Any sponsor hosting an event during the ATP Innovations in Testing Conference must fill out the liability form located on page 15 in this document.

## ATP Intellectual Property

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

# ATP Privacy Policy

Effective June 8, 2021

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](http://www.testpublishers.org), [www.innovationsintesting.com](http://www.innovationsintesting.com), [www.eatpconference.com](http://www.eatpconference.com), or [www.leadingtheconversation.org](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 Erin Highlander Williams, Director of Finance and Administration, 601 Pennsylvania Avenue, N.W., Suite 900, Washington, DC 20004, or sending an email to [erin.williams@testpublishers.org](mailto:erin.williams@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.

# ATP Privacy Policy

Effective June 8, 2021

## 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.

# ATP Privacy Policy Effective June 8, 2021

## 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 [erin.williams@testpublishers.org](mailto:erin.williams@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 [erin.williams@testpublishers.org](mailto:erin.williams@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).

## Audio/Video Recording of Events

When you register and/or participate in the E-ATP Conference, the Innovations Conference, other ATP-sponsored events (Live or Virtual), you will be participating in an event where photography, video recording and audio recording may occur. By participating and/or registering for these events, you consent to video recording, audio recording, photography and its/their release, publication, display, or reproduction to be used for digital passes, webcasts, marketing/promotional purposes, audiocasts, advertising, inclusion on web sites, or for any other purpose(s) that ATP, its associates and/or representatives deems fit to use. You release ATP owners, staff and all persons involved from any liability connected with the taking, recording, digitizing, or publication of interviews, photographs, computer images, video and/or or sound recordings.

By entering the event/conference (conference venue or virtual meeting platform), you waive all rights you may have to any claims for payment in connection with any streaming, webcasting, audiocasting, or other publication of these materials, regardless of the purpose. You also waive any right to review or approve any photo, video, or audio recording taken by ATP or the person or entity designated to do so by ATP.

## 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 [erin.williams@testpublishers.org](mailto:erin.williams@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

*Please note this waiver only needs to be filled out by organizations planning offsite events.*

Based on execution of this Liability Waiver Agreement (“Agreement”),

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Company hereby releases the Association of Test Publishers and Canvas Meetings (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.

During the online application Companies doing offsite events will need to acknowledge that it has read and understands the terms and conditions of this agreement, including sponsorship rules on page 11 of this prospectus.

# Sponsorship Application

The Association of Test Publishers is pleased to accept you as a sponsor of Innovations in Testing 2025, to be held March 23 – 26, 2025 at the Hyatt Regency Orlando in Orlando, FL. 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 in the application below and as detailed in this 2025 Sponsorship Prospectus document.

We are excited to introduce our new online application to streamline the sponsorship application process. This virtual application will replace the previous handwritten version and allows you to easily fill out all necessary information for your sponsorship application. Additionally, it provides options to explore and select from various sponsor benefits and opportunities.

## Sponsorship Application

### Next Steps:

- **Complete the Application:**  
Please ensure all required fields are filled out accurately. This includes your contact info, sponsorship level, and any additional details specific to your sponsorship.
- **Explore Sponsor Benefits:**  
As you complete the application, you will have the opportunity to select additional sponsor benefits and explore various opportunities tailored to your needs.
- **Review and Submit:**  
Once you have completed all sections, review your information for accuracy before submitting the application. You will receive a confirmation message upon successful submission.
- **Once your submission has been reviewed and received, a member of the Canvas Meetings team will reach out to you with more information and next steps and ATP will follow-up with your sponsorship invoice.**

If you have any questions or encounter any issues while completing the application, please do not hesitate to reach out to our team for assistance at [atp@canvasmeetings.com](mailto:atp@canvasmeetings.com).

## *Thank you for your continued support!*

\* Please note that all exclusive opportunities are sold on a first-come, first-served basis. Members will be contacted if a selection made is no longer available.

All invoices provide an option for paying by credit card or bank transfer.

All checks should be sent to the Association of Test Publishers c/o Erin Highlander Williams, 601 Pennsylvania Ave., N.W., Suite 900, Washington D.C. 20004.

### IMPORTANT NOTICE REGARDING PAYMENT

Sponsorship payment must be completed within 30 days of submitting the completed sponsorship online application. 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 received by October 31, 2024, 50% of fee is returned

If cancellation is received by January 23, 2024, 25% of fee returned

Cancellations received after January 23, 2025, fee is non-refundable