



ATP
GLOBAL

INNOVATIONS IN TESTING 2026

March 1-4

Celebrating
People, Progress, and Possibilities

Dear Colleague



On behalf of ATP, I'm pleased to invite you to participate as a sponsor of our 27th Annual Innovations in Testing Conference, taking place March 1–4, 2026, at the Hyatt Regency New Orleans in New Orleans, Louisiana.

The 2026 Conference will center around a powerful and timely theme: **Celebrating People, Progress, and Possibilities**. This year, we are proud to celebrate the individuals, organizations, and innovations driving meaningful transformation across the assessment industry. As we convene in the dynamic city of New Orleans, we'll explore the extraordinary potential that emerges when we connect across disciplines, challenge conventional thinking, and reimagine the future of assessment.

Last year in Orlando, the Innovations Conference welcomed over 1,100 attendees from around the world. Building off that success, we are excited to welcome delegates, sponsors, and speakers back for the 2026 conference.

The 2026 sponsorship packages provide meaningful benefits and the flexibility to customize opportunities that align with your organization's specific goals. This year's packages have been carefully crafted using insights from sponsor debriefs, post-conference surveys, and ongoing conversations with our community. We're continuously evolving our offerings to ensure that the Innovations in Testing Conference remains a high-impact event for both attendees and our valued sponsors.

By uniting visionary leaders, cutting-edge technologies, and groundbreaking ideas in one collaborative hub, the conference creates an unparalleled environment for professional development, interactive learning, and strategic networking that drives the future of assessment forward. As a sponsor, your organization will be positioned at the forefront of this transformative gathering, gaining exceptional visibility among industry decision-makers while demonstrating your commitment to advancing assessment innovation and excellence.

Join us in New Orleans as we move the industry forward and shape the future of assessment together.

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

Conference Audience



Sponsors of Innovations in Testing 2026 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!

Celebrating People, Progress, and Possibilities



The Exhibit Hall is open Monday, March 2nd from 7:30 AM – 6:00 PM and Tuesday, March 3rd from 7:30 AM – 4:15 PM.

Security is provided in the hall. Note that attendees will be permitted in the hall while the hall is open. The exhibiting hours below are tentative.

Sunday, March 1, 2026

2:00 PM - 7:00 PM	Registration
5:00 PM - 6:00 PM	Newcomers Reception
6:00 PM - 7:00 PM	Welcome Reception

Monday, March 2, 2026

7:30 AM - 8:30 AM	Breakfast with Exhibitors
8:30 AM - 9:45 AM	Opening General Session
9:45 AM - 10:15 AM	Networking Coffee Break with Exhibitors
10:15 AM - 11:00 AM	Breakouts
11:10 AM - 11:55 AM	Breakouts
12:00 PM - 1:15 PM	Lunch + Exhibit Hall Activation
1:15 PM - 2:15 PM	Breakouts
2:25 PM - 2:55 PM	Breakouts
2:55 PM - 3:25 PM	Gather and Graze with Exhibitors
3:25 PM - 4:10 PM	Sponsor Sessions
4:20 PM - 4:50 PM	Breakouts
4:50 PM - 6:00 PM	Happy Hour with Exhibitors

Tuesday, March 3, 2026

7:30 AM - 8:30 AM	Breakfast with Exhibitors
8:30 AM - 9:30 AM	Breakouts
9:30 AM - 10:00 AM	Networking Coffee Break with Exhibitors
10:00 AM - 11:00 AM	Breakouts
11:00 AM - 11:30 AM	Networking Coffee Break with Exhibitors
11:30 AM - 12:30 PM	Breakouts
12:30 PM - 1:45 PM	Lunch + Exhibit Hall Activation
1:45 PM - 2:30 PM	Breakouts
2:40 PM - 3:25 PM	Sponsor Sessions
3:25 PM - 4:15 PM	Gather and Graze with Exhibitors
4:15 PM - 4:45 PM	Breakouts
4:55 PM - 5:40 PM	Breakouts

Wednesday, March 4, 2026

7:30 AM - 8:30 AM	Continental Breakfast
8:30 AM - 9:15 AM	Breakouts
9:25 AM - 10:25 AM	Breakouts
10:45 AM - 12:15 PM	Closing General Session

IMPORTANT NOTICE FOR EXHIBITORS

Platinum and Gold Sponsors of Innovations in Testing 2026 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 2026 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.

Questions? Contact Erin Highlander Williams at +1-717-755-9747 or erin.williams@testpublishers.org

SPONSOR BENEFIT	PLATINUM SPONSOR \$10,500*/\$15,500**	GOLD SPONSOR \$5,500*/\$7,500**	SILVER SPONSOR \$2,500*/\$3,500**
Company Recognition Slide at Keynote Presentations Sponsor to design and provide slide			
Sponsor Session During the Conference Scheduled on a first-come, first-serve basis; title, abstract and presenter information due December 4, 2025			
Company Logo Printed in Schedule-at-a-Glance			
Exhibit Space ATP Members have the opportunity to select exhibitor space prior to non-members. Exhibit staff passes are available: 2 for Platinum, 1 for Gold @ \$300 for members/\$400 nonmembers	10x20 Booth	10x10 Booth	
Company name and 50-word description in the conference app Listed according to sponsorship level			
Company Logo on Conference Signage			
Pre-Conference Attendee List Distributed once January 9, 2026, and again on February 6, 2026			
Listing on Sponsor Page of Conference Website Includes logo, link, and 50-word description	Plus rotating logo on conference homepage		
Complimentary Registration	5	3	1
Sponsor Points Earned	10	7	2


*ATP Member Price

**Non-Member Price

Questions? Contact Erin Highlander Williams at +1-717-755-9747 or erin.williams@testpublishers.org

Sponsor Benefits



POINT OPTIONS POINT OPTIONS ARE LIMITED AND ARE AVAILABLE ON A FIRST COME, FIRST SERVE BASIS. EACH OPTION IS LIMITED TO ONE PER COMPANY		POINT VALUE
Newcomer's Reception Sponsor Includes logo on event signage plus shoutout on emails promoting the Newcomer's Reception.		1
Post-Conference Attendee List Attendee registration list distributed the week following the conference – good for one-time use.		1
"Take One" Table Giveaway 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.		1
Push Notification Company to be recognized by sponsorship level in "thank you to our sponsors" push notification.		2
Social Media Shout Out on LinkedIn <i>Limited availability – first come, first served.</i> Provide content for one post to be shared on the ATP LinkedIn Page; subject to approval.		2
Internal Elevator Window Decal, Bottom Window <i>Limited availability – first come, first served.</i> Promotional cling decal (40.25 in x 27 in) in elevator on bottom elevator window for attendees to view in main elevator from exhibit hall to other meeting space & guestrooms.		2
Exhibit Hall Reception Sponsor Elevate your brand with a reception sponsorship that offers premium visibility, valuable networking opportunities, and direct engagement with industry leaders. Each sponsor will be included in co-branded signage and prominently displayed on co-branded items such as ice breaker tent cards with your logo and co-branded cocktail napkins.		3
Mention in Email <i>Limited availability – first come, first served.</i> Mention as a sponsor in emails to 6,000+ industry professionals promoting the conference; includes logo and 50-word description (limited number available on a first-come, first-served basis).		3
Host an Onsite Private Evening Event 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 12 for Rules regarding Onsite and Offsite events.		3


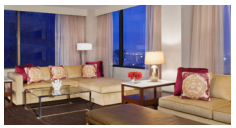


Sponsor Benefits continue on next page

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

Sponsor Benefits (cont'd)



<p>Internal Elevator Window Decal, Top Window <i>Limited availability – first come, first served.</i> Promotional cling decal (40.5 in x 60 in) in elevator on top elevator window for attendees to view in main elevator from exhibit hall to other meeting space & guestrooms.</p>		<p>4</p>
<p>Reserve a Suite for Entire Conference <i>Limited availability – first come, first served.</i> Cost of room is \$289 per night, plus taxes. Suite is to be reserved March 1-4, based on availability. This cost is to be paid for by sponsor.</p>		<p>4</p>
<p>Reserve a Meeting Room for Main Days of Conference <i>Limited availability – first come, first served.</i> Meeting Room is to be reserved March 1-4, based on availability. It is a minimum of 500 square feet. It is located on Floor 2 (the same floor as the General Session and most breakout rooms), and one level up from the Exhibit Hall. Cost of any audiovisual or food and beverage to be paid for by the Sponsor. Signage will be limited to the hotel reader board signage, and wording must be approved by the event organizer.</p>		<p>4</p>
<p>Special VIP Gift Sponsor to design and produce a VIP special gift that can be distributed to 10 attendees of sponsors' choice at conference registration. You may also choose to have these delivered directly to the attendees' rooms for a cost of approximately \$15 per room. Conference organizers to arrange delivery.</p>		<p>4</p>
<p>Branded Meter Board <i>Limited availability – first come, first served.</i> Sponsor to design one side of a double-sided meter board (38"x82") to be placed in the meeting space; subject to approval.</p>		<p>5</p>
<p>Branded Tension Banner <i>Limited availability – first come, first served.</i> Sponsor to design one side of a double-sided tension banner (36"x90") to be placed in the meeting space; subject to approval.</p>		<p>5</p>

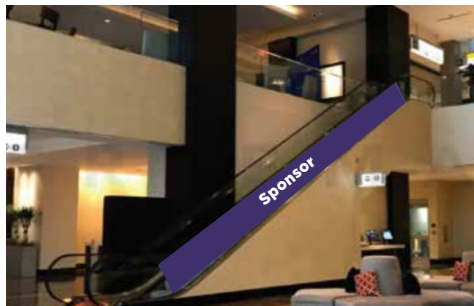
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Additional points:

Additional point options can be purchased - ATP Member: \$800 per point, Non-members: \$1,050 per point, please add in the question above if you would like to add more points

Exclusive Opportunities

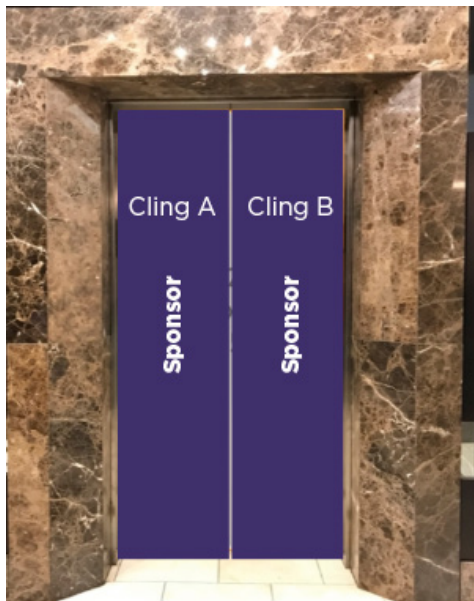


Escalator Graphic Cling Escalator from Main Lobby to Level Two

\$3,000 per escalator

(2 available)

Elevate your brand's presence with the Main Lobby Escalator sponsorship! Your logo and messaging (in a center graphic) will be prominently displayed in this high-impact space, 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 will remain in place for the full duration of the conference, from start to finish.



Elevator Graphic Cling

\$3,000 per elevator

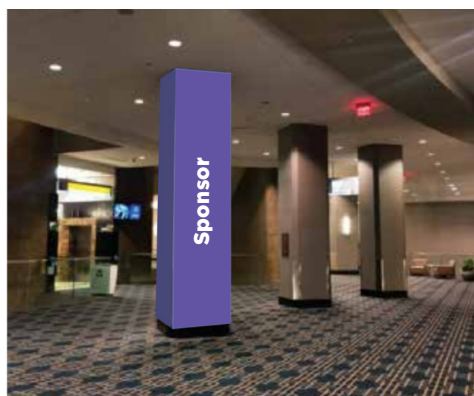
(Limited availability)

Make a bold impression where it matters most — with a sponsorship that moves with your audience. The Elevator Graphic Cling Sponsorship positions your brand front and center on one of the most highly trafficked and frequently viewed surfaces at the conference: the elevator doors in the Main Atrium.

As attendees travel between sessions, meetings, and networking events, your custom-designed cling will deliver consistent, eye-level visibility — maximizing brand exposure throughout the entire event. This is more than just signage; it's a statement of innovation and presence.

Sponsorship Includes:

- Full-color co-branded graphic cling prominently placed on elevator doors
- Strategic location in a central, high-traffic area
- Continuous visibility across all days of the conference
- Co-branded layout with ATP for enhanced professional impact
- Position your message where it simply can't be missed — and ensure your brand rides along with every attendee's journey



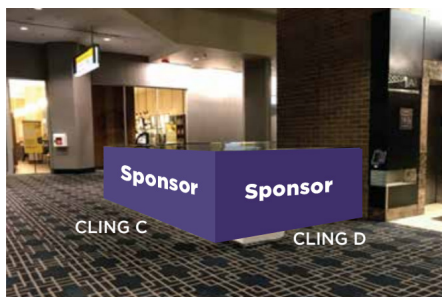
Column Graphic Cling

\$4,000 per column

Column Level Two (Limited availability)

Position your brand in a prime, high-traffic location with the Column Level Two sponsorship in the Main Atrium. Your logo and messaging will be prominently displayed on two of the four sides of a towering column, standing between 136 and 172 inches tall. The remaining two sides will feature ATP branding, creating a dynamic and balanced visual experience. Located in a central area seen by all attendees, this sponsorship offers more than exposure—it elevates your brand with a refined and impactful presence. Signage will remain on display throughout the entire duration of the conference.

Exclusive Opportunities (cont'd)

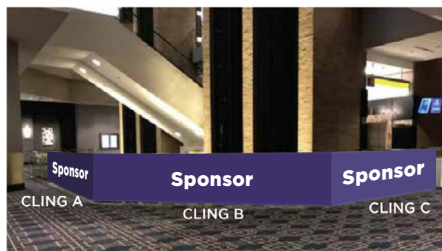


Main Atrium Graphic Cling

\$4,500

Main Atrium Glass Walls Level Two (1 available)

Showcase your brand in a premier, high-traffic area with the Main Atrium Level Two sponsorship. Your logo and messaging, along with ATP co-branding, will be featured on four striking graphic panels in a central location guaranteed to capture the attention of every attendee. This sponsorship offers more than just visibility — it adds a sophisticated visual presence to the event, ensuring your brand is both prominent and memorable. Signage will remain in place for the full duration of the conference, from start to finish.



Additional 10x10 Exhibit Space - End Cap

\$3,200

Choose the most prominent placement in the exhibit hall - only limited number of endcaps available.

If interested in endcap, your booth will be exposed to an aisle on three sides, with a back side extending to 20'. The endcap booth is permitted to reach 8' high on entire back side. Please consult Canvas for approval of your booth build upon selection. Those selecting endcaps will choose their booths first due to limited options and placement.

Additional 10x10 Exhibit Space

\$2,200

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!

App Supporter

\$4,500

(1 available)

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.

Coffee Break Sponsor

\$5,000

(1 available)

Your logo/message will be promoted during all coffee breaks on signage. There will also be custom materials, such as coffee sleeves, cocktail napkins or stirrers, etc. to promote your brand at each coffee break. There will be a minimum of five separate coffee breaks that will have your branding prominently displayed.

Lanyard Sponsor

\$6,000

(1 available)

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.

Conference Wi-Fi Sponsorship

\$6,000

(1 available)

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.

Exclusive Opportunities (cont'd)



Wellness Space Sponsorship

\$6,000

(1 available)

Sponsor our Wellness Space! Attendees will have an opportunity to take a break and focus on their own personal wellness during the conference. Noise cancellation materials, meditation cards, coloring books, essential oils, and comfortable seating will be awaiting attendees in this space. Your sponsorship will include branded pillows, your logo on printed materials, and recognition in ATP marketing materials. You are also able to provide additional signage for the space in collaboration with the ATP planning team.

Beignet Café Sponsor

\$6,000

(1 available)

A Taste of New Orleans, Courtesy of You

Treat attendees to a sweet, authentic New Orleans experience by sponsoring the Beignet Café—an irresistible pop-up where culture, comfort, and connection meet. This delicious activation is one of the most anticipated perks of the event, and your brand will be front and center with every powdered-sugar-dusted moment. The café will be the featured dessert station during our Dessert with Exhibitors networking break.

Sponsorship Includes:

- Branded café tickets distributed to every attendee, redeemable for one fresh, hot beignet during the café's open hours
- Co-branded signage at the café entrance and throughout the activation space
- Logo placement on café napkins or plates, reinforcing your brand with every bite
- Opportunity to include a custom message or QR code on the beignet tickets for added engagement
- Recognition in the event schedule, app notifications, and onsite directional signage
- Create a moment of joy and indulgence that feels authentically local—and proudly yours.

Welcome Reception Sponsorship

\$7,500

(1 available)

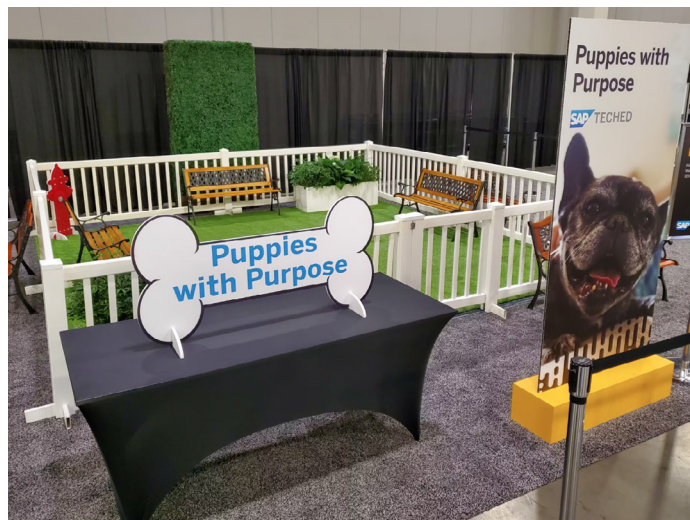
Elevate your brand with a reception sponsorship. You will work with the ATP planning team to custom design and brand your own cocktail (with a mocktail option as well!). Other handheld drinks like beer and soft drinks will have custom-branded stickers on them, displaying your brand throughout the entire reception experience. Your sponsorship also includes prominently displayed co-branded signage, ice breaker tent cards with your logo and co-branded cocktail napkins so you can enjoy prime visibility, networking, and personalized interactions with industry leaders.

Attendee Conference Bag

\$10,500

(1 available)

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 2026 logo. This comprehensive sponsorship covers all costs, including branding and shipping, providing extensive visibility from the start of the event.



Puppy Break Sponsor

\$7,000

(1 available)

The Ultimate Crowd Favorite!

Bring the joy, the smiles, and the aww factor—sponsor the Puppy Break, the most talked-about (and Instagrammed!) activation of the event. This is your chance to align your brand with wellness, connection, and feel-good vibes attendees will remember long after the conference ends.

Sponsorship Includes:

- Co-branded signage throughout the Puppy Break lounge and surrounding activation space
- Opportunity to provide branded bandanas, toys, or treats for the pups (and swag for the humans!). Costs for these items are the responsibility of the sponsor but can be arranged through the conference organizers
- Recognition in the event app, including push notifications announcing the Puppy Break
- Dedicated social media callouts before and during the activation, tagging and featuring your brand
- Option to have your team onsite engaging with attendees and snapping photos in the puppy zone
- Logo placement on the official Puppy Break photo backdrop, featured in hundreds of attendee photos
- Create smiles. Drive foot traffic. Deliver the tail-wagging moment everyone talks about.

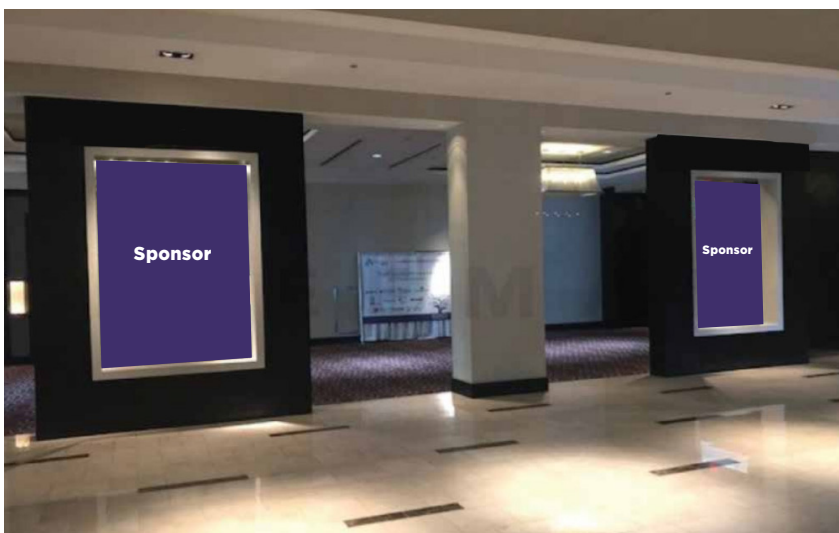
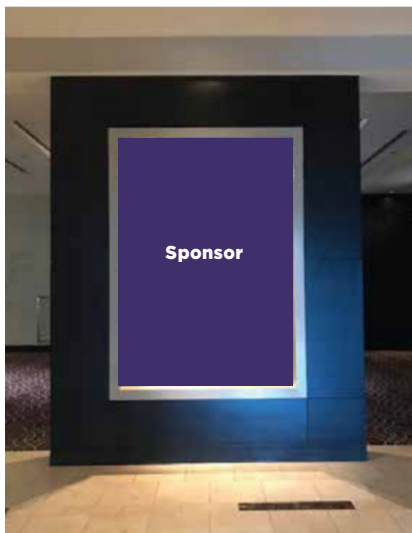


MAIN STAGE SPONSOR

Premier Branding Opportunity

\$15,000

As the Main Stage Sponsor, your brand will take center stage — literally — throughout the event's most high-profile moments. This exclusive opportunity offers unrivaled visibility before, during, and after all three keynote sessions.



Sponsorship Includes:

- Prominent recognition as the Main Stage Sponsor on all keynote webpages and marketing emails promoting keynote sessions
- Co-branded banner signage at the entrance of the General Session, ensuring maximum visibility
- Premiere, individual Logo placement on screen during the main stage rotating slideshow slides throughout the event.
- Verbal acknowledgment from the stage at each keynote session (Opening, Innovation Fast-Pitch, and Closing)
- Opportunity for 2-minute live remarks during either the Opening Session or a keynote introduction
- Co-branded with ATP on-stage branding element to reinforce your presence in the room and in photos
- Recognition in all mobile app notifications related to keynote sessions, extending your visibility directly to attendee devices
- Position your brand alongside the most anticipated moments of the event. Align with thought leadership. Own the stage.

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.

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 pages). 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, www.innovationsintesting.com, www.eatpconference.com, or 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.

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 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, 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 or in writing to the ATP at its mailing address: 601 Pennsylvania Avenue, N.W., Suite 900, Washington, DC 20004.

Sponsorship Application



The Association of Test Publishers is pleased to accept you as a sponsor of Innovations in Testing 2026, to be held March 1-4, 2026 at the Hyatt Regency New Orleans in New Orleans, LA. 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 2026 Sponsorship Prospectus document.

We are excited to share online application to streamline the sponsorship application process. This virtual application replaces previous handwritten versions 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.

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, 2025, 50% of fee is returned
If cancellation is received by January 23, 2026, 25% of fee returned
Cancellations received after January 23, 2026, fee is non-refundable