ATP
GLOBAL

INNOVATIONS IN TESTING 2027

Connecting

INNOVATION, PEOPLE, AND IMPACT

FEBRUARY 21-24
SAN DIEGO, CALIFORNIA

DEAR COLLEAGUE

On behalf of ATP, it is my pleasure to invite you to partner with us as a sponsor of the 28th Annual Innovations in Testing Conference, taking place February 21–24, 2027, at the Town and Country Resort in San Diego, California.

Each year, the Innovations in Testing Conference brings together the global assessment community to exchange ideas, foster collaboration, and explore the technologies and innovations shaping the future of testing. In 2027, we are excited to gather under the theme **Connecting Innovation, People, and Impact.**

This year's theme celebrates the individuals and ideas transforming the assessment industry. Together, we'll celebrate the people driving innovation across educational, credentialing, workforce, talent, and licensure assessment while exploring how meaningful connections can create lasting impact throughout our industry.

Last year in New Orleans, 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 2027 conference.

The 2027 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. Whether your goal is to increase brand awareness, generate new business opportunities, showcase innovative products and services, or strengthen relationships with existing clients, we offer sponsorship opportunities designed to help you achieve your objectives.

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 San Diego as we move the industry forward and shape the future of assessment together.

Thank you for your continued support of ATP and the Innovations in Testing Conference.

Warmest Regards,

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

Connecting INNOVATION, PEOPLE, AND IMPACT

CONFERENCE AUDIENCE

Sponsors of Innovations in Testing 2027 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!

Connecting INNOVATION, PEOPLE, AND IMPACT

EXHIBIT HALL

The Exhibit Hall is open Monday, February 22nd from 7:30 AM – 6:00 PM and Tuesday, Februray 23rd 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, February 21, 2027

2:00 PM	7:00 PM	Registration
4:30 PM	5:00 PM	Meeting Space Tour
5:00 PM	6:00 PM	Newcomers Reception
6:00 PM	7:00 PM	Welcome Reception

Monday, February 22, 2027

7:00 AM	6:30 PM	Registration
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 Break with Exhibitors
10:15 AM	11:15 AM	Breakouts
11:25 AM	12:10 AM	Breakouts
12:15 PM	1:30 PM	Lunch with Exhibitors
1:30 PM	2:15 PM	Breakouts
2:25 PM	3:10 PM	Sponsor Sessions
3:10 PM	3:40 PM	Gather and Graze with Exhibitors
3:50 PM	4:50 PM	Breakouts
5:00 PM	6:30 PM	Exhibitor & Poster Showcase Reception

Tuesday, February 23, 2027

7:00 AM	6:00 PM	Registration
7:30 AM	8:30 AM	Breakfast with Exhibitors
8:30 AM	9:30 AM	Breakouts
9:30 AM	10:00 AM	Networking Break with Exhibitors
10:00 AM	11:00 AM	Breakouts
11:00 AM	11:30 AM	Networking Break with Exhibitors
11:30 AM	12:30 PM	General Session: Innovation Fast Pitch
12:30 PM	1:45 PM	Lunch with Exhibitors
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	5:55 PM	Breakouts

Wednesday, February 24, 2027

7:00 AM	1:00 PM	Registration
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 2027 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 2027 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 November 20, 2026.			
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 3, 2027, and again on February 3, 2027.			
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 email 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 included in "thank you to our sponsors" push notification – will be recognized by level.	2
Social Media Shout Out on LinkedIn Provide content for one post to be shared on the ATP LinkedIn Page (subject for approval).	2
Promotional Cling Decal (1ft x 1ft) in Prime Location for Attendees to View	2
Exhibit Hall Reception Sponsor Elevate your brand with a reception sponsorship. Each sponsor will be included in co-branded signage and prominently displayed co-branded items such as 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.	3
Mention in Email Mention as a sponsor in emails to 7,000+ 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 10 for Rules regarding Onsite and Offsite events.	3
Promotional Cling Decal (2ft x 2ft) in Prime Location for Attendees to View	4

Sponsor Benefits continue on next page

SPONSOR BENEFITS (CONT'D)

Reserve a Meeting Room for Main Days of Conference Cost of meeting rooms is $500 per day. Meeting Room is to be reserved for either Monday or Tuesday, based on availability, minimum of 500 square feet. Sponsor is limited to up to two spots. Location is on floor 2 of the hotel conference center, one level up from the General Session, Exhibit Hall, and breakout rooms. 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 any wording must be approved by the event organizer.	4
Special VIP Gift (Designed and printed by sponsor) distributed to 10 attendees of sponsors' choice at registration, giving them a special gift and/or inviting them to visit sponsor's booth or other custom message. 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.	4
Reserve a Terrace Suite for Entire Length of Conference Cost of room is $635 per night, plus $10 Hotel Service Fee and taxes. Suite is to be reserved February 21-24, based on availability. This cost is to be paid for by sponsor.	4
Branded Meter Board Sponsor to design one side of a double-sided meter board (38"x82") to be placed in the meeting space. 	5
Branded Tension Banner Sponsor to design one side of a double-sided tenstion banner (36"x90") to be placed in the meeting space. 	5

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

Additional points:
Additional point options can be purchased - ATP Member: $800 per point, Non-members: $1,050 per point

EXCLUSIVE OPPORTUNITIES

Branded Cornhole Sponsorship $500 each

Bring your brand into the heart of attendee social spaces with a Branded Cornhole Sponsorship. Six cornhole sets will be placed throughout the resort in high-traffic outdoor areas, creating fun, casual engagement opportunities during the conference.

Sponsors can purchase one or multiple sets (up to all six available), each featuring custom-branded boards. At the conclusion of the event, each sponsored set is yours to take home, offering a lasting reminder of your brand well beyond the conference.

Each set is $500, and Sponsor can purchase any quantity from 1-6, first come first serve

Main Door Window Clings $1,000 each

Put your brand front and center with strategically placed door window clings throughout the conference venue. Co branded with ATP, and positioned on the set of doors attendees will use the most as they move between education sessions, networking events, and meeting spaces, these eye-catching clings provide continuous exposure and high-frequency brand impressions throughout the event.

Sponsors may purchase anywhere from 1 to 16 individual door clings for $1,000 each, first come first serve

Yoga on the Lawn Sponsorship $2,000 each

Sponsor one of our Yoga on the Lawn sessions! Attendees will have the opportunity to start their day with a refreshing outdoor yoga experience, promoting wellness, mindfulness, and connection during the conference. These sessions will be led by a professional instructor.

Two sponsorship opportunities are available:

- Monday Morning Yoga on the Lawn
- Tuesday Morning Yoga on the Lawn

Your sponsorship will include prominent logo placement on session signage, recognition in ATP marketing materials, and acknowledgment during the yoga session. Sponsors are also welcome to provide branded wellness items, such as yoga mats, towels, or water bottles, and may collaborate with the ATP planning team on additional signage and branding opportunities to enhance the attendee experience.

Additional 10x10 Exhibit Space $2,200

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

Limit of one additional booth for Platinum and Gold sponsors

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.

Sunday Photo Booth Sponsorship $4,000

Make a strong first impression on the busiest arrival day of the conference. The Co-Branded Photo Booth will be available exclusively on Sunday, positioned near registration and the welcome reception to capture attendees as they arrive and begin engaging with the event.

The booth will reflect the event theme and ATP branding while prominently featuring sponsor branding across the structure, photo templates/overlays, and digital image outputs shared by attendees. Located in a high-traffic hub of activity, this activation delivers strong visibility and encourages organic social sharing throughout the key welcome period.

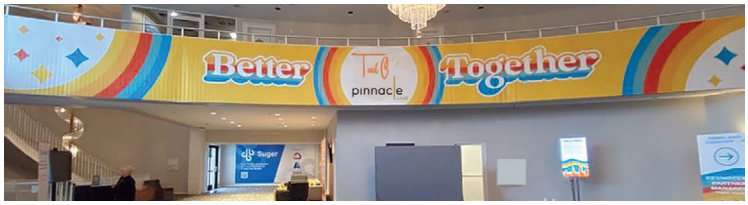
App Supporter $4,500

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.

Resort Pool Sponsorship $5,000

Make a splash with our Resort Pool Sponsorship! As the centerpiece of the resort and a central gathering place throughout the conference, the pool offers exceptional visibility and engagement opportunities. With the resort exclusively reserved for conference attendees, your brand will be prominently showcased in one of the most highly trafficked areas of the property, alongside ATP conference branding.

This sponsorship includes co-branded pool floats displayed throughout the pool area, custom signage surrounding the pool deck, and recognition in ATP marketing materials. Sponsors may also work with the ATP planning team to incorporate additional branding elements that enhance the attendee experience while maximizing exposure. Whether attendees are networking, relaxing, or enjoying downtime between sessions, your brand will remain front and center throughout the event.



Main Foyer Large Wall Cling $5,500

Showcase your brand in a premier, high-traffic area with the Main Foyer Large Wall Cling sponsorship. Your logo and messaging, along with ATP co-branding, will be featured on this large continuous cling, 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.

EXCLUSIVE OPPORTUNITIES (CONT'D)

Conference Wi-Fi Sponsorship $6,000

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.

Churro & Connection Cafe $6,000

A Sweet Taste of San Diego, Courtesy of You

- Monday, February 22nd at all break times

Delight attendees with a warm, indulgent experience by sponsoring the Churro & Connection Cafe —a crowd-pleasing destination where sweet treats, meaningful conversations, and memorable moments come together. Inspired by Southern California's vibrant food culture, this activation is sure to become a favorite gathering spot during the event, with your brand featured every step of the way.

The Churro & Connection Cafe will serve as the featured dessert station during all of our networking breaks and lunch on Monday, creating the perfect opportunity for attendees to relax, connect, and enjoy a freshly made treat.

Sponsorship Includes:

- Branded café tickets distributed to every attendee, redeemable for one freshly prepared churro during café hours
- Co-branded signage at the café entrance and throughout the activation space
- Logo placement on churro sleeves, napkins, or serving trays, keeping your brand front and center with every sweet bite
- Opportunity to include a custom message or QR code on café tickets to drive engagement and lead generation
- Recognition in the event schedule, mobile app notifications, and onsite directional signage
- Exclusive association with one of the event's most popular hospitality activations

Create a warm and welcoming experience that captures the flavor of San Diego while leaving attendees with a lasting impression of your brand.

Lanyard Sponsor $6,500

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.

Puppy Break Sponsor $7,000

The Ultimate Crowd Favorite!

- Tuesday, February 23rd at all break times

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
- Custom co-branded bandanas that every pup will wear for the duration of the event, as well as branded toys for our furry friends to play with!
- Opportunity to provide branded treats for the pups (and swag for the humans!) - any costs for this portion 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.

Sunday Arrival Experience Sponsorship $7,000

Be the first brand attendees see as they arrive for the conference. Available exclusively on Sunday, the Arrival Experience Sponsorship provides prominent visibility throughout the guest check-in and welcome process, creating a memorable first impression from the moment attendees step onto the property.

This sponsorship includes custom co-branding on the hotel's front desk marquee displaying sponsor messaging throughout the day on Sunday, prominent signage throughout the arrival and check-in areas, and custom co-branded hotel key cards distributed to attendees as they check in. Sponsors will also receive recognition in ATP marketing materials and may collaborate with the ATP planning team on additional co-branding opportunities to enhance the guest welcome experience.

As attendees arrive, check in, receive their room keys, and begin their conference experience, your brand will be featured at every touchpoint of the Sunday arrival experience, ensuring exceptional visibility and engagement from the very start of the event.

Attendee Conference Bag $10,500

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 2027 logo. This comprehensive sponsorship covers all costs, including branding and shipping, providing extensive visibility from the start of the event.
Conference Bag style chosen 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.

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 misconstructed 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 2027, to be held February 21-24, 2027 at the Town & Country Resort in San Diego, 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 in the application below and as detailed in this 2027 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, 2026, 50% of fee is returned
If cancellation is received by January 23, 2027, 25% of fee returned
Cancellations received after January 23, 2027, fee is non-refundable