



# ASSESSMENT: NAVIGATING NEW EXPECTATIONS

27-29 September 2021 | Join Us Online

Dear Colleague,

On behalf of the Association of Test Publishers (ATP), and its European Division, E-ATP, it is with great pleasure that we invite you as a Sponsor of the thirteenth annual E-ATP Conference, **Assessment: Navigating New Expectations**. The Conference will be held virtually 27 – 29 September 2021. **And new this year**, we hope you will consider joining us as an add-on sponsor of the second virtual Security Summit which will be held virtually 21-22 September. The Summit will take a deep dive into the test security and privacy issues at play when building and administering tests using artificial intelligence and will provide actionable steps testing programs can take to address them. This Summit garnered a large audience last year and is back by popular demand!

The E-ATP conference – offering innovative ideas and high quality content – is now in its thirteenth year of providing a unique, annual opportunity for assessment industry professionals, educators, employers, researchers, test sponsors, program managers, clinicians and business leaders to come together in a central place of learning, presenting and networking.

The Association of Test Publishers is a global, non-profit organisation representing providers of tests and assessment tools and services. Europe ATP is the ATP Division that brings together European test publishers and related organisations for the purposes of networking, sharing innovative ideas, and creating both educational and marketing opportunities related to testing and assessment.

E-ATP's **Assessment: Navigating New Expectations** facilitates learning together how to keep pace with the innovations emerging in the industry and regrounding ourselves in the basics so that we can leverage both, together, to lead the transformation in assessment.

Delegates come to the E-ATP conference to gain practical knowledge of the latest assessment technology and techniques that help them deliver or design better testing programmes and to assess how other European or global organisations have used assessment to achieve success by listening to the speakers and case studies presented at this important conference.

Sponsors of the 2021 E-ATP Conference have the unique opportunity to tailor packages to fit their specific goals within their own budget parameters. Sponsorship packages include a point system which sponsors can use to build their own custom package as well as exclusive opportunities for those wanting to reach specific goals. Sponsors who are members of E-ATP also have the opportunity to “sponsor” nonmember delegates at the member rate!

I hope that you will join us in our mission by supporting and becoming an active part of this increasingly important event within the testing industry.

Warmest Regards,

A handwritten signature in black ink that reads 'William G. Harris'.

William G. Harris, Ph.D.

Chief Executive Officer

Association of Test Publishers

## Sponsorship Opportunities

E-ATP sponsors have the opportunity to tailor packages based on individual sponsorship and revenue goals. Each sponsor level includes a pre-determined number of points that can be used to 'purchase' additional sponsor benefits. To purchase additional sponsor points, contact Lauren Scheib (see contact information below). Note: Points do not have cash value and are not transferable.

*All fees are collected in EUR.*

|  | Gold Package   | Silver Package   |
|--|--|--|
|  | <b>ATP Member: €4,500.00</b><br><b>ATP Non-Member: €6,500.00</b> | <b>ATP Member: €2,500.00</b><br><b>ATP Non-Member: €4,500.00</b> |
| <b>Logo on Home Page of E-ATP Conference Website with Link to Sponsors Website</b>   | √  |  |
| <b>Company Recognition Slide at General Session in Looping PPT Presentation</b>  | √  |  |
| <b>Promotion on Sponsor Page of Conference Website</b>   | Logo, link and 50-word description                               | Logo, link and 50-word description                               |
| <b>Promotion within Conference App</b>   | √  | √  |
| <b>Company Logo on Session Introduction Slides</b>   | √  | √  |
| <b>Pre-conference Delegate List, Distributed once 30 August 2021 and again on 13 September 2021 (one-time use of each)</b> | √  | √  |
| <b>Complimentary Conference Registrations</b>  | 5  | 4  |
| <b>Points for Additional Benefits</b>  | <b>9</b>   | <b>5</b>   |

| <p style="text-align: center;"><b>Point Options</b></p> <p style="text-align: center;"><i>Point Options are offered on a first come, first serve basis and each option is limited to one per company.</i></p>  | <p style="text-align: center;"><b>Point Value</b></p> |
|--|---|
| <p><b>Social Media Shout Out on LinkedIn</b></p> <ul style="list-style-type: none"> <li>• Provide content for one post to be shared on the ATP LinkedIn Page (subject for approval).</li> <li>• <b>How does it benefit my organisation?</b> Reach relevant people by positioning your brand as part of the Innovations in Testing Conference on social media – you'll keep your brand top of mind for attendees.</li> </ul>  | <p style="text-align: center;">1</p>                  |
| <p><b>Post-Conference Attendee List</b></p> <ul style="list-style-type: none"> <li>• Attendee registration list distributed the week following the conference</li> <li>• <b>How does it benefit my organisation?</b> Use the list to better target your audience, promote your product or otherwise reaching out with a personalized sponsor message.</li> </ul>   | <p style="text-align: center;">1</p>                  |
| <p><b>Push Notification</b></p> <ul style="list-style-type: none"> <li>• Company to be included in “thank you to our sponsors” push notifications – will be recognized by level.</li> </ul>  | <p style="text-align: center;">2</p>                  |
| <p><b>Sponsored Post on App</b></p> <ul style="list-style-type: none"> <li>• Sponsored post/promotional offer to be posted on the app activity stream. <i>Note: this is available on the mobile app only (not the desktop version).</i></li> <li>• <b>Analytics</b> include impressions, actions and engagement – analytics will be distributed two weeks post-conference.</li> <li>• <b>How does this benefit my organisation?</b> Increase visibility of your organisation and bring awareness to attendees as they navigate through the app and discover more about the products and services available at the conference.</li> </ul> | <p style="text-align: center;">2</p>                  |
| <p><b>Mention in Email</b></p> <ul style="list-style-type: none"> <li>• Mention as a sponsor in emails to 4000+ industry professionals promoting the conference; includes logo and 50-word description; (limited number available on a first-come, first-served basis).</li> <li>• <b>How does it benefit my organisation?</b> Promotion through email will help maximize your sponsorship in the time leading up to the conference – attendees will become aware of the products and services they can expect to see at the event.</li> </ul>   | <p style="text-align: center;">3</p>                  |
| <p><b>30-Second Commercial or Holding Slide</b></p> <ul style="list-style-type: none"> <li>• Commercial/ad to play at beginning of two (2) breakout sessions – sessions assigned by conference organizers. Sponsor is responsible for creating, editing and providing commercial/ad.</li> <li>• <b>How does this benefit my organisation?</b> Increase visibility of your organisation to audiences of various industries through commercial/ad featured on live and on-demand sessions – promotion will live on past the conference on session recordings.</li> </ul>   | <p style="text-align: center;">3</p>                  |
| <p><b>Sponsor Spotlight at Coffee Conversation</b></p> <ul style="list-style-type: none"> <li>• Two-minute introduction provided by sponsor at beginning of coffee conversation session (sessions assigned by conference organizers).</li> <li>• <b>How does this benefit my organization?</b> Kick off a Coffee Conversation by sharing who you are and what your sponsor organization can offer to fellow conference attendees in a small group setting. Share you contact information in the chat directly following your introduction!</li> </ul>  | <p style="text-align: center;">3</p>                  |

|  |   |
|--|---|
| <p><b>40-Minute Sponsor Session</b></p> <ul style="list-style-type: none"> <li>• A 40-minute breakout session that provides a rounded perspective on a topic(s). This session type may be pre-recorded or live. If you choose to pre-record, you will need to be present in the chat to answer any questions during your session. If you decide to present live, you will need to plan time within your presentation to answer questions from the audience.</li> <li>• <b>Analytics</b> include number of views, number of times the listing is bookmarked as a favorite &amp; how the session is rated with 5-star rating scale – analytics will be distributed two weeks post-conference.</li> <li>• <b>How does it benefit my organisation?</b> <i>Position your organisation as a thought leader and reach attendees in an educational manner through a useful presentation of your product, service or solution, involving participation by your clients.</i></li> </ul>  | 4 |
| <p><b>Host Sponsor Networking Event</b></p> <ul style="list-style-type: none"> <li>• Sponsor to host an event of their choice (fun, engaging topic/event) during the networking times of the conference. Sponsor to select preferred time and is responsible to organize event – this event can be public to all attendees or private, invite-only. ATP to promote on daily email, list on the schedule of the conference app and, link out to event platform/zoom room if needed (either sponsor or Designing Events to provide meeting link). The name of the sponsor in association with the event (for example: [Event] sponsored by...”). <ul style="list-style-type: none"> <li>○ Slot 1: 27 September 5:15 PM – 6:15 PM BST</li> <li>○ Slot 2: 28 September 5:00 PM – 6:00 PM BST</li> </ul> </li> <li>• <b>How does it benefit my organisation?</b> <i>Whether you’re hosting a game, organising a class or arranging a show, take the opportunity to have live facetime with attendees through a fun and engaging networking event!</i></li> </ul>  | 4 |
| <p><b>Coffee Conversation</b></p> <ul style="list-style-type: none"> <li>• Informal live conversations with fellow conference goers who share common interests. Coffee Convos do not include presentations. There are no projectors or slides. This is all about direct engagement and exploration of ideas. Coffee Convos should not have more than 2 facilitators. Each Coffee Convos will last 45 minutes. You may select a topic that best suits your field/industry. We ask that you kick off the session with a brief summary of why you chose the topic, and what your experience has been on the subject matter. The following rules apply to hosting a Coffee Convo: <ul style="list-style-type: none"> <li>○ No product or service demonstrations</li> <li>○ No presentations</li> <li>○ Personable staff member for leading a discussion</li> <li>○ The goal is to encourage conversation amongst all participants</li> </ul> </li> <li>• <b>How does this benefit my organisation?</b> <i>Host a discussion with attendees of similar interests to build relationships and discover who you can collaborate with in the future.</i></li> </ul> | 5 |

**\*\*The items above may be purchased at the following cost:  
For every 1 point = ATP Member: €500; ATP Non-Member: €750**

*Once contract is received, Designing Events will be available to assist with fulfillment of sponsorship. Designing Events will be hosting monthly trainings to prepare for the conference in helping to make your organization successful.*

## Security Summit Sponsorship

Join Association of Test Publishers for the second Security Summit taking place virtually, 21<sup>st</sup> and 22<sup>nd</sup> September 2021.

There is an increased use and discussion of Artificial intelligence (AI) and what it means in the assessment industry. At the same time, scrutiny on AI has tended to blur the distinction between true AI and forms of automated decision-making. Building upon the wave of information about AI that has been made available over the past year, this two-day summit will:

1. Engage in **discussions** on test security, privacy, compliance challenges, and opportunities at play when building and administering tests using AI and automated decision-making; and
2. Provide **actionable steps** testing programs, test publishers, and industry service providers can take to address them.

The Security Summit will be a two-part summit taking place on September 21<sup>st</sup> and 22<sup>nd</sup> from 10:00 AM EDT to 12:15 PM EDT (15:00 – 17:15 BST; 16:00 – 18:15 CET) each day. This summit will include two sixty (60) minute sessions each day with a 15-minute break in between each session.

You won't want to miss this opportunity to learn how to responsibly use AI in assessment from industry professionals specializing in test creation, security, technology, and privacy.

**If sponsoring E-ATP, Security Summit Add-On Package** €2,000

**If not sponsoring E-ATP, Security Summit Stand-Alone Package** €3,000

Benefits include:

- **Session Introduction Slides** – Company logo on intro slides to be shown before start of session, moderator to thank sponsors at start of session
- **The name of the sponsor in association with the Summit** (in connection with ATP – for example: ATP Security Summit, sponsored by XXXXX)
- **Mention in Email** – Mention as a sponsor in emails to 4000+ industry professionals promoting the Summit
- **Promotion on Security Summit Webpage** – Company logo, link and company description featured on the Summit Webpage within the E-ATP Conference website
- **Social Media** – Logo to be included in two (2) posts on ATP social media (LinkedIn and Twitter)
- **Conference App Listing**
- **Pre-Summit Registration List\***
- **Post-Summit Registration List\***

\* Sponsors are permitted to use each list for one mass email blast to registrants. These lists cannot be sold or provided to outside organizations for any reason. ATP requests that these lists be used in regard to the event, and not for the promotion of jobs or other recruiting efforts. Additionally, all emails or mailings sent must have an option for “unsubscribing.”

## Sponsorship Rules

### **ATP Intellectual Property:**

ATP's name and logo is not permitted on any sponsorship materials or emails. This includes all advertising in the printed programme 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:**

Sponsors of the E-ATP conference have the option to receive the special benefit of a **one-time use** of pre- and/or post-conference mailing lists. ATP must provide attendees with the option to not be included in the lists provided to sponsors. Sponsors will receive a list of all attendees as described for all who do not opt out of this process. These mailing lists are a privilege and must not be sold, rented, or given out for any reason to any outside organisations by the sponsor. ATP requires that these lists be used in reference to the conference and not for any other purpose. Additionally, in order to conform to Personal Data Protection requirements within the EU, all e-mails or mailings must be sent without identification of any other addresses and **must have an option for "unsubscribe."** Please do not use these lists for the promotion of jobs or other recruiting efforts. ATP has a specific Career Center for this service. Thank you.

# 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.eatconference.com](http://www.eatconference.com), or <http://www.leadingtheconversation.org>, or where we otherwise obtain or collect your personal information. Please read this Privacy Policy carefully. We recommend that you print a copy of this Privacy Policy and any future versions in force from time to time for your records.

## **Statement of Data Privacy**

The ATP is the international trade association for test publishers and other service providers related to the testing industry. It hosts the Europe-ATP (E-ATP) Conference, the Innovations Conference, and other similar ATP-hosted events, for which registration and information is available on one or more of the identified ATP websites. In that regard, the ATP collects certain personal data from members, non-members, speakers, sponsors, and attendees, whether those individuals are residents of the EU or from any other country, including the United States. The ATP may also collect personal information from visitors to these websites.

This personal information includes, but is not limited to, your name, position, company, email address, physical address, and telephone number. The ATP uses this data for specific informational communications and marketing activities related to the E-ATP Conference, the Innovations Conference, other ATP-sponsored events, as well as for future ATP marketing campaigns. We may share your data with event sponsors and other attendees, but we will not provide it, or sell it, under any circumstances to any third party who is unrelated to ATP. This Privacy Policy provides an overview of how we obtain, store and use your personal information. It is intended to provide a general overview and answer questions you may have about specific privacy issues.

The ATP Privacy Policy applies to all members and non-members who register for the E-ATP Conference, the Innovations 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 becomes effective on May 25, 2018.

## **Specific Information about the ATP Privacy Policy**

The ATP Privacy Policy is described here in a concise, transparent, intelligible, and easily-accessible form. It is set forth in a series of specific components describing how the ATP Privacy Policy operates and how it meets certain privacy rights.

**Identity of the Data Controller:** The ATP is the data controller – the entity that collects and processes personal data, or arranges for such actions taken on its behalf by its agents. The ATP is responsible for deciding the purposes for which personal information is used and processed, and the means by which such processing is done. Thus, it is the ATP’s responsibility to inform you in advance of the processing of your personal information. You may contact the ATP by writing to Lauren Scheib, Chief Operating Officer, 601 Pennsylvania Avenue, N.W., Suite 900, Washington, DC 20004, or sending an email to [lauren@testpublishers.org](mailto:lauren@testpublishers.org).

**How does the ATP collect or obtains your information?** The ATP collects your information: (1) when you join the association; (2) when you have provided it to us by registering for a previous Conference or event, or when you register for this upcoming Conference on this website; (3) when you submit a proposal to speak at an ATP conference; or (4) when you contact the ATP on one of our websites or at its email address. In other situations, your organization or another individual (e.g., a co-presenter) may provide the ATP with your personal information; if that occurs, the ATP will notify you that your personal information has been shared and give you the opportunity to consent or not. In other instances, the ATP will collect your information when you purchase an ATP publication from our bookstore. Finally, the ATP may use cookies to track your use of our websites (see Use of Cookies below).

**What personal information do we collect?** The ATP collects your name, company, title or position, email address, physical address, telephone number, and general demographic information. The ATP also may use cookies to collect the IP address of the computer you are using (see Use of Cookies below).

If you register to attend the E-ATP Conference, the Innovations Conference, or any other ATP event for which registration is required using one of our websites, or you purchase a publication from the ATP bookstore, you will be directed to a separate secure location where you will provide your payment card information. That payment card information is NOT collected, stored, or retained by the ATP after you make such payment.

**What are the legitimate interests we have for collecting/using your personal information?** The principal basis on which we collect and use your information is when you give us your affirmative consent. However, when you register for a Conference or other ATP event, or make a purchase through our bookstore, the ATP has a legitimate basis beyond consent to collect your personal information in order to provide you with the goods or services that you expect us to deliver, which depends upon us having and using your personal information. Once you have a formal relationship with us, the ATP also obtains a legitimate interest in providing you with timely information about upcoming events and/or products in which you may have an interest; so, to better serve you, we will market or promote those events/products to you. Thus, depending on the precise situation, the ATP may rely on one of these legitimate basis in collecting your personal information.

**How do we use your personal information?** The ATP uses your personal information for administrative and business purposes particularly to contact you about the E-ATP Conference, the Innovations 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 E-ATP Conference, the Innovations 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 abides by all Standard Contractual Clauses as prescribed under the former 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 E-ATP Conference, it is not technically feasible for the ATP to honor such a request because we are not able to exchange that information with another entity with which we have no direct interface or any reason to exchange data. You are also entitled to know if the ATP is using any automated decision-making (including profiling); the ATP does not use any such automated technologies in the processing of your personal information.

**How to exercise your rights regarding the collection and use of your personal information:** You have the right to withdraw your consent at any time during use of this website or by emailing the ATP at [lauren@testpublishers.org](mailto:lauren@testpublishers.org). However, any data processing performed by the ATP prior to your withdrawal of consent cannot be undone.

You also have the right to object to the ATP's collection and/or use of your personal information, or to request access to your information as well as to request that we correct any information we have or to remove you from our records. If your personal information changes (e.g., zip code, phone, email or postal address), you can change online, physical contact, and other information by contacting ATP as shown above. If you wish to correct/update/delete information or no longer desire to receive information from ATP, you can notify us by using any of the information in the Contact section of this policy. We will respond to your request to access within 30 days.

You may file a complaint with the ATP by emailing us at [lauren@testpublishers.org](mailto:lauren@testpublishers.org), and the ATP will respond without undue delay, within at least 30 days unless we inform you that additional time will be required. In addition, you have the right to file a complaint with your relevant Supervisory Authority (i.e., Data Protection Authority).

#### **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 [lauren@testpublishers.org](mailto:lauren@testpublishers.org) or in writing to the ATP at its mailing address: 601 Pennsylvania Avenue, N.W., Suite 900, Washington, DC 20004.

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## Sponsorship Application

The Association of Test Publishers (ATP) is pleased to accept \_\_\_\_\_ (sponsor) as a sponsor of the 2021 European ATP (E-ATP) Conference, ("Conference"), to be held virtually 27 – 29 September 2021. In consideration of Sponsor's contribution as described below, ATP agrees to put forth its best efforts to ensure that all Conference delegates and ATP members are aware of Sponsor's support of and importance to the success of the Conference in accordance with the sponsorship package as detailed in this Sponsorship Opportunities document.

|   |  |  |
|---|--|--|
| <b>Gold Package</b> (includes 9 pts):   | <input type="checkbox"/> €4,500 Member | <input type="checkbox"/> €6,500 Non-Member |
| <b>Silver Package</b> (includes 5 pts): | <input type="checkbox"/> €2,500 Member | <input type="checkbox"/> €4,500 Non-Member |

| <b>Sponsor Point Options</b>  | <b>Point Value</b> |                                    |
|---|--------------------|------------------------------------|
| <input type="checkbox"/> Social Media Shout out on LinkedIn.....    | 1                  |                                    |
| <input type="checkbox"/> Post Conference Attendee List.....         | 1                  | Additional Purchased Points _____  |
| <input type="checkbox"/> Push Notification.....                     | 2                  |                                    |
| <input type="checkbox"/> Sponsored Post on App.....                 | 2                  | <i>Members: €500 per point</i>     |
| <input type="checkbox"/> Mention in Email .....                     | 3                  | <i>Non-Members: €750 per point</i> |
| <input type="checkbox"/> 30-second Commercial or Holding Slide..... | 3                  |                                    |
| <input type="checkbox"/> Sponsor Spotlight at Coffee Convo.....     | 3                  |                                    |
| <input type="checkbox"/> 40-Minute Sponsor Session.....             | 4                  | <b>SUBTOTAL: €</b> _____           |
| <input type="checkbox"/> Host Sponsor Networking Event.....         | 4                  |                                    |
| <input type="checkbox"/> Coffee Conversation .....                  | 5                  |                                    |

|                                    |                                 |                       |
|------------------------------------|---------------------------------|-----------------------|
| <b>Security Summit Sponsorship</b> |                                 |                       |
| Add-On Package                     | <input type="checkbox"/> €2,000 | <b>TOTAL: €</b> _____ |
| Stand Alone Package                | <input type="checkbox"/> €3,000 |                       |

Organisation (as it should be listed on materials): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**Payment:**

Please send an invoice\* to the contact above, or to:

Name: \_\_\_\_\_ Email: \_\_\_\_\_

*[\*All invoices provide an option for paying by credit card or bank transfer – **note: checks must be in USD.**]*

**Return completed form to the attention of Lauren Scheib via fax at +1-717-755-8962, email to [Lauren@testpublishers.org](mailto:Lauren@testpublishers.org), or by mail to: Association of Test Publishers  
c/o Lauren Scheib, 2995 Round Hill Road, York, PA 17402 USA**

**IMPORTANT NOTICE REGARDING PAYMENT**  
Sponsorship payment must be completed within 30 days of submitting this signed agreement. Sponsorships requiring invoices will be charged 10% interest commencing 30 days following the issue date of any unpaid invoice. Thank you.