

The Association of Test Publishers

Innovations In Testing

Conference 2006

Orlando, Florida



Sponsorship Opportunities

The Association of Test Publishers
Innovations in Testing
February 6 - 8, 2006
Gaylord Palms Resort and Convention Center
www.testpublishers.org
866-240-7909

The Association of Test Publishers

Innovations In Testing

Conference 2006

Orlando, Florida

The Association of Test Publishers (ATP) invites you to be a sponsor of the 2006 Annual Conference, *Innovations in Testing* to be held February 6-8, 2006 at the Gaylord Palms Resort & Convention Center in Orlando, Florida. Don't miss this opportunity to promote your company and their products and/or services to over 650 testing industry colleagues from various organizations within the testing community! Included in this audience, you will find test developers, test publishers, test sponsors, test delivery vendors, program managers, informational and educational technologists, training managers and users of educational employment, organizational, psychological and certification testing.

Sponsor benefits are allotted on a first come, first served basis, so please sign-up today!

About ATP

Established in 1992, The Association of Test Publishers is a non-profit organization representing providers of tests and assessment tools and/or services related to assessment selection, screening, certification, licensing, educational or clinical uses.

ATP members are pledged to promote and advance the integrity of assessment services and products and their value to society, and dedicated to the highest level of professionalism and business ethics within the test publishing community.

Platinum Sponsor Package

\$10,000

1. 10' x 15' exhibit space; will include skirted table, booth identification sign and two chairs
 - Exhibit space must be selected by September 15, 2005. Gold sponsors will have the opportunity to select their space beginning September 16, 2005. Exhibit space is based on a first come first served basis by date of sponsor contract.
2. One, one-hour educational session during the conference
 - Submit title, abstract (maximum 150 words), speaker names and speaker bios (maximum 250 words each)
 - Scheduled on a first come first served basis by receipt of session info. Must be received by September 15, 2005
 - Confirmation will be sent by November 21, 2005 with date & time of session
3. Five complimentary registrations
 - Up to \$725.00 value each
 - Must be submitted by November 1, 2005
4. One optional discounted hospitality suite for the duration of the conference
 - Rate: \$215 per night plus applicable taxes. These are one-bedroom suites which may be used as a combination sleeping room/hospitality suite.
 - Reservation name, credit card, check in and out dates due by January 1, 2006
5. First option to purchase add-on sponsorship opportunities
 - See Add-Ons page for selections
 - First option is valid through September 15, 2005
6. Company name appears in conference promotional brochure
 - Must be received by September 1, 2005
7. Company name and/or logo on conference signage and banners
 - Must be received by October 15, 2005
 - Company logo acceptable formats: 300dpi .eps, .jpg or .tif files
8. Company name appears on the back of the conference program/binder
 - Must be received by September 1, 2005
9. One 8" x 10" page advertisement in the conference program/binder
 - Camera Ready art or PDF (prefer zipped file)
 - Must be submitted by November 1, 2005
10. Company name on registration bag
 - Must be received by September 1, 2005, upon signing of contract
11. Option to host evening function at resort - not to conflict with times or themes of existing ATP events (Must have ATP approval and submit date, time, theme and location to Designing Events by November 1, 2005)
12. Company recognition at keynote presentations
13. Web link from the ATP Conference website to your company website, with name listed and linked from every page
14. Pre-conference mailing list
 - To be distributed January 6, 2006
15. Post-conference mailing list
 - To be distributed February 20, 2006
16. Conference bag stuffer
 - One item to be placed in each of 700 conference bags (i.e. cd, flyer, giveaway, etc.) subject to approval
 - Must be received at hotel on February 2 or 3, 2006

Contact Lauren Scheib at ATP with sponsorship questions: 866-240-7909

Gold Sponsor Package

\$5,000

1. 10' x 10' exhibit space; will include skirted table, booth identification sign and two chairs
 - Exhibit space may be selected beginning September 16, 2005. Platinum Sponsors have first choice of space through September 15, 2005.
2. Second option to purchase add-on sponsorship opportunities
 - See Add-Ons page for selections.
 - Options may be selected beginning September 16, 2005. Platinum Sponsors have first choice of add-ons through September 15, 2005. Add-Ons will be offered to Silver Sponsors beginning October 16, 2005
3. Three complimentary registrations
 - Up to \$725.00 value each
 - Must be submitted by November 1, 2005
4. Company name appears in conference promotional brochure
 - Must be received by September 1, 2005
5. Company name and/or logo on conference signage
 - Must be received by October 15, 2005, upon signing of contract
 - Company logo acceptable formats: 300dpi .eps, .jpg or .tif files
6. Company name appears on the back of the conference program/binder
 - Must be received by September 1, 2005
7. Company name on registration bag
 - Must be received by September 1, 2005
8. Web link from the ATP Conference website to your company website on the "2006 Conference Sponsors" page
9. Post conference mailing list
 - To be distributed February 20, 2006
10. Conference Bag Stuffer
 - One item to be placed in each of 700 conference bags (i.e. cd, flyer, giveaway, etc.), subject to approval
 - Must be received at hotel on February 2 or 3, 2006

Silver Sponsor Package

\$1,500

1. One complimentary registration
 - Up to \$725.00 value
2. Third option to purchase add-on sponsorship opportunities
 - See Add-Ons page for selections
 - Options may be selected beginning October 16, 2005. Platinum Sponsors have first choice of add-ons through September 15, 2005. Gold Sponsors have second choice of add-ons through October 15, 2005
3. Company name appears in conference promotional brochure
 - Must be received by September 1, 2005, upon signing of contract
4. Web link from the ATP Conference website to your company website on the "2006 Conference Sponsors" page
 - Must be received by September 1, 2005, upon signing of contract
5. Conference Bag Stuffer
 - One item to be placed in each of 700 conference bags (i.e. cd, flyer, giveaway, etc) subject to approval
 - Must be received at hotel on February 2 or 3, 2006

Sponsor Add-On Opportunities

All add-on opportunities will be offered on a first come, first served basis. Kindly make selections by December 1, 2005. Add-on opportunities listed below will be made available initially to the Platinum Sponsors to make selections by September 15. On September 16, 2005, Gold Sponsors will then be given the opportunity to select any remaining receptions. Silver Sponsors will be given the opportunity on October 16, 2005.

Meals: Monday, February 6, 2006

Lunch (Monday - Workshops) - \$2,000

One Available

▶ **Value: \$15,000**

Meals & Break: Tuesday, February 7, 2006

Continental Breakfast with Exhibits and Poster Sessions - \$2,000

One Available

▶ **Value: \$12,000**

Lunch (Tuesday - Peak Attendance) - \$2,800

One Available

▶ **Value: \$16,000**

Coffee/Snack Break (Tuesday Afternoon) - \$1,300

One Available

▶ **Value: \$4,500**

Meals: Wednesday, February 8, 2006

Continental Breakfast with Exhibits - \$2,000

One Available

▶ **Value: \$12,000**

Box Lunch - \$1,500

One Available

▶ **Value: \$12,000**

Sponsor Add-On Opportunities (cont.)

Receptions

Welcome Reception (Monday) - \$8,000

One Available (Option to work with ATP Meeting Management to promote your company throughout the event. ATP will provide signage at the reception. You are permitted to promote your company in other ways at your own expense during the event.)

▶ **Value: \$22,000**



Happy Hour and a Half (Tuesday) - \$8,000

One Available (Option to work with ATP Meeting Management to promote your company throughout the event. ATP will provide signage at the reception. You are permitted to promote your company in other ways at your own expense during the event.)

▶ **Value: \$22,000**

Additional Exhibit Space

Additional 10' x 10' Exhibit Space - \$3,000

Available to Platinum and Gold Sponsors only

Other

Key Cards - \$2,000 (plus cost of plastic keycards)

One Available

Get your logo and message out to attendees by sponsoring the hotel room keycards! Your design will be provided to all attendees who are guests within the hotel.

(Sponsor to work directly with plastic key card vendor to place order, submit artwork and ensure cards are compatible with hotel sleeping rooms. Sponsorship fees of \$2,000 does not include card expenses, shipping/handling, etc.)



Association of Test Publishers Sponsorship Agreement

The Association of Test Publishers ("ATP") is pleased to accept: ("Sponsor") _____ as a sponsor of The ATP 2006 Annual Conference, *Innovations in Testing* to be held February 6-8, 2006 at the Gaylord Palms Resort, Kissimmee, Florida.

In consideration of Sponsor's contribution of \$ _____ ATP agrees to put forth its best efforts to ensure that all Conference attendees and ATP members are aware of Sponsor's support of, and importance to, the success of the conference in accordance with the sponsorship level chosen below as detailed in the 2006 Conference "Sponsorship Opportunities" packet: (Choose one)

- _____ Platinum Sponsorship Level (\$10,000)
_____ Gold Sponsorship Level (\$5,000)
_____ Silver Sponsorship Level (\$1,500) *(Silver sponsors are not provided with exhibit space.)*

ADD-ONS: Check which opportunities you are interested in. Please order them numerically with #1 being the one you are most interested in. You will be contacted by Designing Events regarding your choices in the order in which your contract is received relative to other Gold and Platinum sponsors.

Meals: Monday, February 6, 2006

___ Lunch (Monday - Workshops) · \$2,000 · Value: \$15,000

Meals & Break: Tuesday, February 7, 2006

___ Continental Breakfast with Exhibits and Poster Sessions · \$2,000
· Value: \$12,000

___ Lunch (Tuesday - Peak Attendance) · \$2,800
· Value: \$16,000

___ Coffee/Snack Break (Tuesday Afternoon) · \$1,300
· Value: \$4,500

Meals: Wednesday, February 8, 2006

___ Continental Breakfast with Exhibits · \$2,000 · Value: \$12,000

___ Box Lunch · \$1,500 · Value: \$12,000

Receptions

___ Welcome Reception (Monday) · \$8,000 · Value: \$22,000

___ Happy Hour and a Half (Tuesday) · **NEW!** · \$8,000
· Value: \$22,000

Additional Exhibit Space

___ Additional 10' x 10' Exhibit Space · \$3,000
Available to Platinum and Gold Sponsors only.

Other

___ Key Cards for Hotel Rooms with Company Logo and/or message · \$2,000 plus the cost of the plastic keycards

Sponsor also agrees that sponsors themselves are responsible for all transport and security of exhibit materials to and from the Conference site and that ATP is not liable for any lost or damaged exhibit materials. Yes No

Authorized agent of sponsor (name): _____

Mailing address of agent: _____

Email of agent: _____ Phone: _____ Date: _____

Sponsor will send a check: Yes No (credit card information is below)

If yes, check #: _____

ATP accepts Visa MasterCard American Express

Card number: _____ Expiration date: _____

Name on card: _____

Sponsorship amount to charge: \$10,000 \$5,000 \$1,500

Add-On amount to charge: _____

Address for card if different from above: _____



I agree to the above terms and fees.

Signature: _____ Date: _____

Return completed form to the attention of Lauren Scheib

via fax to 717-755-8962 or mail to:

Association of Test Publishers, c/o Lauren Scheib,
2995 Round Hill Road, York, PA 17402

Questions?

Call Lauren Scheib at 866-240-7909
or contact via e-mail LscheibatATP@aol.com