2024 ATP ECPS Sponsorship Package

Sponsor 2024 ATP ECPS and have a voice in transforming psychometrics and assessment through generative AI.

Generative AI is transforming the assessment industry. By harnessing technology and automation, we can better address customer pain points by developing solutions that meet the diverse needs of our stakeholders. At this year's ATP Edtech and Computational Psychometrics Summit (ECPS), we will explore how AI-driven approaches are reshaping the education landscape, enabling us to develop accurate assessments for hard-to-quantify skills, improve product efficacy, as well as significantly increase efficiency and reduce development cost. Join industry experts in this transformative journey as we pave the way for the future of assessment and psychometrics.

ATP ECPS will be a two-day summit taking place virtually on June 4th & 5th. This year's summit will also include an option to attend a pre-summit workshop on June 3rd.

ATP Member $3,000 | Non-Member $3,500

Sponsor Benefits Include:

Marketing/Promotion:

• **Pre-Summit Registration List** *(one-time use)*
• **Post-Summit Registration List** *(one-time use)*
• **Logo and Company Description on Summit Webpage**
• **Conference App Listing**
• **Mention in Email** – Mention as a sponsor in an email to 9000+ industry professionals promoting the Summit

• **Social Media** – Logo to be included in one (1) LinkedIn post on ATP's LinkedIn
• **Mobile App Notification** – Company to be included in thank you to our Sponsors Push Notification
• **Mobile App Sponsored Post** – Sponsored post/promotional offer to be posted on the conference app

Branding:

• **Sponsor name in association with the Summit** (for example ATP EdTech and Computational Psychometrics Summit, sponsored by XXXXX)
• **Session Introduction Slide** – Company logo on the slide before the start of session

Registration: Three (3) complimentary registrations to the ECPS Summit

Sponsorship Add-On Opportunities*:

- **Live Presentation Sponsor Session: $1,000 (2 available)**
  This is a first come, first serve opportunity. It is a 45-minute lecture that provides a rounded perspective on a topic(s). These presentations include PowerPoint presentations.

- **Commercial or Logo during breaks: $250 or $500 per break**
  Company to provide commercial break content or logo is displayed over an onscreen break timer
  - $250/break for 15-minute break (5 available)
  - $500/break for 30-minute break (1 available)

- **Mention in the Post-Event Email: $100** (3 available)
  A post-event email thanking all attendees and sponsors (includes logo). Email can include up to three sponsors.

*These opportunities are only available for sponsoring organizations to add to their sponsor package.

2024 ECPS Sponsorship Application

The Association of Test Publishers (ATP) is pleased to accept _____as a sponsor of the 2024 *ATP ECPS Summit.* In consideration of the Sponsor's contribution as described below, ATP agrees to put forth its best efforts to ensure that all Summit delegates and ATP members are aware of the Sponsor's support of and importance to the success of the Summit in accordance with the sponsorship package as detailed in this Sponsorship Opportunity document.

ECPS Sponsor ☐ $3,000 ATP Member ☐ $3,500 Non-Member

ECPS Sponsor Add-Ons:

- **Commercial or Logo during breaks:** ☐ $250 for 15-minute break for ☐ $500 for 30-minute break
- **Mention in Post-Event Email:** ☐ $100
- **Live Presentation Sponsor session** (2 available) ☐ $1,000

Sponsor Contact (print name):_____
Organization (as it should be listed on materials):_____
Street Address:_____
City:_____ State/Province:_____Postal Code:_____ Country: _____
Phone:_____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 – checks are also accepted.]*

**Return the completed form to the attention of Erin Highlander Williams at
erin.williams@testpublishers.org , or by mail to: 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 this signed agreement.
Cancellation Policy: *A $100.00 administrative processing fee will be applied to all cancellations. If cancellation is requested by May 15th, 2024, the Sponsor will receive a 50% refund of the fee, minus the processing fee. Cancellations submitted after May 15th, 2024 are non-refundable.*