

## **ATP EdTech and Computational Psychometrics Summit (ATP ECPS) Sponsorship Opportunities**

Sponsor the first ATP ECPS and explore EdTech and Computational Psychometrics through Building Equitable Pathways to Achievement. The summit will focus on how rapid societal changes are accelerating the need for equitable access to education and assessment. No two learners' journeys are alike. By broadening access to education and professional opportunities, applications in AI, machine learning, and theory-driven computational psychometrics are allowing assessment providers to better serve the wide-ranging needs of learners. In this summit, leading experts in the field will discuss how education technology and the discipline of computational psychometrics are helping narrow the opportunity gap and building achievement pathways.

ATP ECPS will be a two-day summit taking place virtually on December 3rd from 11:00 AM EST to 3:45 PM EST and December 4th from 11:00 AM EST to 3:45 PM EST.

## Champion Package

**\$4,500**

### Networking:

- **Sponsor Peas in a Pod Conversation** – an informal conversation with fellow conference attendees who share common interests. There are no projectors or slides. This is all about direct engagement and exploration of ideas. Each Peas in a Pod 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 choose the topic and what your experience has been on the subject matter. The following rules apply to hosting a Peas in a Pod Discussion:
  - No product or service demonstrations
  - No presentations
  - Personable staff member for leading a discussion
  - The goal is to encourage conversation amongst all participants
- **Sponsor Demonstration on 1 day of the event (“Hot Topic Demos”)** – demonstration or presentation showcasing the latest technologies, products, services, or solutions in the testing industry. Each Demonstration will need to be 5 minutes
- **Networking Roundtable Event with Sponsors** – roundtable discussion following demo to allow attendees to ask questions or discuss your product or service presented in your “Hot Topic Demo”

### Marketing/Promotion:

- **Pre-Summit Registration List\***
- **Post-Summit Registration List\***
- **Logo and Company Description on Summit Webpage**
- **Conference App Listing** – Company, link and 50-word description included on app
- **Mention in Email** – Mention as a sponsor in emails to 4000+ industry professionals promoting the Summit
- **Social Media** – Logo to be included in two (2) posts on ATP social media (LinkedIn and Twitter)
- **Push Notifications** – Company to be included in thank you to our sponsors push notifications
- **Activity Stream Post** – Sponsored post/promotional offer to be posted on the app activity stream
- **30-Second Commercial** – Sponsor commercial to play before one session during event and included on the on-demand version once available to attendees. Sponsor is responsible for creating, editing and providing commercial to Designing Events

### Branding:

- The name of the sponsor in association with the Summit (for example: ATP EdTech and Computational Psychometrics Summit, sponsored by XXXXX)
- **Session Introduction Slides** – Company logo on slide before start of session
- **App Cover** – Company logo featured on cover of the event app

### Registration:

- Two (2) complimentary registrations to Summit

## Supporter Package

**\$3,000**

### Networking:

- **Sponsor Peas in a Pod Conversation** – an informal conversation with fellow conference attendees who share common interests. Pods do not include presentations. There are no projectors or slides. This is all about direct engagement and exploration of ideas. Each Peas in a Pod 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 choose the topic and what your experience has been on the subject matter. The following rules apply to hosting a Peas in a Pod Discussion:
  - No product or service demonstrations
  - No presentations
  - Personable staff member for leading a discussion
  - The goal is to encourage conversation amongst all participants
- **Sponsor Demonstration on 1 day of the event (“Hot Topic Demos”)** – demonstration or presentation showcasing the latest technologies, products, services, or solutions in the testing industry. Each Demonstration will need to be 5 to 7 minutes.
- **Networking Roundtable Event with Sponsors** – Roundtable discussion following demo to allow attendees to ask questions or discuss your product or service presented in your “Hot Topic Demo”

### Marketing/Promotion:

- **Pre-Summit Registration List\***
- **Logo and Company Description on Summit Webpage**
- **Conference App Listing** – Company, link and 50-word description included on app
- **Mention in Email** – Mention as a sponsor in emails to 4000+ industry professionals promoting the Summit
- **Social Media** – Logo to be included in two (2) posts on ATP social media (LinkedIn and Twitter)
- **Push Notification** – Company to be included in thank you to our sponsors push notifications

### Branding:

- The name of the sponsor in association with the Summit (for example: ATP EdTech and Computational Psychometrics Summit, sponsored by XXXXX)
- **Session Introduction Slides** – Company logo on slide before start of session
- **App Cover** – Company logo featured on header on the event app

### Registration:

- One (1) complimentary registration to Summit

\* 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 Application

The Association of Test Publishers (ATP) is pleased to accept \_\_\_\_\_ (sponsor) as a sponsor of the *ATP EdTech and Computational Psychometrics Summit*, to be held virtually December 3rd from 11:00 AM EST to 3:45 PM EST and December 4th from 11:00 AM EST to 3:45 PM EST. In consideration of 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 Sponsor's support of and importance to the success of the Summit in accordance with

**Champion Package**  \$4,500

**Supporter Package**  \$3,000

**Total Due \$** \_\_\_\_\_

\*Fees are due within 30 days of signing

the sponsorship package as detailed in this Sponsorship Opportunity document.

Sponsor Contact (print name): \_\_\_\_\_

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

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

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

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

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

### Payment Method:

\_\_\_\_\_ I will send a wire transaction.

\_\_\_\_\_ A check made payable to 'ATP' is enclosed.

\_\_\_\_\_ Please send invoice to the contact above.

\_\_\_\_\_ I would like to pay by credit card (please email [adidwall@designingevents.com](mailto:adidwall@designingevents.com) for details).

**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.