



2021



Unfinished Learning?
Generation Interrupted



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

Sponsor the second ATP ECPS and explore EdTech and Computational Psychometrics through Unfinished Learning: Generation Interrupted. In the past year, we have witnessed the disruption of education and assessment on a global scale. The downstream effect is a significant loss of opportunities and human potentials. The impact is felt across K-12, higher education, and the workforce development sectors. As the traditional paradigm is challenged, education technology offers a potential solution. What role can edtech play to foster learning? Will the use of technology help more people succeed? In this Summit, experts in the measurement, education, and technology industries will discuss how edtech and computational psychometrics are improving learning outcomes. Join the conversation and rethink learning.

ATP ECPS will be a two-day summit taking place virtually on December 8th from 11:00 AM EST to 4:45 PM EST and December 9th from 11:00 AM EST to 4:00 PM EST.



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Champion Package

ATP Member \$4,500
Non-Member \$5,000

Networking:

- **Sponsor Peas in a Pod Conversation** – this is a first come, first serve opportunity. It is an informal conversation with fellow conference attendees who share common interests. 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 or slides
 - Personable staff member for leading a discussion
 - The goal is to encourage conversation amongst all participants
- **Sponsor Demonstration on 1 day of the event (“EdTech Demos”)** – demonstration or presentation showcasing the latest technologies, products, services, or solutions in the testing industry. Each Demonstration will need to be 5 minutes.
- **Host Sponsor Networking Event** – host an event of your choice (fun, engaging topic/event) during the networking time of the conference – **December 8, 2021 3:45pm – 4:45pm EST**. Sponsor is responsible to organize and host event. This event can be public to all attendees or private, invite-only. ATP to promote on email to attendees, list on the schedule of the conference platform 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...”).

Marketing/Promotion:

- **Pre-Summit Registration List***
- **Post-Summit Registration List***
- **Logo and Company Description on Summit Webpage**
- **Conference App Listing** – Includes Logo, link and 50-word company description. Sponsor has the option to provide contact information, social handles, custom call-to-action button, a cover image, up to 3 downloads and up to 6 media files
 - **Analytics** include number of views & number of times the listing is bookmarked as a favorite – analytics will be distributed two weeks post-conference.
- **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 notification
- **Activity Stream Post** – Sponsored post/promotional offer to be posted on the app activity stream
- **30-Second Commercial or Holding Slide** – Sponsor commercial/slide to play at the start of 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



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

Supporter Package

Networking:

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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

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”.



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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 8th from 11:00 AM EST to 4:45 PM EST and December 9th from 11:00 AM EST to 4:00 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 the sponsorship package as detailed in this Sponsorship Opportunity document.

Champion Package \$4,500 ATP Member
 \$5,000 Non-Member

Supporter Package \$3,000 ATP Member
 \$3,500 Non-Member

Total Due \$ _____

**Fees are due within 30 days of signing*

Sponsor Contact (print name): _____

Organization (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 – checks are also accepted.]*

Return completed form to the attention of Lauren Scheib via fax at +1-717-755-8962, email to 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.