



Advancing Human Capital with Assessments

27 - 29 September 2017



Grand Hotel Huis ter Duin

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 to The Netherlands as a Sponsor of the ninth annual E-ATP Conference, *Advancing Human Capital with Assessments!* The Conference will be held 27 – 29 September, 2017 at the very lovely Grand Hotel Huis ter Duin in Noordwijk, The Netherlands!

The E-ATP conference – offering innovative ideas and high quality content – is now in its ninth 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 Gaining Advantage Through Assessment Conference facilitates the exchange of ideas, best practices, and innovative technologies between delegates and sponsors -- helping both to identify and realize business development opportunities, cutting-edge research, and industry innovation.

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 2017 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. We look forward to seeing you in The Netherlands!

Warmest Regards,

A handwritten signature in black ink, appearing to read 'William G. Harris'.

William G. Harris, Ph.D.
Chief Executive Officer
Association of Test Publishers

Sponsorship Opportunities

Sponsorship packages are enhanced with a point system. Buy a sponsorship package and receive a number of points which can be used to build a custom package!

All fees are collected in EUR.

	Gold Level	Silver Level	Bronze Level
	ATP Member: €5,000.00 ATP Non-Member: €7,000.00 *Take 5% off for 2nd conference or ATP multi-region members	ATP Member: €3,000.00 ATP Non-Member: €5,000.00 *Take 5% off for 2nd conference or ATP multi-region members	ATP Member: €1,800.00 ATP Non-Member: €3,800.00 *Take 5% off for 2nd conference or ATP multi-region members
Logo on Programme Cover	√		
Logo on Home Page of E-ATP Conference Website with Link to Sponsors Website	√		
Recognition at Keynote Presentations in Looping PPT Presentation	√		
Use of shared conference room for private meetings throughout conference. To be limited and scheduled through event staff as available.	√		
Promotion on Sponsors Page of Conference Website	Logo, link and 50 word description	Logo, link and 50 word description	Logo
Promotion within Conference App (logo to be included in programme book)	Logo and 50 word description	Logo and 50 word description	Logo
Pre-conference Attendee List, Distributed 28 August 2017 (one-time use)	√	√	√
Complimentary Conference Registrations	4	3	2
Points for Additional Benefits	8	4	2

**To be eligible for this rate, company must have sponsored Innovations 2017 or be a multi-region member. The discount will be applied to only one of these categories.*

IMPORTANT NOTICE ABOUT THE USE OF ATP E-MAIL AND MAILING 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. 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 "unsubscribing." 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.

E-ATP 2017 Conference sponsors have the opportunity to tailor packages based on individual sponsorship. Each sponsor level includes a pre-determined number of points that can be used to 'purchase' additional sponsor benefits below.

Note: Points are not transferable.

Additional Benefits	Point Value**
Conference Bag Flyer Insert	1
Half-Page Advertisement in Conference Programme <i>Specifications: 148mm x 105mm camera-ready or PDF; Due: 24 July, 2017</i>	1
Full-Page Advertisement in Conference Programme <i>Specifications: 148mm x 210mm camera-ready or PDF; Due: 24 July, 2017</i>	2
3m x 3m Exhibit Space + option to purchase one (1) exhibit staff pass for €150	3
Post-conference attendee list distributed 5 October, 2017 (one-time use)	2
Option to Host Private Special Event <i>(Cost of event is separate; Sponsor must let E-ATP know of event time and date by 3 August, 2017; Event may not exceed 3 hours. Any group exceeding 10 people is required to use points for their gathering. In Addition, the event cannot conflict with programme events. Private events may not confirm plan until after 6 July, 2017. Questions? Contact Pamela Patel at PammPatel@gmail.com.)</i>	3
Option to Host Morning Fitness Walk <i>Host a morning fitness walk on the grounds of the Grand Hotel Huis ter Duin.</i>	3
Option to work with Hotel for Delegate Room Drop (cost of room drop is separate)	3
Option to Host a 30-Minute Sponsor Session	3
Sponsor Spotlight in Conference Marketing E-Mail <i>(sent to more than 4,000 industry professionals; includes logo and 50-word description; limited number available on a first-come, first-served basis)</i>	3
Special VIP Invitation <i>(designed and printed by sponsor) Distributed to 10 attendees of sponsors choice at registration inviting them to visit sponsor's booth or other custom message.</i>	3

****The items above may be purchased at the following cost:**

For every 1 point = ATP Member: €750; ATP Non-Member: €1000

Additional Opportunities (All fees are collected in EUR)

All Additional Opportunities are offered on a first-come, first-served basis.

One Promotional Seat Drop for Each Delegate during Plenary Session €500 (3 Available)

Item to be distributed shall be provided by sponsor

Dutch-Themed Photo Opportunity € 2000 (1 Available)

A Dutch-Themed Photo Opportunity with your logo and ATP's logo

Conference Bag Sponsorship € 2000 (1 Available)

Have your logo/message advertised along with E-ATP on the conference bags.

Coffee Breaks Sponsorship €2000 (1 Available)

Your logo/message will be promoted during all coffee breaks on signage and in the on-site programme book as the Coffee Break Sponsor.

Conference Lanyard Sponsorship € 2000 (1 Available)

Sponsor the conference lanyards and have your logo/message displayed around the neck of every delegate.

Lunch Sponsorship Opportunities (1 Available for lunch on Wednesday and Thursday for each item below)

Your logo/message will be promoted during the lunch on signage and in the on-site programme book as the Lunch Sponsor.

Food €1000

Beverages €750

Napkins (provide napkins with your logo on them) €500

Flash Drive Sponsorship € 2500 (1 Available)

Put your logo/message on an item the delegates are sure to use at the conference and afterwards.



Sponsorship Application

The Association of Test Publishers (ATP) is pleased to accept _____ (sponsor) as a sponsor of the 2017 European ATP (E-ATP) Conference, ("Conference"), to be held 27–29 September 2017 at the Grand Hotel Huis ter Duin in Noordwijk, The Netherlands. 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 level chosen below as detailed in this Sponsorship Opportunities document.

Choose one below:

Gold Level (8 Points)

_____ Member: €5,000 _____ Non-Member: €7,000 _____ 2nd Conference: €4,750 Mem/€6,650 Non-Member
 _____ Multi-Region Member: €4,750

Silver Level (4 Points)

_____ Member: €3,000 _____ Non-Member: €5,000 _____ 2nd Conference: €2,850 Mem/€4,750 Non-Member
 _____ Multi-Region Member: €2,850

Bronze Level (2 Points)

_____ Member: €1,800 _____ Non-Member: €3,800 _____ 2nd Conference: €1,710 Mem/€3,610 Non-Member
 _____ Multi-Region Member: €1,710

Additional Points – 1 pt =ATP Member: €750; Non-Member: €1,000

I would like to purchase _____ points.

Subtotal: € _____

Please tell us how you would like to use your points:

- _____ 1 Pt Conference Bag Flyer Insert
- _____ 1 Pt Half-Page Advertisement in Conference Programme
- _____ 2 Pt Full-Page Advertisement in Conference Programme
- _____ 3 Pt 3m X 3m Exhibit Space
- _____ 2 Pt Post Conference Delegate List
- _____ 3 Pt Sponsor Spotlight in Conference Marketing E-Mail
- _____ 3 Pt Option to host Private Special Event
- _____ 3 Pt Option to host Morning Fitness Walk
- _____ 3 Pt Option to work with Hotel for Delegate Room Drop
- _____ 3 Pt Option to host a 30 minute Sponsor Session
- _____ 3 Pt Special VIP Invitation

IMPOTANT NOTICE FOR EXHIBITORS:

ATP would like to remind exhibitors that exhibits must be staffed continuously during the scheduled exhibit hours. All transportation and security of exhibit materials to and from the Conference is the responsibility of the exhibitor and ATP is not liable for any lost or damaged exhibit materials. Thank you.

Additional Opportunities:

_____ Seat Drop for Plenary Session €500 _____ Lunch Sponsorship (Napkins) €500 _____ Lunch Sponsorship (Beverages) €750 _____ Lunch Sponsorship (Food) €1,000	_____ Coffee Break Sponsorship €2,000 _____ Conference Lanyards €2,000 _____ Conference Bags €2,000 _____ Dutch-Themed Photo Opportunity €2,000 _____ Flash Drives €2,500
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Total Due: € _____ (All Additional Opportunities are offered on a first-come, first served basis.)

Sponsor Contact (print name): _____
 Organisation (as it should be printed in promotional materials): _____
 Address: _____ City: _____ State/Province: _____
 Postal Code: _____ Country: _____ Phone: _____
 Email: _____

_____ Check made payable to "ATP" is enclosed
 _____ Please charge my credit card _____ Master Card _____ Visa _____ American Express
 Credit Card Number: _____ Exp Date: _____ CVV: _____
 Name on Card: _____
 Billing Address (if different from above): _____

 Authorized Signature: _____

Please return completed form to the attention of Pamela Patel electronically to PammPatel@gmail.com, or by mail to: Association of Test Publishers c/o Pamela Patel 2995 Round Hill Road York, PA 17402 USA

Cancellation Policy: All cancellations are assessed a €100.00 fee for administrative processing. If cancellation is within 5- 6 months of Conference, Sponsor will receive 100% of fee returned, minus the processing fee. If cancellation is within 3 – 4 months of Conference, Sponsor will receive 50% of fee returned minus the processing fee. If cancellation is within 2 months of Conference, Sponsor fee is non-refundable.