



TRANSFORMING ASSESSMENTS

Challenge. Collaborate. Inspire.

25-27 SEPTEMBER | MADRID, SPAIN

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 Spain as a Sponsor of the eleventh annual E-ATP Conference, ***Transforming Assessments: Challenge. Collaborate. Inspire.*** The Conference will be held 25 – 27 September, 2019 at the very lovely Meliã Castilla Hotel and Convention Center in Spain!

The E-ATP conference – offering innovative ideas and high quality content – is now in its eleventh 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 **Transforming Assessments** facilitates learning together how to keep pace with the innovations emerging in the industry and regrounding ourselves in the basics so that we can leverage both, together, to lead the transformation in assessment.

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 2019 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 Spain!

Warmest Regards,

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: €5,500.00 ATP Non-Member: €7,500.00	ATP Member: €3,500.00 ATP Non-Member: €5,500.00	ATP Member: €2,050.00 ATP Non-Member: €4,050.00
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	√		
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 Delegate List, Distributed once 30 August 2019 and again on 13 September 2019 (one-time use of each)	√	√	√
Complimentary Conference Registrations	4	3	2
Points for Additional Benefits	8	4	2

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. ATP must provide attendees with the option to not be included in the lists provided to sponsors. Sponsors will receive a list of all attendees as described for all who do not opt out of this process. 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 “unsubscribe.”** 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 2019 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	1
Full-Page Advertisement in Conference Programme	2
Post-conference delegate list distributed 30 September, 2019 (one-time use)	2
3m x 3m Exhibit Space + option to purchase one (1) exhibit staff pass for €200 (Click here to see the current exhibit space available)	3
Option to Host Private Special Event <i>Host an onsite private evening event for 10 or more individuals. [Cost of room rental and all other associated costs to be paid for by sponsor, event cannot conflict with E-ATP Programme] No points are needed to hold an <u>offsite</u> private evening event for 10 or more individuals – but sponsors must sign and submit liability waiver – see page 6. The event cannot conflict with E-ATP programme and E-ATP must be notified of the date, time and location of the event.</i>	3
Option to work with Hotel for Delegate Room Drop (cost of room drop is separate)	3
Option to Host a 60-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 or Gift <i>(Created and produced by sponsor) Distributed to 10 delegates of sponsor’s 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: €1,000

Additional Opportunities (All fees are collected in EUR)

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

Seat Drops for One Plenary Session €500 (3 Available)

Provide an item of your choice to every delegate at one of the plenary sessions! Item to be distributed shall be provided by sponsor.

Coffee Breaks Sponsorship €2,000 (1 Available)

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

Conference Lanyard Sponsorship € 2,000 (1 Available)

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

Keycard Sponsorship € 2,000 (1 Available)

Keycards for delegate hotel rooms are imprinted with company logo and/or message. Sponsor to work directly with the vendor to place the order. Fee includes right to sponsorship and does not include expenses such as production, shipping/handling, etc.

Thursday Lunch Sponsorship € 2,250 (1 Available)

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

Conference Bag Sponsorship € 2,500 (1 Available)

Have your logo/message advertised along with E-ATP on the conference bag to be carried by every delegate.

Conference Programme App Sponsorship €3,500 (1 Available)

Be a powerful presence at E-ATP 2019. Sponsor prominently promoted within downloadable programme guide application used by delegates.

- Banner on app homepage co-branded with E-ATP
- One push notification per day of the conference
- One sponsored post to appear in app activity stream
 - Includes a picture, caption, and website link
 - Post is moved up to the top of the activity stream once per day of the conference
- Company promotion of app sponsorship in printed programme

Meeting Space Wi-fi Sponsorship € 3,500 (1 Available)

Sponsor the official conference wi-fi and be sure every delegate knows your company's name! The E-ATP wi-fi password will be customized to promote your company. This sponsor will also be recognized on conference signage, delegate emails prior to the conference, and in the hotel welcome letter distributed to all delegates.



Sponsorship Rules

Events:

- Events: defined as gatherings of 10 or more people
- Sponsored Offsite Events are gatherings of 10 or more people held at a location that is not on the resort/ conference property, and which requires signing the Liability Waiver Agreement on your sponsorship contract.
- Sponsored Onsite Events: Sponsors must use 3 sponsor benefit points in order to host any onsite event. This event cannot conflict with E-ATP scheduled events, all costs associated with the event including room rental fees will be paid for by the sponsor. In return – E-ATP will authorize the property management to release rooms or outside meeting areas required by the sponsor and that are not being utilized by the ATP conference.

ATP Intellectual Property:

ATP's name and logo is not permitted on any sponsorship materials or emails. This includes all advertising in the printed programme and mobile app. The reason is that when the ATP logo is used, it can be misconstrued as an ATP endorsement of a particular product, service or organization, or it can be misconstrued as a certification of a product, service or organization. ATP is not a certifying body. This prohibition should not be confused with approved Conference Branding, which will be made available by the ATP Conference Marketing Committee and approved in taglines in social networking or other electronic or print communications directly promoting the conference.

Emails and Attendee Contact 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. ATP must provide attendees with the option to not be included in the lists provided to sponsors. Sponsors will receive a list of all attendees as described for all who do not opt out of this process. 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 "unsubscribe."** 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.

Exhibit Space Parameters:

Each sponsor must abide by exhibit space parameters. All booth materials including backdrops must fit within your 3mx3m exhibit space.

Giveaways:

All sponsor giveaways that are not indicated in your sponsorship contract must remain within your booth inside the exhibit hall. Items may not be distributed throughout the meeting space. This includes flyers or any other information promoting a sponsor event or activity.

Inserts:

Attendee conference bag insert parameters: if you decide to do a paper flyer bag insert, it must be no larger than an 8.5"x11" (215.9 mm x 279.4 mm) and may be double sided.

Purchased Exhibitor Passes Only:

Purchased exhibitor passes are staff passes that provide access to the exhibit hall and meals only; no access to educational sessions.

- Sponsors who select exhibit space with their points have the option to purchase one (1) exhibitor pass for €200.

Guest Passes:

The guest pass is not an exhibitor pass. It is intended for family members attending the conference so that they may share cocktail events and meals with the registered delegate.

Liability Waiver Agreement for Sponsor-run Events

Based on execution of this Liability Waiver Agreement (“Agreement”), _____
Company hereby releases the Association of Test Publishers and Designing Events (collectively, “ATP”) from all liability or losses that may arise from any Company-sponsored event, which occurs during the E-ATP Conference. - Further, Company agrees to indemnify and hold ATP harmless from and against any claims, actions, suits, damages, costs and reasonably attorneys’ fees that arise out of any such Company-sponsored events.

By signing below, Company acknowledges that it has read and understands the terms and conditions of this Agreement, including the Sponsorship Rules on page 5 of this prospectus. Company also agrees to provide the date, time, location, and method of transportation to be utilised for the event by 16 August 2019.

Name: _____

Signature: _____

Position: _____

Company Name: _____

Date: _____

ATP Privacy Policy

Effective: February 15, 2018

The Association of Test Publishers (“ATP”) takes your privacy seriously. This Privacy Policy sets out how we obtain, store, and use your personal information when you use or interact with our various websites, www.testpublishers.org, www.innovationsintesting.com, www.eatpconference.com, or <http://www.leadingtheconversation.org>, or where we otherwise obtain or collect your personal information. Please read this Privacy Policy carefully. We recommend that you print a copy of this Privacy Policy and any future versions in force from time to time for your records.

Statement of Data Privacy

The ATP is the international trade association for test publishers and other service providers related to the testing industry. It hosts the Europe-ATP (E-ATP) Conference, the Innovations Conference, and other similar ATP-hosted events, for which registration and information is available on one or more of the identified ATP websites. In that regard, the ATP collects certain personal data from members, non-members, speakers, sponsors, and attendees, whether those individuals are residents of the EU or from any other country, including the United States. The ATP may also collect personal information from visitors to these websites.

This personal information includes, but is not limited to, your name, position, company, email address, physical address, and telephone number. The ATP uses this data for specific informational communications and marketing activities related to the E-ATP Conference, the Innovations Conference, other ATP-sponsored events, as well as for future ATP marketing campaigns. We may share your data with event sponsors and other attendees, but we will not provide it, or sell it, under any circumstances to any third party who is unrelated to ATP. This Privacy Policy provides an overview of how we obtain, store and use your personal information. It is intended to provide a general overview and answer questions you may have about specific privacy issues.

The ATP Privacy Policy applies to all members and non-members who register for the E-ATP Conference, the Innovations Conference, or other ATP-sponsored events, regardless of where they reside, or have other dealings with the ATP that results in the collection of personal information. However, if you reside in the European Union (“EU”), this explanation and summary of the Policy is specifically designed to meet the requirements of the EU General Data Protection Regulation (“GDPR”), which becomes effective on May 25, 2018.

Specific Information about the ATP Privacy Policy

The ATP Privacy Policy is described here in a concise, transparent, intelligible, and easily-accessible form. It is set forth in a series of specific components describing how the ATP Privacy Policy operates and how it meets certain privacy rights.

Identity of the Data Controller

The ATP is the data controller – the entity that collects and processes personal data, or arranges for such actions taken on its behalf by its agents. The ATP is responsible for deciding the purposes for which personal information is used and processed, and the means by which such processing is done. Thus, it is the ATP’s responsibility to inform you in advance of the processing of your personal information. You may contact the ATP by writing to Lauren Scheib, Chief Operating Officer, 601 Pennsylvania Avenue, N.W., Suite 900, Washington, DC 20004, or sending an email to lauren@testpublishers.org.

How does the ATP collect or obtains your information?

The ATP collects your information: (1) when you join the association; (2) when you have provided it to us by registering for a previous Conference or event, or when you register for this upcoming Conference on this website; (3) when you submit a proposal to speak at an ATP conference; or (4) when you contact the ATP on one of our websites or at its email address. In other situations, your organization or another individual (e.g., a co-presenter) may provide the ATP with your personal information; if that occurs, the ATP will notify you that your personal information has been shared and give you the opportunity to consent or not. In other instances, the ATP will collect your information when you purchase an ATP publication from our bookstore. Finally, the ATP may use cookies to track your use of our websites (see Use of Cookies below).

What personal information do we collect?

The ATP collects your name, company, title or position, email address, physical address, telephone number, and general demographic information. The ATP also may use cookies to collect the IP address of the computer you are using (see Use of Cookies below).

If you register to attend the E-ATP Conference, the Innovations Conference, or any other ATP event for which registration is required using one of our websites, or you purchase a publication from the ATP bookstore, you will be directed to a separate secure location where you will provide your payment card information. That payment card information is NOT collected, stored, or retained by the ATP after you make such payment.

What are the legitimate interests we have for collecting/using your personal information?

The principal basis on which we collect and use your information is when you give us your affirmative consent. However, when you register for a Conference or other ATP event, or make a purchase through our bookstore, the ATP has a legitimate basis beyond consent to collect your personal information in order to provide you with the goods or services that you expect us to deliver, which depends upon us having and using your personal information. Once you have a formal relationship with us, the ATP also obtains a legitimate interest in providing you with timely information about upcoming events and/or products in which you may have an interest; so, to better serve you, we will market or promote those events/products to you. Thus, depending on the precise situation, the ATP may rely on one of these legitimate basis in collecting your personal information.

How do we use your personal information?

The ATP uses your personal information for administrative and business purposes particularly to contact you about the E-ATP Conference, the Innovations Conference, or another ATP-sponsored event, or to process purchases you make on our websites. We may also use personal information to send out industry surveys to improve our representation of the testing industry and to improve our websites, as well as for advertising and analytical purposes (e.g., monitoring/analyzing visitors to the websites). Additionally, the ATP permits you to access various social media networks through our websites (e.g., Facebook, Twitter, LinkedIn). You need to be aware that if you decide to access such social media through the ATP websites, your information will be available to those services.

Disclosure of your personal information to third parties.

The ATP discloses your personal information to the extent necessary to fulfill our obligations to you if you register to attend the E-ATP Conference, the Innovations Conference, or other ATP-sponsored event (i.e., to link you to the secure payment third party website the ATP uses to handle payment for your registration). A related use of the personal information of conference attendees is to share that information with third-party sponsors, who are usually industry vendors that may contact you. The ATP has found that in general this type of disclosure is appreciated by conference attendees; however, we have adopted a policy that entitles you to consent to that disclosure in advance and/or to direct us not to include you in that sharing, as well as enabling you to withdraw that consent.

Questions? Contact Lauren Scheib with ATP at +1-717-755-9747 or LScheibatATP@aol.com

Do we sell personal information to third parties?

No, the ATP will never sell your personal data to any third party that is unrelated to the organization (i.e., who is not a sponsor of the E-ATP Conference, the Innovations Conference, or similar ATP-hosted event).

How long will we retain your personal information?

The ATP does not retain personal information longer than is necessary, taking into account any legal obligations we have (e.g., to maintain records for tax purposes), as well as any other legal basis we have for using your personal information (e.g. your consent, performance of services to you and/or your employer as an ATP member, or our legitimate interests as an international trade association). *Your information that we use for marketing purposes will be kept until you notify us that you no longer wish to receive this information*

How do we secure your personal information?

The ATP uses contractors and/or subcontractors who employ commercially available and generally accepted technical and organizational measures to protect personal data against loss, misuse, or alteration during its transmission, storage, and processing. ATP's eventual processor of personal data is certified under the EU-US Privacy Shield. Moreover, only authorized ATP contractors are granted access to your personal information, and only where it is necessary to the conduct of their business operations on behalf of the ATP. In reality, we note that no method of securing personal information transmitted over the Internet, or method of electronic storage is 100% secure. Therefore, the ATP cannot guarantee the absolute security of any personal information. If you have any questions about security on our websites, you can contact us.

Use of cookies

We use cookies, and similar information-gathering technologies (e.g., web beacons), on our websites for the purpose of remembering users' settings (e.g. language preference), for individual authentication, for analyzing visitors to the website, and to improve future web services to you if you return to our websites. If you continue to use this website, we will require that you consent to the use of cookies (see below); you are free to delete our cookies. You should be aware that you can control the use of cookies at the individual browser level; if you reject cookies, you may still use our site, but your ability to use some features or areas of our websites may be limited.

Do we transfer your personal information outside of the European Economic Area?

Yes, the ATP generally transfers your personal information to the United States in order to process it (e.g., handle and follow up on your Conference registration), as well as to store the information for future use (e.g., to market the next Conference). When the ATP transfers personal data, we take all reasonable steps to ensure that the information is protected, including protection by contractors and/or subcontractors, and to ensure that your information is not shared in any manner that is inconsistent with this Privacy Policy. Other primary entities that receive your personal information are the event management company with which the ATP contracts to manage the Innovations Conference, the E-ATP Conference, and other ATP-sponsored events, which in turn uses an event application entity certified under the EU-US Privacy Shield, for receiving, storing, and processing personal data of registrants, attendees, speakers, and others.

What are your rights?

Your rights in relation to your personal information are to: (1) be informed about its use; (2) have access to your information; (3) correct your personal information; (4) have your personal information deleted; and (5) restrict how we use your personal information. You also have the right to have your personal information ported to others; however, because the ATP's use of your personal information is limited to individual registration (e.g., for Conferences and other events, as speakers at ATP events, and/or as an event sponsor) and marketing activities related to the E-ATP Conference, it is not technically feasible for the ATP to honor such a request because we are not able to exchange that information with another entity with which we have no direct interface or any reason to exchange data. You are also entitled to know if the ATP is using any automated decision-making (including profiling); the ATP does not use any such automated technologies in the processing of your personal information.

How to exercise your rights regarding the collection and use of your personal information

You have the right to withdraw your consent at any time during use of this website or by emailing the ATP at lauren@testpublishers.org. However, any data processing performed by the ATP prior to your withdrawal of consent cannot be undone.

You also have the right to object to the ATP's collection and/or use of your personal information, or to request access to your information as well as to request that we correct any information we have or to remove you from our records. If your personal information changes (e.g., zip code, phone, email or postal address), you can change online, physical contact, and other information by contacting ATP as shown above. If you wish to correct/update/delete information or no longer desire to receive information from ATP, you can notify us by using any of the information in the Contact section of this policy. We will respond to your request to access within 30 days.

You may file a complaint with the ATP by emailing us at lauren@testpublishers.org, and the ATP will respond without undue delay, within at least 30 days unless we inform you that additional time will be required. In addition, you have the right to file a complaint with your relevant Supervisory Authority (i.e., Data Protection Authority).

How does the ATP obtain your consent?

At the end of this Privacy Policy, you will be asked to indicate your affirmative consent agreeing to its terms and conditions, and thereby allowing the ATP to collect and use your personal information.

Affirmative Consent

I have read the above information presented by the ATP about its Privacy Policy, including the Use of Cookies. I hereby give affirmative consent to the ATP to collect and use my personal information. I am aware that I have the right to withdraw my consent at any time with effect for the future, by e-mail to lauren@testpublishers.org or in writing to the ATP at its mailing address: 601 Pennsylvania Avenue, N.W., Suite 900, Washington, DC 20004.

Sponsorship Application

The Association of Test Publishers (ATP) is pleased to accept _____ (sponsor) as a sponsor of the 2019 European ATP (E-ATP) Conference, ("Conference"), to be held 25—27 September 2019 at the Meliã Castilla Hotel and Convention Center in Madrid, Spain. 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: €5,500 _____ Non-Member: €7,500

Silver Level (4 Points)

_____ Member: €3,500 _____ Non-Member: €5,500

Bronze Level (2 Points)

_____ Member: €2,050 _____ Non-Member: €4,050

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

I would like to purchase _____ points.

Subtotal: € _____

IMPORTANT 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.

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
- _____ 2 Pt Post Conference Delegate List
- _____ 3 Pt 3m X 3m Exhibit Space and [Booth Preference](#): # _____
- _____ 3 Pt Option to host Onsite Private Special Event* [Liability waiver required, see page 7]
- _____ 0 Pt Option to host Offsite Private Special Event* [Liability waiver required, see page 7]
- _____ 3 Pt Option to work with Hotel for Delegate Room Drop
- _____ 3 Pt Option to host a 60-minute Sponsor Session
- _____ 3 Pt Sponsor Spotlight in Conference Marketing E-Mail
- _____ 3 Pt Special VIP Invitation or Gift

Additional Opportunities:

_____ Seat Drop for One Plenary Session	€500	_____ Thursday Lunch	€2,250
_____ Coffee Breaks	€2,000	_____ Conference Bag	€2,500
_____ Conference Lanyard	€2,000	_____ Conference Programme App	€3,500
_____ Keycard	€2,000	_____ Meeting Space Wi-Fi	€3,500

Total Due: € _____ (Additional Opportunities are offered on a first-come, first served basis. Fees are due within 30 days of signing)

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 Lauren Scheib electronically to LScheibatATP@aol.com, or by mail to: Association of Test Publishers c/o Lauren Scheib 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.