



The Westin Dragonara Resort | St. Julian's, Malta | 25-27 September 2013

Dear Colleague,

On behalf of the Association of Test Publishers (ATP), and its European Division, E-ATP, I cordially invite you to be a Sponsor of the fifth annual European Conference. The conference will be held 25 September – 27 September, 2013 at The Westin Dragonara Resort in St. Julian's, Malta.

Established in 1992, the Association of Test Publishers is a global, non-profit organization representing providers of tests and assessment tools and/or services related to assessment for clinical, occupational, certification, licensure, or educational uses. Europe ATP is the ATP Division that brings together European test publishers and related organizations for the purposes of networking, sharing innovative ideas, and creating both educational and marketing opportunities related to testing and assessment.

The E-ATP conference is a landmark conference, now in its fifth year, providing a unique, annual opportunity for industry professionals, including educators, employers, researchers, test sponsors, program managers, clinicians and business leaders to come together in a central place of learning, demonstrating and networking. The 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. In just five years, the E-ATP conference has raised awareness of the advances in assessment to a much wider audience than ever before in Europe.

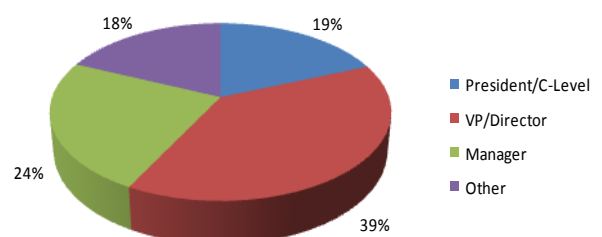
Sponsors of the 2013 E-ATP Conference have the unique opportunity to tailor packages to fit their specific goals within their own budget parameters. Sponsorship packages include a point system which sponsors can use to build their own custom package!

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 Malta!

Warmest Regards,

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

Delegates by Title



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: €6,000.00 <i>*Take 5% off for 2nd conference</i>	ATP Member: €3,000.00 ATP Non-Member: €4,000.00 <i>*Take 5% off for 2nd conference</i>	ATP Member: €1,800.00 ATP Non-Member: €2,800.00 <i>*Take 5% off for 2nd conference</i>
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 and link	Logo and Link
Promotion within Conference Programme Book	Logo and 50 word description	Logo	Logo
Pre-conference Attendee List, Distributed 24 August 2013	√	√	√
Complimentary Conference Registrations	3	2	1
Points for Additional Benefits	8	4	2

**To be eligible for this rate, company must have sponsored the 2013 Innovations Conference.*

E-ATP 2013 Conference sponsors have the opportunity to tailor packages based on individual sponsorship and revenue goals. Each sponsor level includes a pre-determined number of points that can be used to 'purchase' additional sponsor benefits below. *Note: Points do not have cash value and 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: 27 July, 2013</i>	1
Full-Page Advertisement in Conference Programme <i>Specifications: 148mm x 210mm camera-ready or PDF; Due: 27 July, 2013</i>	2
3m x 3m Exhibit Space + option to purchase one (1) exhibit staff pass for €150	3
Option to Host Special Event <i>(cost of event is separate; contact Lauren Scheib at ATP for more information; events must not conflict with ATP hosted functions)</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
Option to Distribute One Promotional Flyer or Item on the Chairs for Each Delegate during a Plenary Session (item to be distributed shall be provided by sponsor)	3

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

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

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

Additional Opportunities (All fees are collected in EUR)

All Additional Opportunities are offered on a first-come, first-served basis and will be made available initially to sponsors. Any opportunities still available after 2 July 2013 will be offered to the public.

One-Time Use Post-Conference Delegate List € 450 (Distributed 07 October 2013)

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.

Lunch Sponsorship € 2000 (1 Available)

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

Conference Lanyard Sponsorship € 2000 (1 Available)

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

Conference Bag Sponsorship € 2000 (1 Available)

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

Flash Drive Sponsorship € 4000 (1 Available)

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

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 organizations 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.



Sponsorship Application

The Association of Test Publishers (ATP) is pleased to accept _____ (sponsor) as a sponsor of the 2013 European ATP (E-ATP) Conference, ("Conference"), to be held 25 September – 27 September 2013 at The Westin Dragonara Resort in St. Julian's, Malta. 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: €6,000 _____ 2nd Conference: €4,750 Mem/€5,700 Non-Member

Silver Level (4 Points)

_____ Member: €3,000 _____ Non-Member: €4,000 _____ 2nd Conference: €2,850 Mem/€3,800 Non-Member

Bronze Level (2 Points)

_____ Member: €1,800 _____ Non-Member: €2,800 _____ 2nd Conference: €1,710 Mem/€2,660 Non-Member

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 |
| _____ | 3 Pt | Option to host Special Event |
| _____ | 3 Pt | Option to work with Hotel for Delegate Room Drop |
| _____ | 3 Pt | Option to host a 30 minute Sponsor Session |
| _____ | 3 Pt | Option to distribute one promotional flyer or item on the chairs for each delegate during a Plenary Session |

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:

_____	Conference Lanyards	€2,000
_____	Conference Bags	€2,000
_____	Flash Drives	€4,000
_____	Coffee Break Sponsorship	€2,000
_____	Lunch Sponsorship	€2,000
_____	Post-Conference Delegate List	€2,000

Total Due: € _____ (All Additional Opportunities are offered on a first-come, first served basis and will be made available initially to sponsors. Any opportunities still available after 2 July 2013 will be offered to the public.)

Sponsor Contact (print name): _____
Organization (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: _____
Name on Card: _____
Billing Address (if different from above): _____

Authorized Signature: _____

Please return completed form to the attention of Lauren Scheib via fax at +1-717-755-8962 or by mail to: Association of Test Publishers
c/o Lauren Scheib
2995 Round Hill Road
York, PA 17402

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.