

Dear Colleagues,

We cordially invite you to sponsor the Second Asia ATP Conference, **Stepping into the Future: The Next Growth of Asian Testing and Education**. The conference is scheduled to take place on October 22-24, 2023, at Crowne Plaza Sanya City Center, Hainan Province, China.

The A-ATP conference provides an exceptional and valuable opportunity for professionals, educators, employers, researchers, test sponsors, program managers, clinicians, and business leaders in the assessment industry, to convene on a common platform for learning, presenting ideas, and networking. The main objectives of this year's conference are:

- (1) Promoting the quality of testing programs through introducing products, theories, best practices, industry trends to each market in Asia, and
- (2) Lowering the barriers for local practitioners to gain global access to quality test contents, technologies and partners/clients via establishing their direct professional network.

The Association of Test Publishers (ATP) is a global, non-profit organisation representing providers of tests and assessment tools and services. **A-ATP is the Regional Division of ATP** which is committed to meeting the local needs and interests of the Asian test publishing and test delivery communities and enabling their access to ATP initiatives and activities having global importance and local relevance. **A-ATP** brings together stakeholders from **China, South Korea, Japan, S.E. Asia**, and from **other Asian regions** to join the global publishing communities of North America and Europe. This global alliance forms a strong foundation with a common position and policy on testing issues (e.g., intellectual property protection, privacy, best practices for all forms of testing, cultural adaptation of tests, interoperability and innovated testing methods and procedures).

Delegates of the A-ATP conference will acquire practical knowledge about the latest assessment technologies and techniques, and have the opportunity to learn about successful assessment practices employed by other Asian or global organizations, through presentations, discussions, and regional workshops in multiple languages.

Sponsors of the 2023 A-ATP Conference have a distinctive opportunity to personalize their packages to match their specific objectives within their own budget parameters. The sponsorship packages incorporate a point system that allows sponsors to create their unique package, as well as exclusive opportunities for those aiming to attain specific goals.

We sincerely hope that you will join us in our mission by actively participating and supporting this crucial test industry event.

Warmest Regards,



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



Changhua Rich, Ph.D. Chair,
Asia Steering Board
Association of Test Publishers

Sponsorship Opportunities

A-ATP sponsors have the opportunity to tailor packages based on individual sponsorship goals. Each sponsor level includes a pre-determined number of points that can be used to 'purchase' additional sponsor benefits. To purchase additional sponsor points, contact aatp2023@jmdedu.com. Note: Points do not have cash value and are not transferable.

	Gold Package	Silver Package
All fees are collected in USD.	ATP Member: \$5,000 Non-Member: \$6,000 (8 points included)	ATP Member: \$3,000.00 Non-Member: \$4,500.00 (4 points included)
Company logo printed in schedule-at-a-glance	√	
Logo on homepage of conference website with link to sponsors website	√	
Company recognition slide at general session in Looping PPT Presentation	√	
Promotion on sponsor page of conference website	Logo, link and 50-word description	Logo, link and 50-word description
Pre-conference delegate list	√	√
Complimentary conference registrations	5	3

***Once contract is received, JMDEDU will be available to assist with fulfillment of sponsorship. JMDEDU will be hosting trainings to prepare for the conference in helping to make your organization successful.*

Point Options	Point Value
Point Options are offered on a first come, first serve basis and each option is limited to one per company.	
“Take One” Table Giveaway Promotional item or flyer placed at “Take One” table near conference registration. Sponsor responsible for producing and shipping to hotel. Conference organisers to handle promotion and distribution at registration.	1
Post-Conference Delegate List Attendee registration list distributed the week following the conference .	1
Option to Host Private Offsite Special Event Host an offsite private evening event for 10 or more individuals. All associated costs to be paid for by sponsor. The event cannot conflict with A-ATP programme and A-ATP must be notified of the date, time and location of the event.	1
Social Media Shout Out on LinkedIn Provide content for one post to be shared on the A-ATP LinkedIn Page and other regional channels (subject for approval)	2

Mention in Conference Marketing Email Mention as a sponsor in emails to industry professionals promoting the conference	2
3 m x 3m Exhibit Space	3
3 m x 6m Exhibit Space	5
Special VIP Invitation or Gift Invitation/gift 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.	3
Host 30-Minute Sponsor Presentation Session 30-minute presentation session that provides a rounded perspective on a topic(s).	3
Speech Digest for Sponsored Presentation Get posted via JMDEDU or Asia ATP's social media channels	2

*** The items above may be purchased at the following cost: For each 1 point = ATP member:400 USD, Non-ATP member:600 USD*

Additional Opportunities

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

1. Seat covers for one session: 1000 USD (4 available)
2. Coffee break sponsorship (signage): 1000 USD (2 available)
3. Conference lanyard sponsorship: 1200 USD (1 available)
4. Pen with logo on it: 800 USD (1 available)
5. Water bottle with logo on it: 800 USD / 500 Bottles (2 available)
6. Advertising / Promotional panel at the the conference hall: 1000 USD
7. Sponsor the Fun Day One Dinner with extensive brand exposure (customized banner, table signage, short speech, engaging activities with attendees...): 5000 USD

Sponsorship Rules

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 A-ATP conference have the option to receive the special benefit of a **one-time use** 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, 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 Booths:

All booth materials must fit within your tabletop 3mx3m space. 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. ATP is not liable for any lost or damaged exhibit materials.

Giveaways:

All sponsor giveaways that are not indicated on 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.

Sponsorship Application

The Association of Test Publishers (ATP) is pleased to accept _____ (sponsor) as a sponsor of the 2023 Asia ATP (A-ATP) Conference, ("Conference"), to be held in Hainan, China, 22 – 24 October. 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 package as detailed in this Sponsorship Opportunities document.

Gold Package (includes 8 pts):		<input type="checkbox"/> \$5,000 Member	<input type="checkbox"/> \$6,000 Non-Member
Silver Package (includes 4 pts):		<input type="checkbox"/> \$3,000 Member	<input type="checkbox"/> \$4,500 Non-Member
Sponsor Point Options	Point Value	Additional Opportunities	
<input type="checkbox"/> "Take One" Table Giveaway	1	<input type="checkbox"/> Seat covers for one session..... \$1,000	
<input type="checkbox"/> Post-Conference Delegate List	1	<input type="checkbox"/> Coffee Breaks Sponsorship	
<input type="checkbox"/> Option to Host Private Offsite Special Event	1\$1,000	
<input type="checkbox"/> Social Media Shout out on LinkedIn	2	<input type="checkbox"/> Conference Lanyard Sponsor	
<input type="checkbox"/> Mention in Email	2\$1,200	
<input type="checkbox"/> 3m x 3m Exhibit Space	3	<input type="checkbox"/> Pen with logo on it	
<input type="checkbox"/> 3m x 6m Exhibit Space	5\$ 800	
<input type="checkbox"/> Special VIP Invitation or Gift	3	<input type="checkbox"/> Water bottle with logo on it.....	
<input type="checkbox"/> Host 30-Minute <u>In-Person</u> Sponsor Session	3\$ 800	
<input type="checkbox"/> Presentation Digest.....	2	<input type="checkbox"/> Promotional panel at the the conference hall.....	
	\$1,000	
Additional Purchased Points _____		TOTAL:US\$ _____	
<i>Members: \$400 per point</i>			
<i>Non-Members: \$600 per point</i>			

Sponsor Contact (print name): _____

Organisation (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: _____

Return completed form to by mail to: Association of Test Publishers
c/o aatp2023@jmdedu.com

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.

Cancellation Policy: All cancellations are assessed a \$50.00 fee for administrative processing. If cancellation is within 4 months of Conference, Sponsor will receive 100% of fee returned, minus the processing fee. If cancellation is within 2-3 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.