## Sponsor Packages

<table>
<thead>
<tr>
<th>Sponsor Benefit</th>
<th>Platinum * / Gold **</th>
<th>Gold * / Silver **</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Platinum Sponsor Session</strong> (limit 20 on a first come, first serve basis)</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>• Recorded session link sent to sponsor</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>• 1 LinkedIn Post including link to all recorded Sponsor Sessions</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>• Branded leaderboard banner of sponsor session – banner provided by sponsor</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>• Banner to direct attendees to sponsor room</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>• Recorded sponsor session to be played live (available on demand)</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>• Use this session to promote company products or services</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Logo on Virtual Plenary Banner</strong></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>• Company logo on banner for general session for at least 1 of the days of the conference</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Host Zoom (or similar) “Room” within Virtual Environment for Networking and Content throughout Entire Conference</strong></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>• Utilize virtual platform collaboration tools to invite specific clients and prospects and build relationships with participants in interactive meetings</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>• Sponsor to provide link – to be promoted on sponsor page</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Virtual Sponsor Page within Virtual Conference</strong></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>• Logo on Virtual Exhibit Hall linking to Virtual Sponsor Page – we will build out similar to example provided; OR you can create your own sponsor page and provide a link for the Virtual Exhibit Hall</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>– Includes logo, company description and link to company website</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>– Includes up to 3 PDF’s of resources (bag insert, ad, case study, etc.) provided by sponsor</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>– Includes links to virtual “room”</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>– Includes link and description of sponsor session (Platinum only)</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Sponsor featured on Virtual Conference Homepage</strong></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Scavenger Hunt</strong></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>• Sponsor to provide a company-related question where answer can easily be found on sponsor page</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>• Scavenger Hunt promotion available to participants on app and through attendee emails</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>• Participants who complete scavenger hunt will be entered in prize drawing</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Pre-Conference List</strong></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Company Logo on Intro Slides to be shown before Breakout Sessions</strong></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>• Moderator will thank sponsors at start of breakout</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>• Platinum sponsors receive prominent size/placement</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Logo, Link and Company Description in Conference App</strong></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Complimentary Registrations</strong></td>
<td>5</td>
<td>3</td>
</tr>
</tbody>
</table>

### Sponsor Points Earned

- **Platinum:** 10 Points
- **Gold:** 5 Points
- **Silver:** 3 Points

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*ATP Member Price  **Non-Member Price*
The 2020 ATP Global Conference offers virtual experience providing opportunity to connect and network with others while learning from industry leaders in the testing industry from across the globe. ATP will host the ATP Incubator – a forum designed to bring to light inventors and entrepreneurs whose technology, products, or services could be “game-changers” for the industry.

Participation of the incubator sponsorship is limited to a maximum of ten selected innovators / entrepreneurs. Sponsorship applications are due by August 21, 2020.

To be considered as a startup in the assessment industry for the incubator sponsorship, you must validate the following:

- Number of years in business: Four years or less as of January 1, 2020
- Total revenue: Up to $8 Million in projected revenue by December 31, 2020

The Incubator Sponsorship will include the following benefits:

- Featured on Virtual Conference Homepage which includes Virtual Exhibit Hall
- Logo on Virtual Conference Homepage which includes Virtual Exhibit Hall will Link to Virtual Webpage that includes:
  - Company logo
  - Description
  - Link to Website
  - Contact Info
  - Link to 30-minute Pre-recorded Video Pitch on Association TV channel
  - Link to 30-minute Coffee Convo
- 30-minute Coffee Convo to be used for networking and content demonstrations via virtual video meeting using conference preferred platform

Incubator Sponsorship: $890.00

(This will cover registration and all fees associated with participating in the virtual conference. A discount code will be provided to register for the conference.)
## ADDITIONAL BENEFITS

<table>
<thead>
<tr>
<th>Sponsor Spotlight During Coffee &amp; Convo</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Sponsor to provide 2-minute introduction on stage during break</td>
<td></td>
</tr>
<tr>
<td>• Limit: 3</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>30 Second Commercial</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Commercial to play at beginning of 2 recorded breakout sessions – sponsor to select sessions on a first come, first serve basis</td>
<td></td>
</tr>
<tr>
<td>• Sponsor to provide commercial</td>
<td></td>
</tr>
<tr>
<td>• Limit: 8</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>VIP Invites</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Unique email to 10 attendees inviting them to visit virtual booth</td>
<td></td>
</tr>
<tr>
<td>• ATP to send updated pre-conference list 2 weeks prior to conference</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Company Recognition at Keynote</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Sponsor to provide slide that will display before beginning of keynote</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Push Notifications</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Sponsor to provide content for 1 push notification on conference app</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Branded Banner on Three (3) Breakout Sessions</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Sponsor to provide banner to be placed on 3 breakout sessions – sponsor to select breakouts on a first come, first serve basis</td>
<td></td>
</tr>
<tr>
<td>• Banner to link to desired website or Zoom room</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Post-Conference Attendee List</th>
<th>2</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Co-Sponsor ATP Reception</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Logo to appear on slide</td>
<td></td>
</tr>
</tbody>
</table>
SPONSORSHIP APPLICATION

The Association of Test Publishers is pleased to accept ________________________________ as a sponsor of the ATP 2020 Global Conference, to be held September 14-18, 2020. In consideration of sponsor’s contribution as described in the document attached hereto, ATP agrees to put forth its best effort to ensure that all conference attendees 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 and as detailed in this 2020 Global Conference Sponsorship Prospectus document.

Platinum Sponsor Package (includes 10 pts):
- $10,000 / Member
- $15,000 / Non-Member

Gold Sponsor Package (includes 5 pts):
- $5,000 / Member
- $7,500 / Non-Member

Silver Sponsor Package (includes 3 pts):
- $1,500 / Member
- $2,750 / Non-Member

Incubator Sponsorship:
- $890

Additional Sponsor Benefits Point Value
- Co-sponsor ATP Reception ........................................1
- Post-Conference Attendee List..................................2
- Branded Banner on Three (3) Breakout Sessions..........3
- Push Notifications ................................................3
- Company Recognition at Keynote ................................3
- VIP Invites ..........................................................4
- 30 Second Commercial .........................................4
- Sponsor Spotlight During Coffee & Convo..................5

TOTAL $ __________________

TOTAL POINTS ____________

Sponsor Contact (print name): ____________________________________________

Address: ___________________________________________________________________________________________

City: ____________________________ State: __________ Zip: ____________________________

Country: _________________________ Phone: ______________ Fax: _______________

Email: __________________________ Website: ____________________________

☐ I will send a wire transaction.
☐ A check made payable to ‘ATP’ is enclosed.
☐ Please send invoice to the contact above.
☐ I would like to pay by credit card (please email adidwall@designingevents.com for details).

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.