

# India ATP

Association of  
Test Publishers

*The intelligent voice for testing*



## Partner/Sponsor Opportunities 2017

IMPROVING ASSESSMENTS IN  
HIGHER EDUCATION AND THE  
WORKPLACE: *EMBRACING WORLD  
CLASS BEST PRACTICES & TECHNOLOGIES*

# Consider the Opportunities!

## 17 November 2017

Coronet Hall  
Le Méridien Bangalore  
28 Sankey Road, Bengaluru 560052



Join us for India-ATP's [third Annual Conference...](#)

The key objectives of this event are to bring educational leaders together with human resource professionals to establish an ongoing dialogue for raising assessment standards by embracing world class best practices and exploring new technologies.

India-ATP (I-ATP) is a Regional Division of the global, non-profit, Association of Test Publishers (ATP), representing today's leading providers of assessments and assessment services. ... I-ATP builds communities and provides forums focused on strengthening assessments in India through the use of best practices and new technologies, to create higher standards in both higher education and the workplace.

This one-day event will take place on November 17<sup>th</sup>, 2017 at Le Méridien Bangalore... We are currently developing the full agenda, but it will include scientific techniques, best practices and new technologies for use in higher education assessment and the workplace.





Last years' successful conference included... opening remarks from Prof. Ved Prakash, Chairman, University Grants Commission (UGC) , and C. Peter Magrath, Author, International Consultant, and former President of four U.S. Universities and the Association of Public and Land-Grant Universities (APLU). Presentations included workshops on using and interpreting data, developing high quality assessments for India higher education, examination design, and computerized adaptive testing and multi-dimensional problems faced in today's changing international education markets. Presenters included testing leaders from the College Board, IIT Kanpur, BellCurve Labs, Inc., and University of Pune.

Following are sponsorship opportunities and we welcome the opportunity to discuss your participation in this innovative conference. CONTACT: Lauren Scheib, [Lauren@testpublishers.org](mailto:Lauren@testpublishers.org) or call +1-717-755-9747

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ACADEMIC PARTNER = \$5,000 USD (322900 INR)

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- Your company will be entitled to participate in one educational session.
  - This level of partnership will enable your company to be present and set up a display table.
  - A one -page advertisement can be placed in the delegate folder and your company will be listed as a partner on a list that will be inserted in the delegate folder.
  - Your organization will be listed as a partner on all signage.
  - You will receive the pre and post-conference attendee list.
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GOLD SPONSOR = \$3,000 USD (96870 INR)

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- This level of sponsorship will enable your company to be present and set up a display table.
- A one-page advertisement can be placed in the delegate folder and your company will be listed as a supporter on a list that will be inserted in the delegate folder.
- Your organization will be listed on all signage.
- You will receive the pre and post conference attendee list.

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SILVER SPONSOR = \$1,500 USD (96870 INR)

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- A one-page advertisement can be placed in the delegate folder and your company will be listed as a supporter on a list that will be inserted in the delegate folder.
- Your organization will be listed on all signage.
- You will receive the pre and post conference attendee list.

| Sponsor Benefit                                  | Academic Partner | Gold Sponsor | Silver Sponsor |
|--|------------------|--------------|----------------|
| Set Up Display Table                             | √                | √            |                |
| Participate in a Session                         | √                |              |                |
| A Listing on all Signage & Ad in Delegate Folder | √                | √            | √              |

**Additional Opportunities for Partners and Supporters :**

*Conference Bag Sponsor* .....\$ 500 USD (32290 INR)

*Promotional Item on Chairs* ..... \$ 500 USD (32290 INR)

*Reception Sponsor* .....\$2,000 USD (129160 INR)

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# Partner/ Sponsor Agreement

Yes, I want to be an Academic Partner, \$5,000 USD (322900 INR)

Yes, I want to be a Gold Sponsor, \$3,000 USD (193740 INR)

Yes, I want to be a Silver Sponsor, \$1,500 USD (96870 INR)

Name of Company: \_\_\_\_\_

Name of Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Yes, I want an additional Opportunity:

Sponsorship Opportunity: \_\_\_\_\_ Cost: \_\_\_\_\_

Total Sponsorship Fee Owed: \_\_\_\_\_

Please return signed copy with your payment information to : [Lauren@testpublishers.org](mailto:Lauren@testpublishers.org) or fax: +1-717-755-8962

To pay in INS, please use bank wire transfer, otherwise fee will be converted to USD for MasterCard, Visa or AMEX processing.

Number on card \_\_\_\_\_ Expiration \_\_\_\_\_

Security Code \_\_\_\_\_ Name on Card: \_\_\_\_\_

**For Bank Wire:** Bank Name is JP Morgan Chase Bank • Account #: 857902659 • Routing No./ABA No: 061092387

IBAN/SWIFT Code: CHAS US33 • Tax ID: 363918100 • ATP Accepts ACH

**Make Checks payable in USD to:** Association of Test Publishers

**Mail to:** Association of Test Publishers c/o Lauren Scheib, 2995 Round Hill Road, York, PA 17402 USA

**Questions? Contact Lauren Scheib at +1-717-755-9747 or email [lauren@testpublishers.org](mailto:lauren@testpublishers.org)**

**Cancellation Policy:** Thirty-day advance notice is required for all sponsorship cancellations. Cancellations made closer than thirty days will be invoiced for the full sponsorship fee. Full refunds will be given to sponsors if the event is canceled and cannot be rescheduled, or the rescheduling does not suit the sponsor.

**ALL PARTNERS/ SPONSORS PLEASE CHECK THE STATEMENT BELOW AND SIGN**

I have read and understood the cancellation policy.

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

PRINTED NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

To Learn more about I-ATP visit

<http://www.testpublishers.org/india-atp-conference>

I-ATP's founding members include

