SPONSORSHIP OPPORTUNITIES

The Future of Educational Assessment in India: Challenges and Opportunities

A Conference co-hosted by

India-APT (I-APT, a Regional Division of the Association of Test Publishers),

and

The Association of Indian Universities (AIU)

on

20 November 2015

INDIA HABITAT CENTRE
LODHI ROAD, NEW DELHI- 11003
Dear Sponsor

I am writing to extend a special invitation to you as a sponsor for our forthcoming conference on the future of assessment in higher education.

Championed by Professor Dhande, and keynoted by Professor Swaminathan of UCONN, our India Association of Test Publishers 2015 conference aims to support and further facilitate the India’s Ministry of Human Resources Department national agenda to further improve university education outcomes.

It will be the first conference of its kind in India. The key objectives of the event are to urge university officials to work with India ATP to improve the quality of educational assessments for all students, to establish an ongoing dialogue with University officials and to create an atmosphere for an annual meeting on higher education assessment. This engagement with the universities and their leading association would position I-ATP (and ATP) to craft guidance documents that our member organizations would produce in collaborations with AIU members' participation. This proposed working group would also allow our members to have direct contact with AIU members and their decision-makers. It is also anticipated that the I-ATP will use this event to inaugurating an annual meeting on higher education assessment issues.

This one-day event will take place on November 20th, 2015 at the India Habitat Centre in Delhi. We are currently developing the full agenda, but it will include scientific techniques and best practices for use in higher education assessment such as:

- Test design and construction
- Content development
- Test administration models
- Psychometrics and quality assurance
- Latest trends e.g. MOOCs and computer-based assessment

Following are sponsorship opportunities and we would welcome the opportunity to discuss your participation in this innovative conference.

William G. Harris, Ph.D.
CEO
Overview

What is ATP?

Founded in 1992, The Association of Test Publishers, the intelligent voice for testing, is a global, non-profit, trade organisation representing providers of tests and assessment tools and services.

What is India-ATP?

India-ATP, a Regional Division of the Association of Test Publishers (ATP), provides a forum focused on positively influencing consumers and government agencies in India to establish policies and guidelines that are advantageous to all of the stakeholders in the testing process.

What is AIU?

The idea of bringing together all the universities on a common platform emerged from the deliberations of a Conference of the Vice Chancellors of Universities convened by Lord Reading, the then Viceroy of India at Shimla in 1924. The Inter-University Board (IUB) of India was subsequently formed on March 23, 1925, with the view of promoting university activities, especially by way of sharing information and co-operation in the field of education, culture, sports and allied areas. The Inter-University Board acquired a legal status with its registration in 1967 as a Society under the Societies Registration Act, 1860. In 1973, it assumed its present name: The Association of Indian Universities (AIU). The membership includes traditional universities, open universities, professional universities, Institutes of National Importance and deemed-to-be universities. In addition, there is a provision of granting of Associate Membership to universities of neighboring countries.
The Future of Educational Assessment in India: Challenges and Opportunities

PROGRAM AT -A- GLANCE

NOVEMBER 20, 2015

8:30AM - 9:30AM  Registration
9:30AM – 10:00AM  Opening Remarks
10:00AM – 11:00AM  Session 1 – Keynote Speakers on how improving assessment is key to the future of higher Education
11:00AM-11:30AM  Tea/Coffee Break with Sponsors
11:30AM – 1:00PM  Session 2- Panel discussion on Bringing all school/college boards on a common platform through Equating
1:00PM - 2:30PM  Lunch with Sponsors
2:30PM – 3:30PM  Session 3 – Equating and Psychometrics
3:30PM – 4:00PM  Tea/Coffee Break with Sponsors
4:00PM – 5:30PM  Session 4- Operations and Technology including benefits of Computer Based Testing
4:00PM – 5:30PM  Questions and Closing remarks
6:00PM onwards  Networking Dinner with Sponsors
Sponsorship Opportunities

GOLD SPONSORSHIP PACKAGE = $3,500 USD

• This level of sponsorship will enable your company to be present and set up a display table.

• Your company will be entitled to participate in one educational session.

• 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 as a sponsor on all signage.

• You will receive the pre and post-conference attendee list.

SILVER SPONSORSHIP PACKAGE = $2,500 USD

• 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.

BRONZE SPONSORSHIP PACKAGE = $1,500 USD

• 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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<th>Sponsor Benefit</th>
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<th>Bronze</th>
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<td>Participate in a Session</td>
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**Sponsorship Opportunities for Gold and Silver Sponsors**

- **Lanyards** ......................... $500 USD
- **Conference Bags** .................. $500 USD
- **Promotional Item on Chairs** .... $500 USD
- **Reception** .......................... $3,000 USD
Yes, I want to be a Gold level meeting sponsor, $3,500 USD
Yes, I want to be a Silver level sponsor, $2,500 USD
Yes, I want to be a Bronze level sponsor $1,500USD

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To pay in INS, please use bank wire transfer, otherwise fee will be converted to USD for
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Make Checks payable 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

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.