



ATP Summer Summit Series

The ATP Summer Summit Series includes visibility and promotion **virtually** through the EdTech and Computational Psychometrics Summit (ECPS) and the ATP Security Summit.

You can now sponsor **both** Summits and save \$1,000 as an ATP Summer Summit Series Sponsor!

These increasingly important events are still offered individually to sponsors, but bundled together your sponsorship can cost less, while having twice the impact.

EdTech and Computational Psychometrics Summit (ECPS)

June 5, 2023 | Workshop

June 6 & 7, 2023 | Virtual Conference

Security Summit

August 22 & 23, 2023 | Virtual Conference

Become an ATP Summer Summit Series Sponsor and Save!

SMART AI IS HERE ARE YOU READY?

ECPS Sponsorship Package

Sponsor the fourth ATP ECPS and explore more about EdTech and Computational Psychometrics related to smart AI.

Technologies that were once in the realm of science fiction have become reality. Rapid advancements in artificial intelligence and machine learning are impacting the way we learn and assess. Machine learning-based automated essay scoring has been in operational use for nearly two decades; more recently, education and assessment providers are leveraging AI to deliver adaptive learning experiences.

Generative AI, creating new content with AI, is one area of the field that has seen exponential growth. Recent generative AI tools that create multimodal content, such as ChatGPT and DALL-E 2, have emerged into the public consciousness and hold tremendous potential for education. Whether these capabilities will help further learners' education goals, the widespread ability to automate text and graphic content generation will surely disrupt education. How can we, as educators and assessment industry professionals, best harness the potential of these new technologies? How do we lead as an industry instead of follow? Join edtech leaders and AI experts at the Summit to learn about these advances and how they can be explored and leveraged for your business.

ATP ECPS will be a two-day summit taking place virtually on June 6th & 7th. This year's summit will also include an option to attend a pre-summit workshop on June 5th.

ATP Member \$3,000 | Non-Member \$3,500 [pricing for a stand-alone sponsorship]

Sponsor Benefits Include:

Education Session:

- **Live Presentation Sponsor Session** – this is a first come, first serve opportunity. It is a 45-minute lecture that provides a rounded perspective on a topic(s). These presentations include PowerPoint presentations.

Marketing/Promotion:

- **Pre-Summit Registration List** (*one time use*)
- **Post-Summit Registration List** (*one time use*)
- **Logo and Company Description on Summit Webpage**
- **Conference App Listing**
- **Mention in Email** – Mention as a sponsor in email to 4000+ industry professionals promoting the Summit
- **Social Media** – Logo to be included in one (1) post on ATP social media (LinkedIn and Twitter)
- **Mobile App Notification** – Company to be included in thank you to our Sponsors Push Notification
- **Mobile App Sponsored Post** – Sponsored post/promotional offer to be posted on the mobile app

Branding:

- **Sponsor name in association with the Summit** (for example: ATP EdTech and Computational Psychometrics Summit, sponsored by XXXXX)
- **Session Introduction Slide** – Company logo on slide before start of session

Registration:

- Three (3) complimentary registrations to the ECPS Summit

ATP Security Summit Sponsorship Package

Join the Association of Test Publishers for the fourth Security Summit taking place virtually on August 22 & 23, 2023.

The Security Summit will take a deep dive into security and privacy issues impacting generative AI impact on exams and whether this AI is an imminent threat or new opportunity.

In November 2022, not just the assessment industry but the world was rocked by the launch of ChatGPT, an openly available AI generator. While the broad impacts of these technologies are unknown, it's clear that generative AI can be leveraged by test takers to gain unfair advantage in high stakes exams. It is reportedly capable of writing essays and short answer text responses good enough to pass academic exams and mental ability tests. ChatGPT is just one of a number of generative AI programs which can generate text, images, sounds and other artefacts that are hard to distinguish from human creations. Such programs are likely to advance rapidly in the near future - bringing both opportunities and challenges to assessment programs.

In August 2023, ATP will bring together leading AI and test security experts in a virtual Security Summit to consider the test security issues posed by generative AI like ChatGPT. They will address questions like:

- Is it possible to reliably, fairly and usefully detect AI generated text?
- Does proctoring prevent use of generative AI?
- Are there question types or assessment styles that are resistant to generative AI responses?
- What benefits to test security are there from generative AI programs?

Sponsor the Security Summit to explore these questions and other crucial topics impacting test security.

ATP Member \$3,000 | Non-Member \$3,500 [as a stand-alone sponsorship]

Sponsor Benefits Include:

Marketing/Promotion:

- **General Session Announcement** – emcee announcement acknowledging sponsor during opening session of Security Summit
- **The name of the sponsor in association with the Summit** (in connection with E-ATP – for example: The E-ATP Security Summit, sponsored by XXX)
- **Pre-Summit Registration List** (*one time use*)
- **Post-Summit Registration List** (*one time use*)
- **Logo and Description on Summit Webpage**
- **Mention in Email** – Mention as a sponsor in an email to 4000+ industry professionals promoting the Security Summit
- **Social Media** – Logo to be included in one (1) post on ATP social media (LinkedIn and Twitter)
- **Listing on Conference Platform or Zoom Link Webpage for Attendees**

Registration:

- Two (2) complimentary registrations to Security Summit

Interested in sponsoring both? Great news! We offer a savings of \$1,000 for organizations interested in sponsoring the 2023 Summer Summit Series. You would receive both packages listed above for the pricing below.

**ATP Member \$5,000 | Non-Member \$6,000
Sponsorship Application**

The Association of Test Publishers (ATP) is pleased to accept _____ (sponsor) as a sponsor of the *ATP Summit(s)*. In consideration of the Sponsor's contribution as described below, ATP agrees to put forth its best efforts to ensure that all Summit delegates and ATP members are aware of the Sponsor's support of and importance to the success of the Summit in accordance with the sponsorship package as detailed in this Sponsorship Opportunity document.

Summer Summit Series Sponsor (Includes sponsorship of ECPS and Security Summit)	<input type="checkbox"/> \$5,000 ATP Member <input type="checkbox"/> \$6,000 Non-Member	Total Due \$ _____ Fees are due within 30 days of signing.
ECPS Sponsor	<input type="checkbox"/> \$3,000 ATP Member <input type="checkbox"/> \$3,500 Non-Member	
Security Summit Sponsor	<input type="checkbox"/> \$3,000 ATP Member <input type="checkbox"/> \$3,500 Non-Member	

Sponsor Contact (print name): _____

Organization (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: _____

*[*All invoices provide an option for paying by credit card or bank transfer – checks are also accepted.]*

**Return completed form to the attention of Lauren Scheib at
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.

Cancellation Policy: All cancellations are assessed a \$100.00 fee for administrative processing. If cancellation is 1 month or less of ECPS, or 2 months or less of the Security Summit, Sponsor will receive 50% of fee returned, minus the processing fee. If cancellation is within 1 month of the Security Summit, fee is non-refundable.