

Dear Colleagues,

We cordially invite you to sponsor the 3rd Annual Asia ATP Conference, **Stepping into the Future: Rethinking Testing and Education in Asia**. The conference is scheduled to take place in **November, in Hong Kong, China**. Stay tuned!

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 by introducing products, theories, and best practices,*
- (2) Identifying industry trends in each market in Asia, and*
- (3) 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 organization 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 innovative testing methods and procedures).

Delegates of the A-ATP conference will acquire practical knowledge about the latest assessment technologies and techniques, as well as 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 2025 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,



Anne-Marie Paiement
Conference Chair



Lina Lu
Conference Vice Chair

Our Track Record of Impact

Over the past two conferences, we've brought together a diverse and influential community of professionals, thought leaders, and decision-makers from across the industry. These events delivered high-quality content, meaningful connections, and measurable outcomes for both attendees and sponsors. As we look ahead, we're building on this strong foundation to offer even greater visibility, engagement, and value to our partners.

| 2024 A-ATP Annual Conference | 2023 A-ATP Annual Conference |
|---|---|
| Location: Bangkok, Thailand • 200+ Registered Attendees • 56 Speakers from 10+ countries • Regional workshops for China, Japan, South Korea and Southeast Asia • 40 Sessions in various formats | Location: Hainan, China • 200+ Registered Attendees • 34 Speakers from 7 countries • Regional workshops for China, Japan, South Korea and Southeast Asia • 23 Sessions in various formats |

Huge Thanks Again to Our 2024 Conference Sponsors!

Gold Sponsors



Silver Sponsors



Special Sponsors



Night Gala Sponsor



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 aatp2025@jmdedu.com and copy on lisijie@ata.net.cn Note: Points do not have cash value and are not transferable.

| All fees are collected in USD. | Night Gala Sponsor \$10,000 (10 Points Included) | Gold Sponsor \$7,500 / \$6,000 (ATP Member) (10 Points Included) | Silver Sponsor \$5,000 / \$4,000 (ATP Member) (5 Points Included) | Sponsor with a Fixed Fund (On-Demand) |
|---|---|---|--|--|
| Sponsorship Shout-Out on LinkedIn | YES | YES | YES | |
| Rolling Recognition Slide at Grand-ball Room | YES | YES | YES | |
| Promotion on Sponsor Page of Conference Website | YES (Logo, Link, and 50-word Description) | YES (Logo, Link, and 50-word Description) | YES (Logo, Link, and 50-word Description) | YES (Logo, Link, and 50-word Description) |
| Pre-Conference Delegate List | YES | YES | YES | YES |
| Post-Conference Delegate List | YES | YES | | |
| Host Activities during a Night Gala* | YES | | | |
| Complimentary Conference Registrations | 10 | 5 | 3 | 2 |

* Night Gala Sponsors will enjoy extensive brand exposure, including a customized banner, table signage, a short speech opportunity, and engaging activities with attendees.

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

Point Options are available on a first-come, first-served basis. Night Gala, Gold, and Silver Sponsors can use the points included in their package to redeem the benefits listed below. Fixed-fund sponsors may purchase points per needed.

Each point can be purchased at \$1,000 (Non-Member) / \$800 (ATP Member).

| Point Options | Point Value |
|---|-------------|
| Place Your Promotional Giveaways at Registration Table Promotional items (100 items maximum) to be placed near conference registration. Sponsors are responsible for producing and shipping the items to the hotel. | 2 |
| Mention in Conference Marketing Email A Special Thank-you Email with your company introduction to be sent to all AATP email blast database | 2 |
| 3 m x 3m Exhibit Space | 3 |
| 3 m x 6m Exhibit Space | 5 |
| Host 30-Minute Sponsor Presentation Session | 3 |
| Advertising / Promotional Panel at the Conference Hall | 2 |

Branded Sponsorship Opportunities

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

1. AATP T-shirts featuring your logo: 2,500 USD (1 available, 100 items per set)
2. AATP Tote Bags featuring your logo: 2,000 USD (1 available, 100 items per set)
3. AATP Notebooks featuring your logo: 1,000 USD (1 available, 100 items per set)
4. AATP Ball Pens featuring your logo: 1,000 USD (1 available, 100 items per set)
5. AATP Coffee Break Sponsorship (Signage): 1,000 USD (2 available)
6. AATP Conference Lanyard Sponsorship: 1,500 USD (1 available)

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 program 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 organizations 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 “ unsubscribing.”** 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 selected 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 2025 Asia ATP (AATP) Conference, (" Conference"), to be held in Hong Kong, China, November, 2025. 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 and importance to the success of the Conference in accordance with the sponsorship package as detailed in this Sponsorship Opportunities document.

| | |
|--|---|
| Night Gala Sponsor (includes 10 pts): | <input type="checkbox"/> \$10,000 |
| Gold Package (includes 10 pts): | <input type="checkbox"/> \$6,000 Member <input type="checkbox"/> \$7,500 Non-Member |
| Silver Package (includes 5 pts): | <input type="checkbox"/> \$4,000 Member <input type="checkbox"/> \$5,000 Non-Member |
| Fixed-Fund Sponsor (rate per point) | <input type="checkbox"/> \$800 Member <input type="checkbox"/> \$1,000 Non-Member |

| Sponsor Point Options | Point Value | Branded Sponsorship Opportunities |
|--|-------------|---|
| <input type="checkbox"/> Promotional Giveaways at Registration Table | 1 | <input type="checkbox"/> AATP T-shirts featuring your logo: 2,500 USD |
| <input type="checkbox"/> Mention in Email | 2 | <input type="checkbox"/> AATP Tote Bags featuring your logo: 2,000 USD |
| <input type="checkbox"/> 3m x 3m Exhibit Space | 3 | <input type="checkbox"/> AATP Notebooks featuring your logo: 1,000 USD |
| <input type="checkbox"/> 3m x 6m Exhibit Space | 5 | <input type="checkbox"/> AATP Ball Pens featuring your logo: 1,000 USD |
| <input type="checkbox"/> Host 30-Minute <u>In-Person</u> Sponsor Session | 3 | <input type="checkbox"/> AATP Coffee Break sponsorship (Signage): 1,000 USD |
| <input type="checkbox"/> Promotional Panel at the Conference Hall | 2 | <input type="checkbox"/> AATP Conference Lanyard Sponsorship: 1,500 USD |

Number of Paid Points: _____ [Points]
ATP Members: \$800 per point
Non-Members: \$1,000 per point

TOTAL:US\$ _____

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: _____

Return completed form to by mail to: Association of Test Publishers
c/o aatp2025@jmdedu.com

IMPORTANT NOTICE REGARDING PAYMENT

Sponsorship payment must be completed within 30 days of submitting this signed agreement. Sponsorship 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 the Conference, Sponsor fee is non-refundable.