

SPONSORSHIP OPPORTUNITIES

ITC CONFERENCE

02 · 05 JULY 2024



G R A N A D A



INTERNATIONAL TEST COMMISSION



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AN INVITATION FROM THE ITC PRESIDENT

Dear Prospective Sponsor:

The **International Test Commission (ITC)** invites you to partner with us for our prestigious biennial conference, **the 13th Conference of the International Test Commission**, which will be held **from 02-05 July 2024 in Granada, Spain**. For almost 50 years, International Test Commission (ITC) has contributed enormously to promoting effective, valid and fair testing and assessment practices around the world to benefit society. This contribution will continue with the 2024 conference in Granada. Due to the COVID-19 disruption, the 2024 Granada conference will be the first in-person since 2018, which will make the event particularly celebratory. Colleagues across the world are eagerly awaiting this influential conference.

We are currently searching for sponsors for the 2024 conference who would like to support us in our mission and vision, of which our biennial conference is such an important part. In the past, our conferences have been attended by approximately 400-500 delegates from more than 40 countries. We expect the 2024 conference to exceed 500 delegates, given that Granada is world-class tourist destination strategically located in the heart of Europe and within easy reach of virtually all major European and international business centres.

The ITC's primary goal is to facilitate the exchange of information among its members and to stimulate their cooperation on problems related to the construction, distribution, and use of tests across the world. The biennial ITC conference aims to achieve this goal in two ways: through academic and professional development and, through promoting international, personal, and professional relationships. Essentially, the 2024 conference will provide opportunities for attendees to share experiences with others who are committed to promoting improved practices in testing worldwide. We believe by coming together internationally, we can all learn from each other!

We invite you to partner with us on this tremendous event, which is an excellent opportunity for your organization to showcase its products and/or services, to make important business connections with the extremely diverse audience of the ITC conference (e.g., practitioners, researchers, students, and representatives from test developers, testing companies, test publishers, regulators and policy makers), and to emphasize your commitment to improved assessment practices. Please review the sponsorship packages and let us know which best fits your organization. Please make your selection, fill in the pledge form and send it to us at ananda.vantonder@googlemail.com.

Thank you for your consideration and support. We are looking forward to receiving your sponsorship and to seeing you and your colleagues in Granada!

With warmest regards,

Stephen G. Sireci

Stephen G. Sireci, Ph.D.

President, International Test Commission



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ABOUT THE INTERNATIONAL TEST COMMISSION

The International Test Commission (ITC) works in a variety of psychological, educational, and related areas; to promote fair, valid, and efficient testing, assessment, and measurement practices and policies to benefit individuals and societies throughout the world.

The ITC promotes advancements in the science and practice of educational and psychological testing by facilitating international dialogue. Communication and collaborations among ITC members are characterized by mutual respect and an understanding of different cultural, financial, and other differences. Such facilitation is based on communication through ITC publications, guidelines, conferences, outreach, and interactions among members. For more information, please visit <https://www.intestcom.org>.

ABOUT THE BIENNIAL CONFERENCE

The 2024 ITC Conference in Granada will be one of the most important and comprehensive assemblies of researchers and practitioners in the fields of measurement, testing, and assessment in the foreseeable future. For almost 50 years, the ITC has contributed enormously to promoting effective, valid and fair testing and assessment practices around the world to benefit society. However, the ITC Granada conference will be the first **in-person** ITC conference since 2018. Across the world, our colleagues are eager to re-engage with each other and celebrate accomplishments within the ITC community.

ITC Conferences are unique in bringing together assessment experts from all corners of the globe. For example, our 2014 conference in San Sebastian, our last conference in Europe, was comprised of attendees from Africa, Asia, Europe, Middle East, Oceania (Australia), North America, and South America. The ITC conference in Granada will include a focus on promoting equity and inclusion when making decisions or comparisons based on tests and questionnaires in a changing assessment context. It will be a unique opportunity to learn about the latest research, to network with colleagues, and to collaborate. The conference program will allow researchers and professionals to understand innovative, cutting-edge research and practices, enroll in short-course on “hot topics” in assessment, and take part in “business-academia” activities that connect industry with researchers.

The ITC Granada conference will also feature collaborations with professionals for improving validity when making national and international comparisons and decisions based on test scores; particularly those that aim to improve equity, inclusion, and fairness for individuals, groups, and societies. Collaboration is crucial for producing top-quality assessments that meet social needs. Collaboration also means bridging the gaps between disciplines with common interests (e.g., psychometric and survey research), overcoming the “methods divide” (e.g., qualitative vs. quantitative methods), and connecting academic and work contexts. To take advantage of emerging methodologies in assessment and changes in tests and questionnaire administration modes (e.g., online assessments, computational methods), also requires professionals with diverse backgrounds to work together. The ITC Granada conference will encourage contributions co-authored by methodological and substantive researchers in education, workplace, clinical, and social fields who collaborate to face assessments problems by innovative cross-cultural approaches, and give voice to those who traditionally have been treated only as the “subjects” or “participants” of the research.

With several prestigious keynote speakers confirmed and numerous sessions to be presented by delegates, this event will offer an attractive showcase of current research on psychological testing and assessment issues. In addition, there will be a welcome reception as well as an exhibit hall accessible to attendees throughout the conference. The event will also be publicised on the ITC website and in Testing International, the bi-annual newsletter which is sent to approximately 2,000 members and friends of the ITC.



WHO ATTENDS THE CONFERENCE?

The ITC conference attracts an extremely diverse audience, including practitioners, researchers, students, and representatives from test developers, testing companies, test publishers, regulators and policy makers. Approximately 400-500 delegates from 40-50 countries typically attend the conference. Given this is the first in-person conference of the ITC since 2018, we are anticipating 500-600 attendees.

KEYNOTE SPEAKERS

We are proud to announce our highly esteemed speakers who represent the conference themes. These speakers include two keynoters speaking on some of the most important topics in testing, and an all-star panel bridging survey and assessment research.



Keynote #1: *Embracing the Future of Remote Proctoring: Ensuring Test Integrity and Accessibility in the Digital Age*

Alina von Davier, Ph.D.
Chief of Assessment
Duolingo

Invited Panel: *Shared Insights and Unique Perspectives: What Can Psychological Testing and Assessment Learn from Innovations in Survey Research and Vice Versa?*



Beatrice Rammstedt
GESIS – University of Mannheim,
Leibniz Institute for the Social Sciences
(Germany)



Ana Villar, Meta (UK)



Bruno D. Zumbo,
University of British Columbia
(Canada)



Keynote #2: *Seeking Validity Evidence Related to Assessment Justice*

Jennifer Randall, Ph.D.
Dunn Family Endowed Professor of Psychometrics and Test Development,
Marsal Family School of Education
University of Michigan



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BENEFITS OF SPONSORING

A wide range of opportunities are available to promote your company to the estimated 500 + delegates in attendance. The sponsorship packages are specially designed to help raise your company profile in a variety of ways. As a sponsor, your organization will have an excellent opportunity to:

- Announce and showcase your products, services and expertise.
- Create new business relationships and develop brand awareness.
- Network with new and existing customers.
- Partner with others in our industry.
- Heighten visibility of your company as a global supporter of effective, valid and fair testing and assessment practices.
- Achieve visibility on our conference website, in the conference programme booklet and on conference displays
- Help support conference attendance by early career scholars from emerging countries who otherwise would be unable to attend

The Numbers

- 4 day conference
- +500 delegates
- +40 countries
- +150 presentations

The Sessions

- International speakers
- State-of-the-art research
- A focus on current issues
- Interactive sessions

The People

- Collegial atmosphere
- Networking opportunities
- Assessment researchers, practitioners, and policy-makers, graduate students



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GRANADA



SPONSORS OF RECENT ITC CONFERENCES

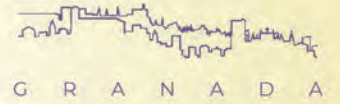




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CONGRESS VENUE

The Granada Congress Center offers modern facilities in the very heart of the city: a magnificent auditorium with capacity for 2,000 delegates, equipped with modern audiovisual facilities, and a wide range of meeting rooms to hold parallel sessions, satellite meetings, and exhibition spaces.

We are planning an Industry and Technology Exhibition in which relevant organizations and companies can show their expertise. Exhibition booths will be located in the exhibition hall next to lectures rooms.

We offer a wide range of sponsorship packages as well as supplementary options to achieve the broadest exposure to your organization or company. This event presents an excellent option to increase the visibility of your company, show your products and services, seek international partners and form new collaborations, and attract new talents.





SPONSORSHIP PACKAGES

	DIAMOND	PLATINUM	GOLD	SILVER
RECOGNITION IN CONFERENCE PROGRAM AND ABSTRACT BOOK				
One full-page advertisement in the conference program	■			
Three-quarter-page advertisement		■		
Half-page advertisement			■	
Logo on sponsor page				■
RECOGNITION ON ITC CONFERENCE WEBSITE				
Logo on every conference webpage with link (side bar)	■	■		
Logo on sponsor webpage with link			■	■
RECOGNITION DURING GENERAL SESSIONS				
With logo (full size)	■	■		
With logo (half size)			■	
With logo (quarter size)				■
CORPORATE EXHIBITION SPACE ¹				
Exhibit booth (provided by sponsor)	■	■		
Roll-up (provided by sponsor)			■	
Company representative(s) at booth or roll-up	2 representatives	1 representative	1 representative	
CONFERENCE BAG				
Inclusion of promotional materials in conference bag	■	■	■	■
VERBAL RECOGNITION				
Acknowledgement/Recognition during welcome, opening, closing, and ceremonies	■	■		
VISIBILITY ON CONFERENCE ROLL UPS				
Logo on ITC conference roll ups in the conference venue	■	■	■	■
FREE CONFERENCE REGISTRATIONS (includes Gala dinner)				
	3 people	1 person	1 person	
Sponsorship fee	11,000€	8,500€	5,500€	2,500€

Exhibit Booth (€2,000): includes 1 representative at the booth

Space for an exhibition booth (provided by the sponsor) within a dedicated exhibition area at the conference. More details are available upon request. One representative from the sponsor will have space at the booth. Support will be provided by the Vlajes el Corte Inglés Exhibition Department.

¹ More details about the exhibition spaces will be made available by June 1, 2023



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SPONSORING SPECIFIC EVENTS AND ITEMS

A variety of individual items and events can be sponsored that offer further visibility at the 2024 ITC Conference.

1) Exclusive sponsorship of the Gala dinner – (Available to one sponsor; Fee: € 20,000)

The Gala dinner is the conference's largest and most anticipated social event. This year, the Gala dinner is included with each conference attendee's registration so the sponsor receives prominent and exclusive visibility at the conference event with the largest expected attendance.. The Gala Dinner Sponsor will be highlighted in the conference program ("Gala Dinner sponsored by..."), and the ITC President and local organizing committee will verbally acknowledge the sponsor at the event. A representative from the sponsoring organization may also make remarks of about 5 minutes. In addition, the sponsor can post up to four rollups or other visual signs featuring sponsor logo during the gala dinner, which will be the only sponsor signs at the event.

2) Exclusive sponsorship of the Welcome reception (Available to one sponsor; Fee: € 10,000)

Aside from the Gala dinner, the Welcome Reception is the most coveted social activity at the ITC conference. The Welcome Reception sponsor will be listed as sponsoring the reception in the conference program ("Welcome Reception sponsored by...") and can post up to four rollups or other visual signs featuring sponsor logo during the reception. The ITC President and local organizing committee will verbally acknowledge the sponsor for sponsoring the event.

3) Coffee breaks (Available to four sponsors; Fee: € 2,000)

Coffee breaks are another important social event that garners appreciation for sponsors. Sponsors of a coffee break will be listed in the program ("Coffee break sponsored by...") and sponsors can post up to four rollups or other visual signs featuring sponsor logo during the coffee break. There will be one sponsor for each of the four coffee breaks.

4) In kind sponsorship and other sponsored items

Sponsorship is not limited to financial support, but can also include the provision of materials or services. Other sponsorship opportunities include Exclusive Sponsorship of Delegate Bags and Exclusive Sponsorship of Delegate Pens. Should your company be interested in some of these other sponsorship opportunities or in suggesting a sponsorship package not listed in this brochure, please contact us at admin@intestcom.org



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PRACTICAL INFORMATION

General

Sponsorships will be awarded on a first-come, first-served basis. Sponsors need to be committed to the advancement of sound assessment and testing practices and be supportive of ITC's mission and values to participate in this conference. ITC retains the right to reject any sponsorship offer.

Additional costs

The fee entitles the sponsor to take advantage of the opportunities listed in the overview. Any additional costs (i.e. creation of logo or advertisement, production of banners/rollup, shipment, and personnel or travel costs of attending the conference) are to be covered by the sponsor separately.

Sublet

A sponsor may not sublet, assign or apportion any part of the item(s) sponsored, nor represent, advertise or distribute literature or materials for the products or services of any other organisation except as approved in writing by ITC.

Free conference admissions

Please note that sponsorship packages only include free conference registrations where explicitly stated. Sponsors entitled to one or more free conference registrations should communicate the names of the individuals to ITC at the latest three weeks before the conference.

Print ad specs

All images provided for ads should be final, colour corrected, hi-resolution (300dpi) CMYK files. The files should be provided both in JPEG and TIF/EPS. Hi-Res images should not be scaled more than 115% to maintain image quality. All files have to be sent to ITC representative by 28 February 2024.

Logo specs

The logo should be provided both in JPEG and in EPS format with a minimum resolution of 300 dpi.



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SPONSOR CONFIRMATION FORM

Name of Sponsor:.....

Contact Name:.....

Contact E-Mail:.....

Please indicate level of sponsorship: (all prices are in Euros €)

- Diamond: €11,000
- Platinum: €8,500
- Gold: €5,500
- Silver: €2,500

Additional sponsorship opportunities (first come, first served)

- Gala Dinner Sponsor: € 20,000
- Welcome Reception Sponsor: € 10,000
- Coffee Break Sponsor: € 2,000

Exhibit booth: € 2,000

Payment Options:

Check enclosed for _____

Please invoice me for _____

Please charge my credit card:

_____ Visa _____ MC _____ Amex

Account Number _____

Expiration _____ Security Code _____

Please complete and return to:

Ananda van Tonder, ITC Office Manager,

admin@intestcom.org

Questions? Contact Ananda van Tonder, ITC Office Manager,

admin@intestcom.org

Should you require an alternative payment method, please contact the ITC Treasurer at treasurer@intestcom.org.

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Contact us

Ananda van Tonder, ITC Office Manager
admin@intestcom.org