



BEYOND MULTIPLE CHOICE **2018**

Conference and Exhibition

November 7th & 8th, 2018, Washington DC

www.beyond-multiple-choice.com

Sponsorship Opportunities



Assessment Tomorrow and Perigean Technologies are pleased to announce a brand new and exciting e-assessment conference taking place in Washington DC on November 7th & 8th, 2018.

Computer based assessment has grown significantly since the early days of automatic test publishing and certification. We have seen developments like paperless examination projects, e-proctoring, credentialing and open badges, social media, 'Bring Your Own Devices', the growth of e-portfolios, the proliferation of question types, integration with e-Learning and back-office systems, the rise of government initiatives and policies around the world, the expectations of digital natives and rapid changes in technology.

The key question is:

How can managers and educators move beyond multiple-choice tests to more deeply evaluate the effectiveness of learning, teaching and training?

This conference addresses just those issues bringing the latest tools and techniques into clear focus, evaluating how they can support learners and teachers in the modern digital age.

Over 150 high profile delegates are expected to attend this new event which focusses on innovative developments in e-assessment from the US, Canada and the UK. Recruitment, skills assessment, Higher Education and training professionals will all find this a valuable event to attend. The venue will be new location of the International Spy Museum – itself an unusual and innovative experience.

We are offering a range of sponsorship opportunities for organizations in the assessment sector. The key opportunities are listed below, but we are very happy to be flexible and if you have a particular sponsorship idea that you would like to discuss, then please call or email one of the contacts below.

We look forward to discussing a sponsorship partnership with you for this new, exciting event.

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Why will delegates attend?

- ❖ Get ideas to expand and enhance their current educational computer based testing and assessment programs
- ❖ Learn more about how computer based testing is an integral part of a modern digital learning strategy for any organization
- ❖ Find out how to take advantage of the tools for 21st century digital assessment to learn more about your students and employees and help them to reach their potential
- ❖ Get an insight into the implications for leading an educational institution through a period of change brought on by technology
- ❖ Ensure the validity, integrity or reliability of your qualification and certification programs
- ❖ Understand how the challenges of the 21st century digital world will impact your testing and assessment activities
- ❖ Discover more about the tools and techniques of e-Assessment beyond multiple choice and conventional objective item testing
- ❖ Understand how to further integrate your educational testing process into your learning systems and processes

Why should you Sponsor?

- ❖ To reach a wide range of delegates, influencers and decision makers
- ❖ To be part of the debate
- ❖ To influence decision makers on their thinking about digital developments
- ❖ To have a voice at the table
- ❖ To showcase your systems and services
- ❖ To see the big picture

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About Assessment Tomorrow

Assessment Tomorrow is a conference organizer specializing in e-assessment events. We have held an annual 2 – day conference in London for the past 16 years, along with events in Hong Kong, Singapore, India, the Gulf, Dublin and Edinburgh.

Our events concentrate on the innovative and challenging aspects of the use of digital assessment across all forms of education, training and recruitment.

About Perigean

Perigean Technologies provides consulting services and conducts R&D in expertise management, cognitive science, and knowledge elicitation, for Fortune 500 and government clients. In 2017, Perigean Technologies spun off Sero! Learning Assessments to offer knowledge assessments tools based in concept mapping. Their software product — Sero! — has been sponsored by the US Department of Defense's Advanced Distributed Learning Initiative, and has been recognized for innovation by the e-Assessment Association and the Association of Test Publishers.

Contacts

US & Canada

Brian Moon
Perigean Technologies
Fredericksburg
VA 22401
USA
+1 540.414.6710
brian@perigeantechnologies.com

UK & Europe

Jeff Ross or Martyn Roads
Assessment Tomorrow
Broxbourne
EN10 7LG
UK
+44 20 3617 1580
info@assessmenttomorrow.com

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Headline Sponsor

\$15,000/£11,100

Our headline package includes:

- ❖ Prominent sponsor branding on all pre-conference publicity including; press releases, email alerts, social media, and the dedicated website
- ❖ On-site branding via Conference Digital Tools to include; banner on the Digital Tools home screen, details within in the Sponsors Module, push notifications (sponsor messages), link to the sponsor's website, pop-up sponsor advert, downloadable sponsor flyer
- ❖ Main plenary speaker slot
- ❖ Exhibition stand space including stand contacts and access to the Lead Capture Module on Conference Digital Tools
- ❖ 5 x complimentary delegate places
- ❖ Advance copy of the attendance list

Silver/Registration Sponsor

\$5,000/£3,750

Package includes:

- ❖ Sponsors details/logo included within the Sponsors Module on Conference Digital Tools
- ❖ Sponsor branding in Conference Registration area - pull-up display banners x 2
- ❖ Sponsor branded delegate badges (along with the Headline logo)
- ❖ Sponsor branded lanyards (exclusive)
- ❖ Sponsor's 2 x complimentary places to the entire conference
- ❖ Sponsor logo and details on the dedicated website

Delegate Feedback Sponsor

\$1,250/£900

Package includes:

- ❖ Sponsor pre-approved question to the delegates included
- ❖ Sponsors details/logo included within the Sponsors Module on Conference Digital Tools
- ❖ 1 x complimentary place to the entire conference
- ❖ Sponsor logo and details on the dedicated website
- ❖ Pop-up Sponsor 'notice' on Conference Digital Tools (detailing Feedback Digital Tools instructions)
- ❖ Sponsors branded follow-up email to conference delegates post-event to push additional feedback

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Media Sponsor

\$1,950/£1,450

Package includes:

- ❖ Sponsor branding on pre-conference publicity including; press releases, email alerts, social media, and the dedicated website
- ❖ Sponsors details/logo included within the Sponsors Module on Conference Digital Tools
- ❖ 1 x complimentary places to the entire conference
- ❖ Pop-up Sponsor advert on Conference Digital Tools
- ❖ Sponsor logo and details on the dedicated website

Exhibitor Package:

\$1,750/£1,300

Stand space available per exhibitor is suitable for a 6ft x 9ft (2m x 3m) pop-up display or equivalent only.

Exhibition stand space will be allocated on a “first-come-first-served” basis.

Package includes:

- ❖ Exhibition stand space including stand contacts and access to the Lead Capture Module on Conference Digital Tools
- ❖ 2 x exhibitor stand contacts
- ❖ Access to power
- ❖ Complimentary wi-fi
- ❖ Provision of furniture i.e. table/chairs
- ❖ Exhibitor details/logo included within the Exhibitors Module on Conference Digital Tools
- ❖ Sponsor logo and details on the dedicated website
- ❖ Advance copy of the attendance list

Conference Lunch:

\$1,500/£1,100 per lunch (\$2750/£2,000 for both lunches)

Package includes:

- ❖ Opportunity to address the delegates for 10 minutes prior to the lunch(es)
- ❖ Sponsor logos on all menus/table cards/serving areas
- ❖ Sponsors details/logo included within the Sponsors Module on Conference Digital Tools
- ❖ 1 x complimentary place to the entire conference
- ❖ Sponsor logo and details on the dedicated website

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Refreshment Breaks:

\$750/£550 per break (\$1900/£1425 for both days)

Package includes:

- ❖ Sponsor logos on all menus/table cards/serving areas
- ❖ Sponsors details/logo included within the Sponsors Module on Conference Digital Tools
- ❖ 1 x complimentary place to the entire conference
- ❖ Sponsor logo and details on the dedicated website

In addition to the above package, we would be interested in talking to sponsors who might sponsor a Conference Dinner, to be held at the Conference venue or nearby.

All packages are flexible and we would be happy to talk to potential sponsors about combined packages or other options.

Sponsorship packages are invoiced on agreement or by April, 1st, 2018 (whichever is the later) to enable logos etc to be included in the various media as outlined in the package.

Packages can be quoted in currencies other than USD. Packages quoted in GBP will be subject to UK VAT at the prevailing rate.

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