



**OCT  
9-10  
2019**  
**CORALVILLE  
IOWA**

Dear Colleague,

On behalf of ACTNext and ACT, it is our sincere pleasure to invite you to participate as a sponsor for our 2019 Education Technology and Computational Psychometrics Symposium. ETCPS '19 will be held October 9 -10 in Coralville, IA at the [Iowa River Landing](#), with keynotes and our research and tech-demo reception held at the [Coralville Marriott Hotel and Conference Center](#). [Visit the ETCPS event page](#) (etcps.actnext.info/2019/) for speakers, schedule and registration details.

ETCPS is our annual flagship edtech conference. It is an opportunity to put the fast pace of development in edtech into perspective, and focus the discussion on the difference between fads versus the actual research that should be leveraged for learner success.

How can you be an influencer? First, please register to attend our conference.

Next, consider being an edtech leader by sponsoring ETCPS '19. Why?

- Maximize your visibility as a sponsor! Our agenda offers prime opportunities to share your vision and amplify your voice throughout the event.
- Engage an audience composed of business leaders, educators, academics and researchers.

Last, [consider submitting](#) your own research and tech/product at our popular and engaging research and tech demo reception, held at the close of the first day of the conference.

ETCPS also offers an in-depth look at ACT's exciting transformation from a global leader in assessment to a global leader in delivering the technology at the intersection of learning, measurement, and navigation.

On behalf of ACT and ACTNext, I want to thank you for your consideration.

If you have any questions please reach out to me directly, or contact Dr. Ada Woo, ACTNext Senior Director of Strategy Implementation and Operations, [Ada.Woo@act.org](mailto:Ada.Woo@act.org) or Kacy Webster, ACTNext Business Strategist, [Kacy.Webster@act.org](mailto:Kacy.Webster@act.org)

Warmest Regards,

**Alina A. von Davier, PhD**  
**Senior Vice President, ACTNext**  
**#ETCPS19**

*About ACTNext*

*As ACT Inc. extends its more than 50 years of assessment experience to transform life-long education, ACTNext is working as the change agent. We're applying our research and technology expertise to both learning and teaching in an increasingly digital world. We do that through computational psychometrics, AI-empowered open content, and adaptive learning techniques. Underlying it all is ACT's proven track record as the authority in education.*



## **Sponsorship Opportunities:**

### **ELITE PRESENTING SPONSOR:** \$3500

Presenting Sponsor(s): 2 available

- Presenting Sponsor Logo – Prominent placement on promotional materials:
  - Logo placement on all promotional materials (poster, program, website)
  - Social media mention on ETCPS posts
  - Space for one Sponsor stand-up banner at event check-in table
  - 50-word company description in the program
  - Recognition during opening, lunch, reception, breakfast and closing
  - Sponsor provides ACTNext with info, materials, collateral, or other items to be distributed to attendees
  - Vendor table outside sessions
  - 4 complimentary registrations (\$800 value)
  - 2 invitations to attend the VIP Dinner following the reception at the close of day 1

### **DAY 1: RECEPTION SPONSOR:**

- Sponsorship **SOLD**
- Reception sponsorship features:
  - Space for one sponsor stand-up banner at reception
  - Logo placement on all promotional materials (poster, program, website)
  - 50-word company description in the program
  - Signage recognizing our Reception Sponsor
  - Reception “brought to you by” listed in agenda
  - Reception “brought to you by” table tents
  - Opportunity to deliver a 1-2 minute “thank you” and give a toast.
  - 2 complimentary registrations (\$400 value)
  - Opportunity to provide promotional materials for attendees at the reception

### **DAY 2: BREAKFAST SPONSOR:** \$2000

Breakfast sponsor: 1 available

- Breakfast Sponsorship features:
  - Space for sponsor stand-up banner at breakfast area
  - Space for one Sponsor Stand-up Banner at event check-in table
  - Logo placement on all promotional materials (poster, program, website)
  - 50-word company description in the program
  - Signage recognizing our Breakfast Sponsor
  - Breakfast “brought to you by” listed in agenda
  - Breakfast area space for materials/or swag available
  - 2 complimentary registrations (\$400 value)
  - Opportunity to provide promotional materials for attendees

**DAY 2: LUNCH SPONSOR: \$2000**

Lunch sponsor: 1 available

- Lunch Sponsorship features:
  - Space for One Sponsor Stand-up Banner at Lunch
  - Logo placement on all promotional materials (poster, program, website)
  - Space for one sponsor stand-up banner at event check-in table
  - 50-word company description in the program
  - Space for a stand-up banner or signage recognizing our Lunch Sponsor
  - Lunch brought to you by.....mention on agenda/schedule
  - Lunch brought to you by Table tents and materials/or swag at lunch table(s)
  - 2 complimentary registrations (\$400 value)
  - Opportunity to provide promotional materials for attendees

**SUPPORTING SPONSOR: \$1500**

Supporting Sponsor(s): Unlimited

- Logo placement on all promotional materials (poster, program, website)
- 2 complimentary registrations (\$400 value)
- Space for one sponsor stand-up banner at event check-in table
- 50-word company description in the program
- Opportunity to provide promotional materials for attendees