

## 2021 IACAT Conference Sponsorship Opportunities

### About IACAT

The International Association for Computerized Adaptive Testing ([IACAT](#)) was founded in 2010 to promote and advance computerized adaptive testing (CAT). In doing so, IACAT, inter alia, holds international conferences, currently in odd-numbered years.

The table below lists our previous conferences, demonstrating the global reach of IACAT.

|   | Date           | Location               | Host  |
|---|----------------|------------------------|---|
| 1 | June 2010      | Anhem, The Netherlands | Cito and the University of Twente   |
| 2 | October 2011   | Monterey, USA          | California Testing Bureau (CTB)   |
| 3 | August 2012    | Sydney, Australia      | Australian Medical Council (AMC) and Excel Psychological and Educational Consultancy (EPEC) |
| 4 | October 2014   | Princeton, USA         | Educational Testing Service   |
| 5 | September 2015 | Cambridge, UK          | The University of Cambridge   |
| 6 | August 2017    | Niigata, Japan         | Niigata Seiryo University   |
| 7 | June 2019      | Minneapolis, USA       | University of Minneapolis   |

### About the 2021 IACAT conference

We are delighted to announce that the [8th IACAT conference](#) will be hosted by the Goethe University Frankfurt, Germany. With more than 45,000 students and a strong research record, the Goethe University is one of the major German universities.

With the conference theme “Enhancing testing and assessment in the digital age with computerized adaptive testing” the 2021 IACAT conference seeks to link the two areas of CAT and artificial intelligence (AI) in an interdisciplinary fashion. [Keynotes](#) will be given by three of the most distinguished researchers

in the field. Additionally, there will be a wealth of individual oral presentations, symposia, and innovative interactive sessions on cutting-edge CAT and AI research and applications. In the fashion of IACAT's previous conferences, we anticipate 150+ participants from across the globe.

## Sponsorship Opportunities

On behalf of the Organizing Committee, we invite you to consider sponsoring the 2021 conference to ensure that your organization gets the best possible exposure at the conference. In addition to helping improve research on adaptive testing and the assessment industry, this provides extensive visibility to many important professionals and decision-makers.

Sponsorship will be acknowledged in a number of ways and will show your organization's support of adaptive testing. The limited number of sponsorships will be allocated on a first come first served basis. There are four sponsorship levels described below.

### Platinum Level (USD\$5000)

1. Your sponsorship will be explicitly acknowledged during the presidential address
2. You will be able to include company literature in the attendee registration area
3. Your logo will be shown prominently at the bottom of the initial session announcement screen of plenary sessions (presidential address, and keynote speakers)
4. Your logo will be shown prominently on the conference website (indicating your platinum level of sponsorship) and will redirect to your website
5. You may include a 200 word profile of your organization for the conference website
6. Your logo will be displayed in the conference app (if supported by the app)

### Gold Level (USD\$3000)

1. You will be able to include company literature in the attendee registration area
2. Your logo will be shown prominently at the bottom of the initial session announcement screen of plenary sessions (presidential address, and keynote speakers)
3. Your logo will be shown prominently on the conference website (indicating your gold level of sponsorship) and will redirect to your website
4. You may include a 100 word profile of your organization for the conference website
5. Your logo will be displayed in the conference app (if supported by the app)

### Silver Level (USD\$1000)

1. Your logo will be shown prominently at the bottom of the initial session announcement screen of plenary sessions (presidential address, and keynote speakers)
2. Your logo will be shown prominently on the conference website (indicating your silver level of sponsorship) and will redirect to your website
3. You may include a 75 word profile of your organization for the conference website
4. Your logo will be displayed in the conference app (if supported by the app)

### Bronze Level (USD\$500)

1. Your logo will be shown prominently at the bottom of the initial session announcement screen of plenary sessions (presidential address, and keynote speakers)
2. Your logo will be shown prominently on the conference website (indicating your bronze level of sponsorship) and will redirect to your website
3. You may include a 50 word profile of your organization for the conference website
4. Your logo will be displayed in the conference app (if supported by the app)



## Sponsorship Process

In order to confirm your sponsorship, please complete the Agreement to Sponsor Form on the following page. Please print, sign and forward the scanned document, no later than 30 June 2021, to the IACAT treasurer, Kathi Gialluca ([k.a.gialluca@gmail.com](mailto:k.a.gialluca@gmail.com)). Information regarding the payment process will be sent to you afterwards. If you prefer to send the form via postal service, please refer to the address listed below.

IACAT  
c/o Dr. K. Gialluca  
1623 Dupont Ave. N.  
Minneapolis, MN 55411  
Tel. +1 952.237.1749  
[k.a.gialluca@gmail.com](mailto:k.a.gialluca@gmail.com)

## Agreement to Sponsor Form 2021 IACAT Conference

Please complete, print and sign the following form and forward the scanned document to: Kathi Gialluca ([k.a.gialluca@gmail.com](mailto:k.a.gialluca@gmail.com)). If you prefer to send the form via postal service, please forward the form to: IACAT, c/o Dr. K. Gialluca, 1623 Dupont Ave. N., Minneapolis, MN 55411.

Contact Name: \_\_\_\_\_

Position: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

State/Province: \_\_\_\_\_

Zip/Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

### Sponsorship level

Please indicate the level of sponsorship with a ☑:

- Platinum (USD \$5000)
- Gold (USD \$3000)
- Silver (USD \$1000)
- Bronze (USD \$500)

**Cancellation policy:** Cancellations prior to 1 June 2021 will have their payment returned minus a \$200 administration fee. Cancellations after 1 September 2021 will forfeit their deposit payment.

**Additional policy:** In case the 2021 IACAT conference cannot be held in presence due to the COVID-19 pandemic, the conference will be postponed by one year. Sponsorships will be prolonged accordingly with no additional charges.

- I have read the cancellation and additional policies and accept its conditions.

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Date and Signature