



# 2021 Sponsorship Prospectus

[www.beyond-multiple-choice.com](http://www.beyond-multiple-choice.com)



## What is Beyond Multiple Choice?

Beyond Multiple Choice is a **growing community of practice** that connects **diverse professionals** to explore ideas surrounding **the future of assessment**.

Now entering its 4<sup>th</sup> year, BMC started out in 2017 as a small gathering of researchers and testing service providers. Today, it is an **evolving platform** for **free virtual events** and **digital content** that engages a **broad audience** including K-12 and higher ed educators, administrators, policymakers, and researchers; training and credentialing professionals; and assessment-related companies.

BMC's successful 2020 conference appeared online due to COVID-19 restrictions, paving the way for **greater exposure** and accessibility in the **virtual space**. In 2020, we added **over 1,600 new registrants** to our mailing list of over **15,000 assessment professionals**. Over **600 participants** participated in our live 3-day webinar conference series, and **hundreds more** have viewed the recorded talks on our YouTube channel.

Moving into 2021, we plan to **continue building** our community of forward-thinking assessment stakeholders by offering more free virtual events, content, and platforms for provocative discussion.

### 2021 Sponsorship Opportunities:

- **Full-day seminar** (April)
- **Three-day conference** (November)
- **Podcast series** (periodic)

## BMC 2020 by the numbers

CONFERENCE REGISTRANTS

1,600

UNIQUE ORGANIZATIONS

800+

COUNTRIES

43

INDUSTRY BREAKDOWN



- K - 12 Education
- Product or Service Provider
- Higher Ed
- Government
- Workplace Certification
- Other

## Sample 2020 Speakers



**Kristen DiCerbo**  
Chief Learning Officer  
*Khan Academy*



**Scott Marion**  
Executive Director  
*Center for Assessment*



**Liberty Munson**  
Head Psychometrician  
*Microsoft*



**Ed Metz**  
Program Director  
*U.S. Dept of Education*



**John Winkley**  
Director  
*AlphaPlus*



**Lacreia Terrance**  
CEO  
*The EduProject*



**Steve Sireci**  
Director  
*Center for Educational Assessment*



**Eliot Winer**  
Director  
*Virtual Reality Applications Center*

## Sample 2020 registrant organizations

(As reported by registrants)

**Apple, Inc.**

**NYC Dept. of Education**

**Harvard Graduate School of Education**

**Law School Admissions Council**

**Cambridge Assessments**

**Miami Dade Public Schools**

**Uber Technologies, Inc.**

**US Air Force**

## 2020 sponsors

**Surpass**  
Powering Assessment



**eLearn**  
magazine

**Inspera**

**caveon**

**@assessment tomorrow**

**wiris tao**

**better examinations**

**QUANTUM IMPROVEMENTS CONSULTING**

**eCom**  
eCom USA

**sero**

## Sponsorship Opportunities

### Ideal partners:

Brands that align with **BMC's values** are **forward-thinking** and demonstrate continuous improvement and adaptability to meet the 21<sup>st</sup>-century assessment needs in **education** and the **workforce**.

If you are looking to **position your brand** as an industry **thought-leader**; promote products and services that **evolve the status quo**; get your message directly in front of **decision-makers**; and reach an **international audience** of assessment professionals, then BMC sponsorship opportunities are **ideal for you**.

### Benefits of sponsorship:

- **Cost-effective brand exposure** to **tens of thousands** of education and training assessment professionals on our carefully cultivated mailing list, along with the thousands who visit our website
- **Market positioning** and **PR imaging** as an industry innovator and thought leader
- Opportunity to **build trust** and subject matter authority
- Affiliate link placement to **attract prospects**
- Access to a multi-faceted **audience of decision-makers** that is typically hard to reach
- Access to **audience feedback and data** that can point to decision-maker concerns and priorities in the current market climate
- Advertising longevity – your content ads and program appearances will garner **replay value** on our podcasting and video platforms
- Various **engagement opportunities** throughout the year

**Sponsorship opportunities are limited and first-come, first-served!**

## Packages

### Event Sponsorship

	Headline Sponsor	Session Sponsor	Media Sponsor	Lightning Demo
<i>April Seminar</i>	\$6,000	\$2,000	\$1,000	\$750
<i>November Conference</i>	\$12,000	\$3,000	\$2,000	\$1,000
Logo featured on virtual program backgrounds	X			
Prominent logo positioning on BMC website	X			
Logo featured on BMC website	X	X	X	X
Logo featured in all event emails	X	X	X	X
One mass email highlighting your brand	X	X	X	X
One social media post (Facebook, Twitter, Instagram, LinkedIn) highlighting your brand	X	X	X	X
One-minute brand commercial at beginning of conference	X			
One-minute brand commercial at beginning of session		X		
15-minute live product demonstration				X

### Content Sponsorship

	Podcast Sponsor
<i>Per episode</i>	\$1,000
One-minute commercial	X
Affiliate link included in show notes	X
One mass email highlighting brand	X

### Note:

*We are more than happy to discuss custom sponsorship options tailored to your organization's needs and objectives.*

## Disclaimer

Beyond Multiple Choice sponsorship benefits primarily include opportunities for brand exposure and audience engagement, the value of which accrue over time and are difficult to define immediately with concrete metrics.

By agreeing to the terms of sponsorship, you affirm understanding that we do not provide access to our contact lists or registrants' personal data, nor do we guarantee sponsors a minimum number of generated leads.

BMC program registrants and email subscribers have not opted to share their information with 3<sup>rd</sup>-party sponsors. However, members of our audience may individually supply their contact information through affiliate links or other lead-generating tools provided by sponsors, which BMC may promote through specified digital channels.

## Contact Us

As always, we are flexible in the sponsorship opportunities available. If you have other sponsorship or participation ideas, please feel free to discuss.

To discuss any of these opportunities contact:

*In the US:*

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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 17 years, along with events in Hong Kong, Singapore, India, the Gulf, Washington DC, 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.

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