



2021 Sponsorship Prospectus

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 4th 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.

In April 2021, we held a one-day seminar titled Assessment Challenges of Our New Decade that attracted **887 registrants** and **425 live attendees**.

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:

- **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

Sample 2020 registrant job titles

(As reported by registrants)

District Superintendent

Chief Education Officer

Instructional Designer

Assessment Director

President/CEO

Senior Researcher

Learning Specialist

Technology Coordinator

2020 sponsors



Sponsorship Opportunities

Ideal partners:

Brands that align with **BMC's values** are **forward-thinking** and demonstrate continuous improvement and adaptability to meet the 21st-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!

Sponsorship

Event Sponsorship Tiers

Headline Sponsor Stand above, and apart from, all other event sponsors and receive numerous high-value opportunities to share your message with our list of 15,000+ assessment professionals.

As Headline Sponsor, your company logo will be featured prominently across all promotion channels; from the BMC website; to the conference event registration page; on all email communications and social media headers; and in supplementary marketing collateral, like our event program.

Headline Sponsorship allows you to achieve maximum exposure and engagement leading up to and throughout Beyond Multiple Choice's multi-day November conference.

See next page for more details.

Session Sponsor Niche down and position your company as a thought leader by linking your brand to a designated session and subject matter.

Event organizers will work with you to select a topic that aligns with your brand's core product and/or services. We will highlight your company within that session and brainstorm fitting ways to engage with attendees, such as by chairing a panel discussion.

See next page for more details.

Media Sponsor Engage broadly through our various media channels to promote our joint objectives and messages to a mass audience.

See next page for more details.

Lightning Demo During our live virtual conference, the spotlight is on you for 20 minutes that you can use to engage the audience and share your company's or product's message.

See next page for more details.

Ad Sponsor Play a 60-second video promotion at multiple key points throughout the conference to cost-effectively boost brand awareness.

See next page for more details.

Poll Sponsor Promote your brand and gain valuable insights into our audience's perspectives, opinions, and circumstances by sponsoring custom poll questions to be administered in real time during our virtual conference.

See next page for more details.

Packages

	Headline Sponsor	Session Sponsor	Media Sponsor	Lightning Demo	Ad Sponsor	Poll Sponsor
Number Available	1	TBD	5	9	4	6
November '21 Conference	\$12,000	\$3,000	\$2,000	\$1,000	\$500	\$250
Logo featured on webinar backgrounds	X					
Prominent logo 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 (Twitter or 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				
20-minute live product demonstration	X			X		
One-minute brand commercial (x3)					X	
Custom branded poll questions (x2)	X					X
Podcast sponsorship			X			

***Add registrant opt-in email list to any package for \$500**

Content Sponsorship

	Podcast Sponsor
Per episode	\$1,000
One-minute commercial	X
Affiliate link placement	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 3rd-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.
