

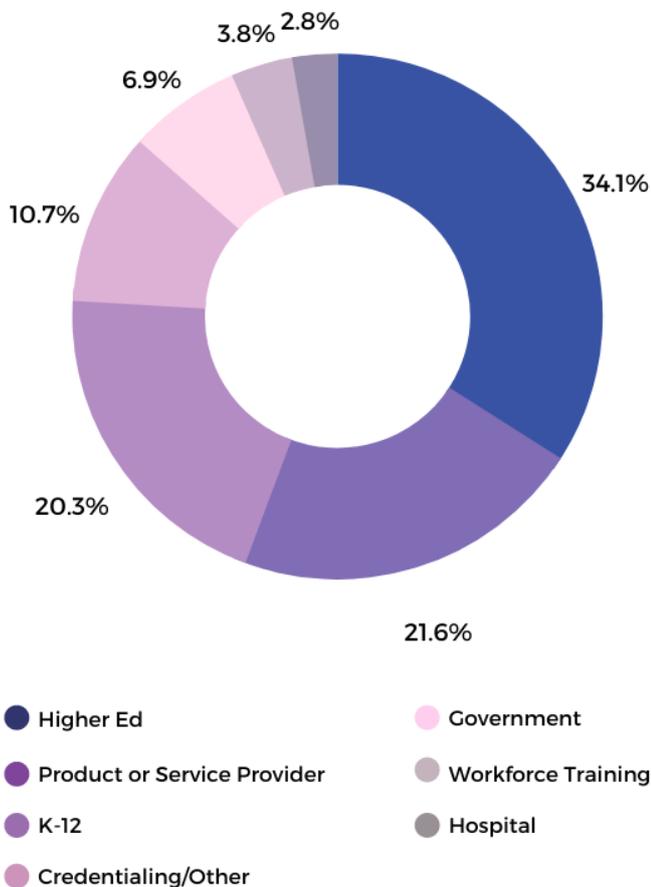


2022 SPONSORSHIP PROSPECTUS

ABOUT BEYOND MULTIPLE CHOICE



Now entering its 5th year, Beyond Multiple Choice started out in 2017 as a small gathering of researchers and testing service providers. The goal was to share solutions, insights, and discoveries related to assessment design and practice.



“I have learned a lot during the few sessions. Thank you for providing such a great platform to share with all of us around the globe.”

- BMC 2021 Attendee

Today, BMC is an evolving platform for free virtual events and digital content exploring the future of assessment.

Our diverse audience includes forward-thinking assessment practitioners, stakeholders, and decisionmakers from around the globe.

2022 SPONSORSHIP OPPORTUNITIES

June Seminar

June 15th, 2022

This 4-to-5-hour summer webinar features
launched for the first time in 2021.

Presentations focus on assessment culture,
theory, and social context, setting the stage
for our larger Fall event.



November Conference

November 1st, 2nd, and 3rd, 2022

Our flagship 3-day conference focuses on the
more technical and practical aspects of
assessment innovation.

Presentation formats include case studies,
research presentations, psychometric analyses,
and product demos.

Podcast

Periodic

On the Beyond Multiple Choice podcast, we invite
assessment and learning experts to discuss timely
topics that are relevant to our broader community.



BMC2021 BY THE NUMBERS



1,700+ Registrants

In 2021, Beyond Multiple Choice attracted nearly 2,000 total unique individuals to register for our April seminar and November conference.



1,000+ Organizations

Representatives from a wide range of corporate, non-profit, and public institutions attended BMC events last year.



50+ Countries

Our virtual events feature international speakers and have a global reach, attracting geographically diverse delegates who hail from six different continents.



2,400+ Views

In 2021, Beyond Multiple Choice attracted nearly 2,000 total unique individuals to register for our April seminar and November conference.

**Data as of December 2021*

By transitioning from the physical to the virtual space, Beyond Multiple Choice has increased its reach and participation 10 times over since 2019.

Our webinar recordings live on YouTube and continue to attract views, and with each new virtual event our well-curated email list of nearly 15,000 continues to grow.

RECENT 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*



Jay McTighe
Author, Consultant
McTighe & Associates



Kristin Stoeffler
Sr. Learning Solutions Designer
ACT



Okan Bulut
Assoc. Prof., Psychometrics
University of Alberta



David Leng
Professional Advisor
*Learning Directorate of the
Scottish Government*

RECENT SPONSORS



SAMPLE REGISTRANT ORGANIZATIONS

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 REGISTRANT JOB TITLES

District
Superintendent

Chief Education
Officer

Instructional Designer

Assessment Director

President/CEO

Senior Researcher

Learning Specialist

Technology Coordinator

REGISTRANT COUNTRIES



Australia, Austria, Azerbaijan, Bahamas, Bangladesh, Belgium, Brazil, Cameroon, Canada, Chile, Colombia, Deutschland, Egypt, El Salvador, France, Germany, Ghana, Greece, Guam, Guatemala, Hong Kong, India, Indonesia, Iraq, Ireland, Israel, Italy, Jamaica, Japan, Jordan, Kazakhstan, Kuwait, Libya, Luxembourg, Malaysia, Malta, Mexico, Morocco, Namibia, Netherlands, New Zealand, Nigeria, Oman, Pakistan, Philippines, Portugal, Romania, Saudi Arabia, Scotland, Serbia, Singapore, Slovenia, South Africa, South Korea, Spain, Switzerland, Trinidad and Tobago, Turkey, Uganda, United Kingdom, United States, Uruguay, Zimbabwe

SPONSORSHIP OPPORTUNITIES

Ideal Partners

Our audience is eager to discover and engage with forward-thinking brands that can meet 21st-century assessment needs in education and the workforce.

Is your organization looking to reach an international audience of assessment professionals and decision-makers? Do you have ideas, products, and services that evolve the status quo? If so, **then BMC sponsorship is ideal for you.**

Benefits of Sponsorship

- ✓ Cost-effective brand exposure to tens of thousands of education and training assessment professionals.
- ✓ Market positioning 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.
- ✓ 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.

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

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 14,000+ 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 offers 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.

Special Session

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 unique message.

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.

SPONSORSHIP PACKAGES

Event Sponsorship

	Headline Sponsor	Session Sponsor	Media Sponsor	Special Session
<i>Number Available</i>	1	Varies	5	Varies
<i>June 2022 Conference</i>	\$5,000	\$1,500	\$1,250	\$1,750
<i>November 2022 Conference</i>	\$10,000	\$2,500	\$2,000	\$2,750
Logo featured on webinar backgrounds	X			
Prominent logo and hyperlink of your choice on BMC website	X			
Logo and hyperlink of your choice featured on BMC website	X	X	X	X
Logo and hyperlink of your choice 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
Podcast sponsorship			X	

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

Podcast Sponsorship

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

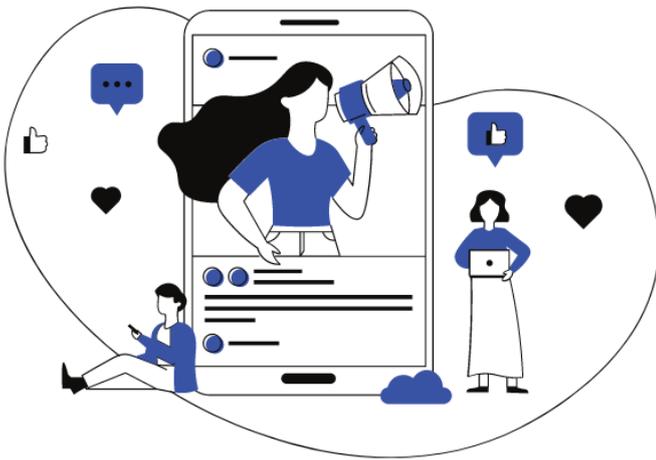
Note:

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 these 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 automatically provide access to our contact lists or registrants' personal data, nor do we guarantee sponsors a minimum number of generated leads.



Only those BMC program registrants who opt to share their information with 3rd-party sponsors will be included in for-sale email lists.

Additionally, members of our audience may individually supply their contact information through affiliate links or other lead-generating tools provided by sponsors. BMC may promote these through specified digital channels.

“I found great value in this conference. I will also recommend future conferences to my colleagues.”

- BMC 2021 Attendee

CONTACT US

As always, we are flexible in the sponsorship opportunities available. To discuss the offers detailed in this prospectus, or any other ideas you may have, please reach out to:

In the US:

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About Perigean Technologies

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.



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.



The Future of Assessment