



## Why ATP?

*When you join ATP, you join a community that is dedicated to advancing equity, integrity, and learning.*

ATP is the only organization in existence today that advocates for the assessment industry *in all its forms and uses*. ATP monitors laws and regulations around the globe that impact the industry and provides guidance on how to navigate challenges.

ATP originated in the early '90's, as a non-profit Trade Association, to address issues of copyright and to promote the concept of professionally validated tests and assessments. Today, amid rapidly changing technology and exponential shifts in how we work and learn, we find ourselves addressing a myriad of challenges from test security to data privacy, to artificial intelligence.

The primary reasons that industry leaders give for joining ATP is for networking, information sharing, and facing industry challenges as a collective voice.

*But they will also tell you...sometimes it's not all in what you get, but also in what you give.*

Your support of ATP allows the organization to continue to provide high-level educational and networking events; to continue to advocate for policies and regulations that allow testing and assessment organizations to flourish; to continue to be a collective voice for the test publishing/assessment services industry in the media/ government/ industry/ education/ healthcare and the public; and continue to be both a watchdog and a touchstone for those who participate in, and rely on, the assessment industry.

Read more about ATP's historic advocacy and milestones at <https://www.testpublishers.org/our-structure-history>

*Question: How many volunteers does it take to run a successful conference? Answer: ATP is a volunteer-driven organization – it takes more than 100 planners, reviewers, marketers, greeters, coordinators...all of them leaders & doers!*



*ATP is not just about its international conferences, summits, webinars, and roundtables. ATP is also about the important work of its Global Regions, Practice Area Divisions, Special Interest Groups, Committees and Task Forces.*





## Community and networking

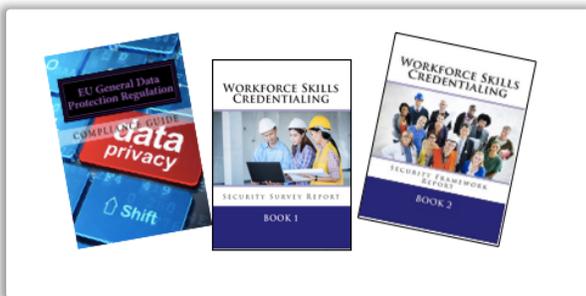
**Cost savings:** ATP members receive discounts on registration for important networking events, conferences, and summits - organizational members receive these benefits for everyone on their staff at no additional cost.

**Priceless:** ATP provides a way to connect with partners, customers, and suppliers, to learn about industry issues and global best practices, get benchmarking information and advice from peers and experts in the industry. Many existing members find this the most valuable benefit of belonging to ATP.

## Marketplace

**Cost savings:** Organizational members receive discounts on sponsorship, get first pick of booth and meeting space, and receive discounts for career listings to aid in staff recruitment.

**Priceless:** By providing a range of international and regional conferences and virtual events, the ATP gives those organizations who have assessment instruments or services to sell a unique route to influence customers, nationally and internationally. And ATP is a hub for staff training and recruitment to help build your business.



## Standards/Guidelines/Best Practices

**Cost savings:** ATP members and subscribers gain access to most ATP publications free of charge, including best practices publications, surveys, guidelines, and white papers. They also have access to ATP's peer reviewed online "Journal of Applied Testing Technology" (JATT).

**Priceless:** The ATP nurtures industry standards and good practice in assessment. Being a member allows participation in these activities and input to their direction.

## Protection

**Cost Savings:** ATP continually monitors and reports back to members on the legal landscape of testing – from international to national legal rulings and regulations, ATP keeps you and your business informed.

**Priceless:** The ATP Security Committee is dedicated to exploring and collaborating on best practices that ensure maximum protection for Intellectual property, to reduce test fraud, and to keeping ATP members abreast of international privacy laws and regulations. ATP also provides legal guidance for test-related litigation, legally defensible exams, and laws related to disclosure of tests and testing materials.

