

# IAEA 2026

## Sponsoring and Advertising Opportunities



Host Organization



Supporting Partner









# Invitation to Sponsors

Your organization is warmly invited to participate as a valued sponsor of the 51st Annual Conference of the International Association for Educational Assessment (IAEA), taking place from September 27 to October 2, 2026, in Toronto, Canada, and hosted by the Education Quality and Accountability Office (EQAO).

Recognized as one of the world's premier gatherings in educational assessment, the IAEA annual conference brings together global leaders, innovators and decision-makers in education, assessment and technology. This international conference fosters dialogue, collaboration and the exchange of ideas shaping the future of learning and evaluation.

By sponsoring and advertising at the prestigious IAEA annual conference in 2026, your organization will gain unparalleled exposure to a diverse audience of policy-makers, researchers and practitioners from around the world. Sponsors will have the unique opportunity to showcase their innovations, build strategic partnerships and demonstrate leadership in advancing educational excellence and equity.

We look forward to welcoming you as a key partner in making this prestigious global event a memorable success.

# General Conference Information

## Conference Dates and Venue

The **51st Annual IAEA Conference** will be held from September 27 to October 2, 2026, in Toronto, Canada, at the Marriott Downtown at CF Toronto Eaton Centre.

## Conference Theme

The conference will bring together global leaders, researchers, practitioners and policy-makers to explore the theme **Trust, Transparency and Technology in Educational Assessment**.

## About IAEA

The International Association for Educational Assessment (IAEA) provides a global forum for all those involved in all forms of educational assessment, in primary or secondary schools, colleges and universities. IAEA members include examining bodies, university departments, research organizations and government agencies from more than 50 countries on every continent.



## Purpose of IAEA

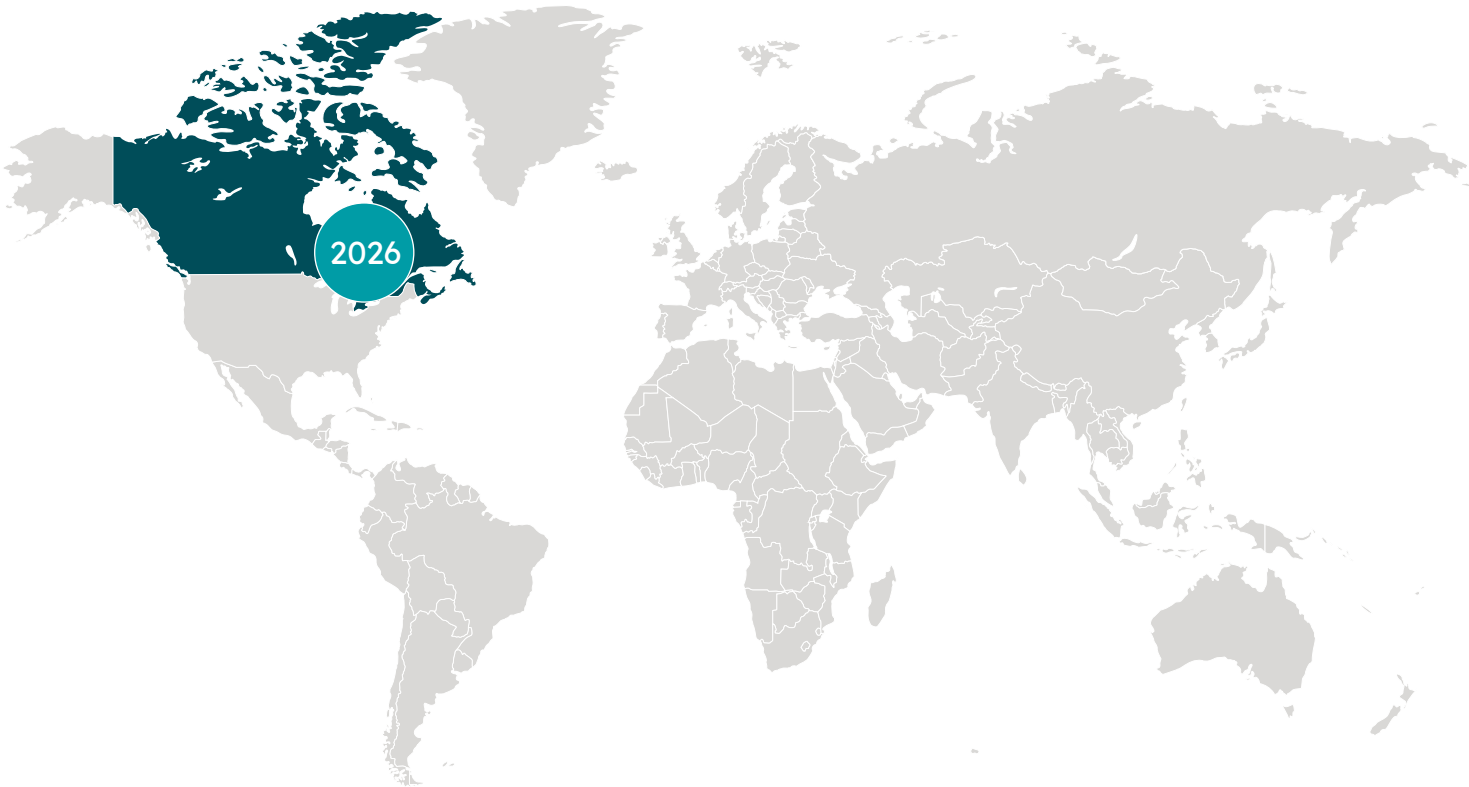
The broad purpose of the IAEA is to assist educational agencies in the development and appropriate application of educational assessment techniques to improve the quality of education. The IAEA believes that this can be achieved best through international co-operation and seeks to facilitate the development of closer ties among relevant agencies and individuals around the world. The IAEA believes that such international co-operation can help nations learn from each other without diminishing their cultural autonomy.

## Objectives of IAEA

- To enhance communication among organizations involved in educational assessment by sharing professional expertise through conferences and publications, and by providing a framework within which research, training and co-operative projects involving educational assessment can be undertaken
- To make expertise in assessment techniques more readily available for the solution of educational problems
- To co-operate with other agencies that have complementary interests
- To participate in other activities for the improvement of assessment techniques and their appropriate use by educational agencies around the world

# IAEA Conferences in Recent Years

Year	Place	Theme
2025	Livingstone, Zambia	Assessment Agility: Navigating Rapid Educational Transformations
2024	Philadelphia, United States	How Can AI Help Improve Educational Assessments?
2023	Kingston, Jamaica	Digitalising Assessments and Credentials
2022	Mexico City, Mexico	Contributions of Assessment to Quality Education
2019	Baku, Azerbaijan	Assessment and Decision-Making: Individual and Institutional Solutions
2018	Oxford, United Kingdom	Assessment and Big Data
2016	Cape Town, South Africa	Assessing the Achievement of Curriculum Standards—An Ongoing Dialogue
2015	Kansas, United States	The Three Most Important Considerations in Testing: Validity, Validity, Validity



# The Conference Host



## Education Quality and Accountability Office (EQAO)

EQAO is a board-governed agency of the Ministry of Education of Ontario that supports student learning in the province. The agency offers independent data at key stages in students' kindergarten to Grade 12 education by administering large-scale digital assessments that contribute to education research. In recent years, the agency's mandate was broadened by the government to include the development and administration of the Mathematics Proficiency Test (MPT) as a certification requirement for teachers in Ontario. EQAO's data, research and resources empower parents and guardians, educators, policy-makers and other partners with the information needed to determine how best to strengthen student outcomes. Throughout its work, the agency is committed to anti-racism, equity, diversity and inclusion.

In 2024, EQAO was honoured with the Best Practitioner of the Year (Team) Award at the 2024 International e-Assessment Association (eAA) Awards. This prestigious recognition acknowledges the vision, purpose, innovation

and inclusivity of the agency and the difference EQAO is making through its digital assessments. Additionally, EQAO received the Best Research Award for mathematics insights at the 2025 International eAA Awards, recognizing its groundbreaking study on leveraging distractor analysis in large-scale e-assessment to develop instructional supports.

EQAO's belief is that learning never ends—and so neither does the agency's mission to contribute to improving outcomes for all students across Ontario.

Find out more at [eqao.com](https://eqao.com).

### Conference Managers

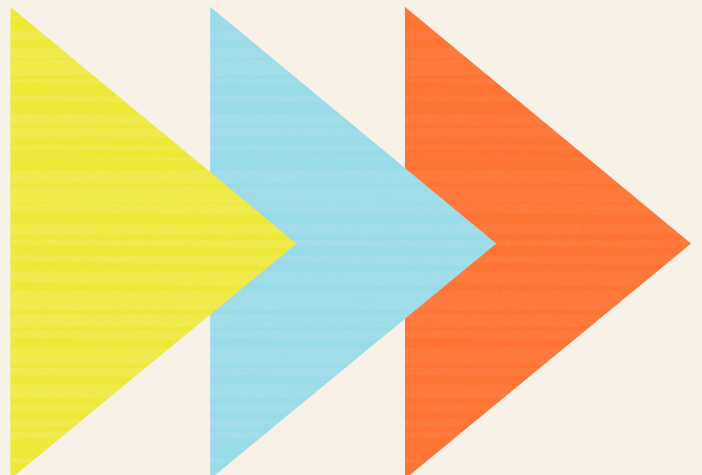
Nick Ferraro and Arbana Miftari  
IAEA 2026 Conference Organizing Committee  
Website: [www.iaea2026.org](https://www.iaea2026.org);  
E-mail: [info@iaea2026.org](mailto:info@iaea2026.org)

# Sponsorship and Exhibition Opportunities

Sponsorship from companies and organizations are welcome to showcase their products and services. This is an excellent opportunity to promote and display an organization's features, products and services to an international audience of close to 300 delegates.

Sponsors will also have the opportunity to network with leading educational certification agencies, educational assessment experts, and test and examinations providers from around the world.

Conference organizers will be glad to discuss your organization's requirements and develop the package that best suits your needs.



## Sponsorship Opportunities At a Glance

Description	Platinum	Gold	Silver	Keynote Speakers	Welcome Reception	Gala Dinner
Investment*	\$ 12,000	\$ 10,000	\$ 6,500	\$ 10,000	\$ 10,000	\$ 10,000
Number Available	6	6	6	1	1	4
Passes	4	3	2	4	4	4
Website	●	●	●	●	●	●
Signage						
• Conference Room	●	●	●	●	●	●
• Registration Area	●	●	●	●	●	●
• Event Venue				●	●	●
Conference Programme	Full page	Half page	Logo	Full page	Full page	Full page
Promotional Material	●	●	●	●	●	●
Promotional Loop	●	●		●	●	●**
Kit Inserts	●	●	●	●	●	●
Exhibit Space	6 m <sup>2***</sup>	6 m <sup>2</sup>	6 m <sup>2</sup>	6 m <sup>2</sup>	6 m <sup>2</sup>	6 m <sup>2</sup>
Acknowledgments	●	●	●	●	●	●

\* In U.S. dollars

\*\* 30-minute presentation

\*\*\* Premium spaces in the exhibition area



## Platinum Sponsorship

The *Platinum Sponsorship* package gives all attendees maximum exposure before and during the conference.

## Gold Sponsorship

Participation as a *Gold Sponsor* offers an excellent opportunity to promote your organization before and during the conference.

<b>Conference Passes</b>	Four (4) full-registration conference passes including welcome reception and gala dinner tickets
<b>Website</b>	Featuring of the company logo and link on the conference website (biography of no more than 200 characters with spaces, to be provided by the sponsor)
<b>Signage</b>	Signage in the main conference room and in the registration area
<b>Conference Programme</b>	Full-page advertisement in the conference programme (the preferred page may be chosen upon receipt of the application)
<b>Promotional Material</b>	Company logo listed on the pre-conference material, conference daily newsletter and display board in the registration area
<b>Promotional Loop</b>	10-second, no-sound video to be played on a loop with videos of other sponsors during coffee breaks and lunch in the conference room
<b>Kit Inserts</b>	Inclusion of promotional materials in the conference kit
<b>Exhibition Opportunity</b>	6 m <sup>2</sup> exhibit premium space to display products and showcase services
<b>Acknowledgments</b>	Acknowledgements in the opening and closing sessions

<b>Conference Passes</b>	Three (3) full-registration conference passes including welcome reception and gala dinner tickets
<b>Website</b>	Featuring of the company logo and link on the conference website (biography of no more than 100 characters with spaces, to be provided by the sponsor)
<b>Signage</b>	Signage in the main conference room and in the registration area
<b>Conference Programme</b>	Half-page colour advertisement in the conference programme
<b>Promotional Material</b>	Company logo listing on pre-conference material, daily conference newsletter and billboard in the registration area
<b>Promotional Loop</b>	10-second, no-sound video to be played on a loop with videos of other sponsors during coffee breaks and lunch in the conference room
<b>Kit Inserts</b>	Inclusion of promotional materials in the conference kit
<b>Exhibition Opportunity</b>	6 m <sup>2</sup> exhibit space to display products and showcase services
<b>Acknowledgments</b>	Acknowledgments in the opening and closing sessions

## Silver Sponsorship

Participation as a *Silver Sponsor* offers an excellent opportunity to promote your organization before and during the conference.

## Keynote Speaker Sponsorship

Each conference day (Monday, Tuesday, Thursday and Friday) begins with an invited keynote speaker on a different topic.

<b>Conference Passes</b>	Two (2) full-registration conference passes including welcome reception and gala dinner tickets
<b>Website</b>	Featuring of the company logo and link on the conference website
<b>Signage</b>	Signage in the main conference room and in the registration area
<b>Conference Programme</b>	Company logo to be advertised in the conference programme
<b>Promotional Material</b>	Company logo listing on pre-conference material, daily conference newsletter and billboard in the registration area
<b>Promotional Loop</b>	Company logo to be displayed on a loop with logos of other sponsors during coffee breaks and lunch in the conference room
<b>Kit Inserts</b>	Inclusion of promotional materials in the conference kit
<b>Exhibition Opportunity</b>	6 m <sup>2</sup> exhibit space to display products and showcase services
<b>Acknowledgments</b>	Acknowledgments in the opening and closing sessions

<b>Conference Passes</b>	Four (4) full-registration conference passes including welcome reception and gala dinner tickets
<b>Website</b>	Featuring of the company logo and link on the conference website (biography of no more than 100 characters with spaces, to be provided by the sponsor)
<b>Signage</b>	Signage in the main conference room and in the registration area
<b>Conference Programme</b>	Full-page advertisement in the conference programme (the preferred page may be chosen upon receipt of the application)
<b>Promotional Material</b>	Company logo listing on the pre-conference material, conference daily newsletter and display board in the registration area
<b>Promotional Loop</b>	10-second, no-sound video to be played on a loop with videos of other sponsors during coffee breaks and lunch in the conference room
<b>Promotional Speech</b>	20-minute presentation of products and services with 10 minutes for Q & A
<b>Kit Inserts</b>	Inclusion of promotional materials in the conference kit
<b>Exhibition Opportunity</b>	6 m <sup>2</sup> exhibit space during keynote presentation to display products and showcase services
<b>Acknowledgments</b>	Acknowledgements in the opening and closing sessions

## Welcome Reception Sponsorship

On the evening of Sunday, September 27, 2026, all conference attendees are invited to the IAEA 2026 welcome reception. The welcome reception is the first networking event at IAEA 2026 and provides a great opportunity to meet new or existing colleagues.

## Gala Dinner Sponsorship

The largest social event of the conference will take place on the evening of Thursday, October 1, 2026. The gala dinner is open to all conference attendees, guests and exhibitors to enjoy a networking evening with colleagues.

<b>Conference Passes</b>	Four (4) full-registration conference passes including welcome reception and gala dinner tickets
<b>Website</b>	Featuring of the company logo and link on the conference website (biography of no more than 100 characters with spaces, to be provided by the sponsor)
<b>Signage</b>	Signage in the main conference room and in the registration area
<b>Conference Programme</b>	Full-page advertisement in the conference programme (the preferred page may be chosen upon receipt of the application)
<b>Promotional Material</b>	Company logo listing on the pre-conference material, conference daily newsletter and display board in the registration area
<b>Promotional Loop</b>	10-second, no-sound video to be played on a loop with videos of other sponsors during coffee breaks and lunch in the conference room
<b>Kit Inserts</b>	Inclusion of promotional materials in the conference kit
<b>Exhibition Opportunity</b>	6 m <sup>2</sup> exhibit space at the welcome reception venue to display products and showcase services
<b>Acknowledgments</b>	Acknowledgements in the opening and closing sessions

<b>Conference Passes</b>	Four (4) full-registration conference passes including welcome reception and gala dinner tickets
<b>Website</b>	Featuring of the company logo and link on the conference website (biography of no more than 100 characters with spaces, to be provided by the sponsor)
<b>Signage</b>	Signage in the main conference room and in the registration area
<b>Conference Programme</b>	Full-page advertisement in the conference programme (the preferred page may be chosen upon receipt of the application)
<b>Promotional Material</b>	Company logo listing on the pre-conference material, conference daily newsletter and display board in the registration area
<b>Promotional Loop</b>	10-second, no-sound video to be played on a loop with videos of other sponsors during coffee breaks and lunch in the conference room
<b>Kit Inserts</b>	Inclusion of promotional materials in the conference kit
<b>Exhibition Opportunity</b>	6 m <sup>2</sup> exhibit space at gala venue to display products and showcase services
<b>Acknowledgments</b>	Acknowledgements in the opening and closing sessions

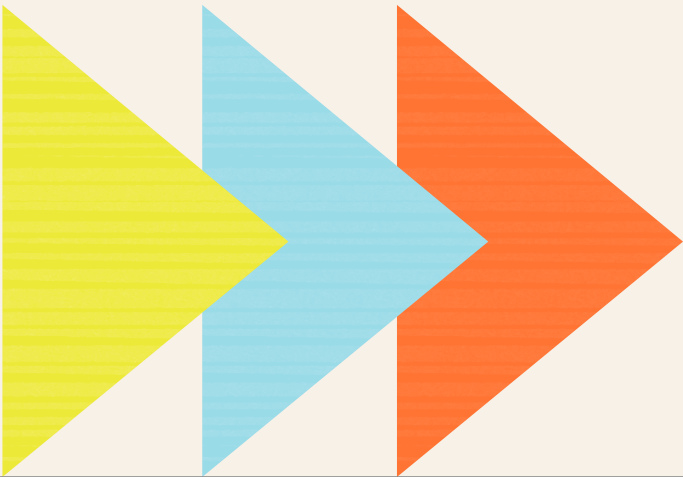


# Advertising Opportunities

Advertise in the conference programme, which is available to all conference attendees and will be used as a reference for the duration of the event. The advertising package also includes recognition on the conference website, signage in the registration area, and inclusion of promotional material in the delegate conference kit.

Advertising benefits are included in all sponsorship packages, but non-sponsors are also welcome to purchase ads.

Advertisement	Investment	Kit Inserts	Website
Full-Page Ad— Inside Back Cover	\$ 2,500	●	●
Full-Page Ad— Inside Page	\$ 2,000	●	●



---

## Lanyards and Acknowledgement

\$ 2,800

- The lanyard will bear the logo of the sponsor and the conference and will be approved by the conference host organization.
- The sponsor's logo and link will be posted on the conference website.
- The sponsor will be acknowledged on the sponsors' board on site.
- The sponsor will be acknowledged in the final programme.

---

## Notepads and Pens

\$ 2,300

The sponsoring company supplies the (estimated) 300 notepads and pens. Items are subject to design approval by the organizers.

---

## Conference Bag Inserts

\$ 500

Promotional materials, such as brochures and flyers, will be included in participants' conference bags.

Please note that the material must be provided by the sponsor and must be approved by the conference host organization (maximum page size is A4, and maximum number of pages is 8). The inserts must be sent to Toronto by August 31, 2026.

---

## Conference Bags

\$ 3,000

The organizers will oversee the production of approximately 300 delegate bags. The design of the bags must be approved by the sponsoring company. Benefits also include the following:

- Logo and link posted on the conference website
- Acknowledgement on sponsors' board on site
- Acknowledgement as a sponsor in the final programme
- Inserts in conference bags

---

## Sponsorship Applications and Conditions

1. Applicants must submit an official IAEA 2026 Sponsorship Application Form, attached on the last page of this prospectus. Applicants will be notified when EQAO has received the application form.
2. Full payment must be made within 30 days from the date of notification.
3. Sponsorship and advertisements will not be assigned without a signed application form and full payment upon receipt of notification.
4. The conference organizers reserve the right to reject any application at their total discretion.
5. Payment can be made by bank transfer.
6. If full payment is not received within 30 days, the conference organizers have the right to review the sponsorship commitment and withdraw the application.
7. An exhibitor technical manual will be sent to all sponsors once confirmation has been made.
8. Please contact the conference managers for full payment details and application conditions.

### Conference Managers

Nick Ferraro and Arbana Miftari  
IAEA 2026 Conference Organizing Committee  
Website: [www.iaea2026.org](http://www.iaea2026.org);  
E-mail: [info@iaea2026.org](mailto:info@iaea2026.org)

## Sponsorship Cancellation Policy

The following conditions apply:

1. The cancellation request must be submitted in writing.
2. If the cancellation request is received at least four months before the conference, the organizer will refund 90% of the contract price; otherwise, the conference organizer will retain 100% of the amount paid.

## Terms and Conditions

The terms and conditions of sponsorship and exhibition are included in this prospectus. Please note that your signature on the application form indicates your acceptance of these terms and conditions.

Signature and company stamp

Date



# Sponsorship Application Form

Organization Name

Contact Name

Position

Postal Address

E-mail

Phone

Mobile

**We confirm the following sponsorship item(s):**

Sponsorship Items	Value	✓
Platinum	\$ 12,000	
Gold	\$ 10,000	
Silver	\$ 6,500	
Welcome Reception	\$ 10,000	
Gala Dinner	\$ 10,000	
Keynote Speakers (Per Speaker)	\$ 10,000	
Full-Page Ad—Inside Back Cover	\$ 2,500	
Full-Page Ad—Inside Page	\$ 2,000	
Lanyards	\$ 2,800	
Notepads and Pens	\$ 2,300	
Conference Bag Inserts (Per One)	\$ 500	
Conference Bag	\$ 3,000	

**Sponsorship Total Amount Due**

U.S. dollars

I am/we are authorized to sign documents on behalf of the organization, and I/we acknowledge that I/we have read the regulations governing sponsorship and exhibition contained in the sponsorship brochure and agree to be bound by and comply with them fully. I/we acknowledge that the conference organizer has the sole discretion to accept or reject this application.

Name

Signature

Date