



**Crossing Borders,
Crossing Boundaries**
2005 Joint CES/AEA Conference

**Franchir les frontières,
repousser les limites**
Congrès conjoint SCÉ/AEA 2005

<http://c2005.evaluationcanada.ca>

October 26 – 29, 2005
Sheraton Centre • Toronto • Ontario • Canada

Exhibit, Supporter & Advertising Prospectus

Conference Theme ...

We live in a world of boundaries and borders – geographic borders, disciplinary boundaries, and intellectual territoriality. Competing models, professional jargon, and alternative frameworks sometimes divide us – as do perspectives, contexts, cultures, politics, values, and experiences. These differences also provide opportunities for cross-fertilization and possibilities for thinking about evaluation in new ways as we share diverse experiences and perspectives.

Boundaries and borders are human constructions. They can be and often are functional. While they sometimes create barriers to mutual understanding and communications, crossing borders and boundaries can offer opportunities for new syntheses, hybrid creations, and creative partnerships. In the interest of the further development of the evaluation profession and international collaboration, the theme for the 2005 Joint CES/AEA Evaluation Conference in Toronto is:

Crossing Borders, Crossing Boundaries

Why Participate ...

This high profile, professional development event can present your firm with an opportunity to share your passion for the value of evaluation and the important role it plays in the betterment of society with people who make evaluation their business. Demonstrate your support to the professionalism of evaluation by participating in this Conference. Take advantage of this event to draw attention to your professional capabilities and your interest in the work of program evaluation. Raise the profile of your organization by signing up as a supporter, exhibitor or advertiser.

Conference Attendees ...

With over 580 sessions and 1300 presenters, this joint international conference of the Canadian Evaluation Society and the American Evaluation Association will attract a variety of attendees including independent consultants, academics, government and NGO evaluators, representatives from social service and non-profit agencies, students and business professionals from around the world. We expect conference attendance to be between 2000 and 2500 delegates.

Supporting Opportunities & Benefits ...

“Supporting” offers you a unique way to network with conference attendees, support both the Canadian Evaluation Society and American Evaluation Association, and increase the name recognition for your business or organization among national and international evaluators. The information outlined below represents example supporting opportunities and benefits. We are happy to work with you to identify a supporting opportunity that meets your individual needs.

All supporters receive:

- ✓ Web hot-link from conference web site to supporting organization.
- ✓ Recognition in the conference program next to the event or service being supported.
- ✓ Acknowledgement during the joint CES/AEA luncheon.
- ✓ Name badge with “Supporter” ribbon.
- ✓ Signage at event recognizing supporting organization.

Opportunities, Fee Structure & Additional Benefits:

- ✓ **Platinum Supporter** CA\$15,000
 - ✓ Full page advertisement on Conference program back cover
 - ✓ Complimentary exhibit space including 6’ draped table and chair
 - ✓ Insert in conference delegate package
 - ✓ Two complimentary conference registrations
- ✓ **Gold Supporter** CA\$10,000
 - ✓ Half page advertisement in Conference program
 - ✓ Complimentary exhibit space including 6’ draped table and chair
 - ✓ Insert in conference delegate package
 - ✓ One complimentary conference registration
- ✓ **Welcome OR Closing Reception Supporter** CA\$7,500
 - ✓ Half page advertisement in Conference program
 - ✓ Complimentary exhibit space including 6’ draped table and chair

- ✓ **Refreshment Break Supporter** CA\$3,000
 - ✓ Quarter page advertisement in Conference program
- ✓ **Hospitality Suite Supporter** CA\$2,500
 - ✓ Business card advertisement in Conference program

Exhibit Opportunities & Benefits ...

All exhibit space is in the form of table-tops. A standard space offers one 2.5' x 6' draped table with a chair. Foot traffic around these spaces should be excellent.

All exhibitors receive:

- ✓ Web hot-link from conference web site to exhibiting organization.
- ✓ A 50-100 word profile in our exhibitor flyer included in every conference delegate package.
- ✓ Name badge with "Exhibitor" ribbons for up to two exhibit staff. Please note that exhibit staff are not registered for the conference and may not attend conference sessions unless they register.
- ✓ A 10% discount on advertising in the conference program.

Fee Structure:

- ✓ One 2.5' x 6' draped table with a chair CA\$775
- ✓ Two 2.5' x 6' draped tables with two chairs CA\$925
- ✓ Three 2.5' x 6' draped tables with three chairs CA\$1,700
- ✓ Four 2.5' x 6' draped tables with four chairs CA\$1,850

Display Time:

The conference runs from 8:00 a.m. on Wednesday, October 26, 2005 to 5:00 p.m. on Saturday, October 29, 2005. Your table should be open and staffed from 8:00 a.m. to 5:00 p.m. on Thursday and Friday and from at least 8:00 a.m. to noon on Saturday. Tables are available for Wednesday exhibiting and this opportunity may be taken advantage of at no extra charge.

Advertising Opportunities & Benefits ...

Our hardcopy conference program, with its extensive index of presenters, is the guide used by every conference attendee during the event and is taken back to the office for reference. The conference committee reserves the right to refuse any proposed advertising. Advertising rates for the conference program are as follows. Advertising specifications are available upon request. All materials provided must be camera-ready.

Size	Dimensions (w x h)	Exhibitor Rate	Non-Exhibitor Rate
Eighth page	3.5" x 2"	CA\$180.00	CA\$200.00
Quarter page	3.5" x 4.75"	CA\$270.00	CA\$300.00
Half page	7.5" x 4.75"	CA\$450.00	CA\$500.00
Full page	7.5" x 10"	CA\$720.00	CA\$800.00

Contact Us ...

CES/AEA Conference 2005 Committee – for information on exhibiting, supporting or advertising

- ✓ Kathy Jones kathy.jones@thewillowgroup.com Telephone: 613.725.2526
- ✓ Sue Ryan susan.ryan@thewillowgroup.com Telephone: 613.725.2526

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**Exhibit, Supporter & Advertising Acceptance Form
& Method of Payment**

Please complete all information below using type or block letters. Fax your application, with payment information, to: 613.729.6206. Completed applications may also be mailed to: CES/AEA Conference 2005 Committee, 1485 Laperriere Avenue, Ottawa, Ontario K1Z 7S8 Canada. Supporter opportunities, exhibit space and advertising space is reserved on a first-come, first-served basis with priority spaces given to the earliest paid applicants.

Name of Organization: _____

Name of Contact Person: _____

Mailing Address: _____

City: _____ Prov/State: _____ Postal / ZIP Code: _____

Phone: (_____) _____ Fax:(_____) _____

Email: _____

Name of First Staff Person: (for name tag) _____

Name of Second Staff Person, if applicable: _____

Basic 50-100 word description of the product(s) or service(s) you will be promoting at the CES/AEA Conference 2005 (attach a separate sheet if necessary or e-mail the description to kathy.jones@thewillowgroup.com.)

Do you wish to Exhibit on Wednesday? ___ YES ___ NO

Supporter

- Platinum Supporter (CA\$15,000 + CA\$1,050 GST) \$ _____
- Gold Supporter (CA\$10,000 + CA\$700 GST) \$ _____
- Welcome Reception October 26 (CA\$7,500 + CA\$525 GST) \$ _____
- Closing Reception October 28 (CA\$7,500 + CA\$525 GST) \$ _____
- Refreshment Break (CA\$3,000 + CA\$210 GST) \$ _____

___ Oct 27 Morning	___ Oct 27 Mid-Morning	___ Oct 27 Afternoon
___ Oct 28 Morning	___ Oct 28 Mid-Morning	___ Oct 28 Afternoon
___ Oct 29 Morning	___ Oct 29 Mid-Morning	___ Oct 29 Afternoon

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Exhibit, Supporter & Advertising Terms & Conditions

1. The CES/AEA conference committee reserves the right to refuse any Exhibitor or Supporter application. All applications will be reviewed within 10 working days and notification of acceptance or refusal will follow immediately upon review.
2. Exhibit tables will be staffed by a person or persons from the exhibiting organization during the hours of 8:00 am to 5:00 p.m. on Thursday and Friday October 27 and 28, 2005 and from at least 8:00 am to noon on Saturday October 29, 2005. Tables are also available for exhibit on Wednesday, October 26, 2005 and these should be requested in advance. There is no extra fee for exhibiting on Wednesday.
3. All exhibit space is assigned by the Exhibits Manager with preference, among exhibitors with equivalent needs, given in order of receipt of payment for exhibit fees.
4. All signs, decorations and displays brought into the hotel that do not sit on top of your exhibiting tables must be approved prior to arrival. Items may not be attached to any stationary wall, floor, window or ceiling with nails, staples, tape or any other substance. Only professionally printed signs will be allowed. You must bring your own signage for your exhibit.
5. All Exhibitors and Supporters must limit their materials to table-tops. No free-standing displays are permitted.
6. Exhibitors and Supporters assume responsibility and agree to indemnify and defend the CANADIAN EVALUATION SOCIETY, THE AMERICAN EVALUATION ASSOCIATION and THE SHERATON CENTRE TORONTO and their respective employees and agents against any claims or expenses arising out of the use of the exhibit premises.
7. The Exhibitor or Supporter understands that neither the CANADIAN EVALUATION SOCIETY, THE AMERICAN EVALUATION ASSOCIATION nor THE SHERATON CENTRE TORONTO maintain insurance covering the Exhibitor's or Supporter's property and it is the sole responsibility of the Exhibitor or Supporter to obtain such insurance. Special security is NOT provided for the exhibit area and it is the Exhibitor's or Supporter's responsibility to remove all materials, or accept full responsibility for materials that have been left, when the booth is not staffed.
8. Exhibitors and Supporters may enjoy the conference rate at the Sheraton Centre Toronto by identifying themselves as with the CES/AEA Conference. The discounted CES/AEA conference rate is \$215 single/double in main hotel and \$275 single/double on club level. To make reservations, call the reservation line at 1-800-325-3535 or direct at 416-361-1000.
9. Any other electricity or special lighting services will be arranged by the exhibitor with Kerry Technical Services at 416-620-1700 and any extra fees will be paid by the exhibitor directly to the supplier.
10. Any special voice and data services will be arranged by the exhibitor with the Sheraton Centre Toronto Hotel at 416-947-4963 or e-mail telecomservices.00271@sheraton.com and any extra fees will be paid by the exhibitor directly to the Sheraton Centre Toronto Hotel.
11. Exhibitors or Supporters who cancel within 30 days of the conference start date forfeit their full fee. Exhibitors and supporters who cancel 30 days or more before the conference start date may receive a refund of 50% of their fee.
12. Advertisers who cancel within three weeks of the program print date forfeit their full fee. Advertisers who cancel three weeks or more before the program print date may receive a refund of 50% of their fee.