



Ottawa 2009 Conference * Value in Evaluation

<http://c2009.evaluationcanada.ca>

May 31 – June 3, 2009
Westin Hotel • Ottawa • ON • Canada

Exhibit, Supporter & Advertising Prospectus

Conference Theme ...

On behalf of the National Capital Chapter of the Canadian Evaluation Society (CES NCC), we would like to invite you to the 2009 Annual Conference. This annual event is the largest professional development event for evaluators in Canada. Whatever your area of interest, we are confident that the 2009 CES Conference will provide informative presentations and workshops that are relevant to your practice in program evaluation in Canada and internationally.

The Conference will be held at the Westin Hotel in downtown Ottawa, and the location couldn't be better! It provides convenient access to shopping, dining, beautiful scenery and plenty of other attractions. Rich in culture and history, Ottawa is also home to many of Canada's finest museums.

The Canadian Evaluation Society invites evaluators and related professionals from every continent to join in this tradition of sharing in a spirit of ever-increasing openness to knowledge diversity. CES members will discuss the latest developments in evaluation in Canada. As well, we invite non-members to share information on evaluation initiatives in their own countries in either of Canada's official languages (French or English).

Conference objectives:

Evaluation Value for Government

Evaluation is a key function that can bring value to all levels of government in Canada. This theme focuses on the value, roles, and challenges of evaluation in a government context.

Evaluation Value for the Larger Society

Evaluation also benefits other organizations, including associations, non-profit organizations, charities and private sector organizations. These organizations use a variety of monitoring and evaluation strategies that are adapted to their objectives, partnering arrangements and environments.

Evaluation Value on the International Stage

This theme focuses on the value of evaluation in an international setting. As in Canada, more and more governments and organizations abroad rely on evaluation to enhance programs and demonstrate results.

Ensuring Value through a Stronger Profession

Evaluation value is partly ensured by a strong community of evaluators. While evaluation is well established in Canada, the evaluation community faces a number of challenges, including competency recognition and membership renewal.

Stay tuned for developments on the CES 2009 Conference.

Bookmark <http://c2009.evaluationcanada.ca> and add to your favourites now!

Why Participate ...

This is a high profile, professional development event that is expected to attract over 400 delegates. It offers your organization an opportunity to share its passion for the value of evaluation, and recognize the important role it plays in the betterment of society, with people who make evaluation their business. Demonstrate your support to the field 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 with the evaluation community by signing up as a supporter, exhibitor or advertiser.

Supporting Opportunities & Benefits ...

“Supporting” offers you a unique way to network with conference attendees, support the Canadian Evaluation Society and increase the profile of your business or organization among national and international evaluators. The information outlined below represents supporting opportunities and benefits. We are happy to work with you to identify a supporting opportunity that meets your goals.

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 CES Award luncheon;
- ✓ Name badge with “Supporter” ribbon; and,
- ✓ Signage at event recognizing supporting organization.

Opportunities, Fee Structure & Additional Benefits:

- ✓ **Platinum Supporter** **CA\$5,000**
 - Full page advertisement on Conference program back cover;
 - Complimentary exhibit space including 6’ draped table and chair;
 - Insert in Conference delegate package; and,
 - Two complimentary Conference registrations.
- ✓ **Gold Supporter** **CA\$4,000**
 - Half page advertisement in Conference program;
 - Complimentary exhibit space including 6’ draped table and chair;
 - Insert in Conference delegate package; and,
 - One complimentary Conference registration.
- ✓ **Opening Reception Supporter** **CA\$3,000**
 - Half page advertisement in Conference program;
 - Complimentary exhibit space including 6’ draped table and chair; and,
 - Opportunity to deliver brief remarks at the Reception.
- ✓ **Thematic Breakfast Supporter** **CA\$2,000**
 - Quarter page advertisement in Conference program.
- ✓ **Refreshment Break Supporter** **CA\$2,000**
 - Quarter page advertisement in Conference program.
- ✓ **Host of Hospitality Suite** **CA\$1,500**
 - Business card advertisement in Conference program.

Hosts are required to book a suite and arrange for all catering directly with the hotel.

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 and exposure to delegates will 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; and,

- ✓ 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

Display Time:

The display time runs from 7:45 a.m. to 4:45 p.m. on Monday, June 1, and Tuesday, June 2, 2009. Your table should be open and staffed from 7:45 a.m. to 4:45 p.m. on Monday and 8:00 am to 3:30 pm on Tuesday.

Advertising Opportunities & Benefits ...

Our hardcopy Conference program, with its extensive index of presenters, is the guide used by all Conference attendees throughout the event, as well as being taken back to the office for future reference. The Conference committee reserves the right to refuse any proposed advertisement. Advertising specifications are available upon request. All materials provided must be camera-ready. Advertising rates for the Conference program are as follows.

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 Conference 2009 Committee for information on exhibiting,
supporting or advertising

- ✓ Jennifer Shaver jennifer.shaver@thewillowgroup.com Telephone: 613.725.2526

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Value in Evaluation**

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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 Conference 2009 Secretariat, 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 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 Conference 2009 (attach a separate sheet if necessary or e-mail the description to Jennifer.shaver@thewillowgroup.com).

Supporter

Platinum Supporter (CA\$5,000 + CA\$250 GST) \$ _____

Gold Supporter (CA\$4,000 + CA\$200 GST) \$ _____

Opening Reception May 31 (CA\$3,000 + CA\$150 GST) \$ _____

Thematic Breakfast (CA\$2,000 + CA\$100 GST) \$ _____

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1. Applications

- The CES 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. Cancellations

- 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.
- 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.

3. Security

- The Exhibitor or Supporter understands that neither the CANADIAN EVALUATION SOCIETY nor THE WESTIN HOTEL 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 or Supporter's responsibility to remove all materials, or accept full responsibility for materials that have been left, when the booth is not staffed.

4. Reservations

- Exhibitors and Supporters may enjoy the Conference rate at the Westin Hotel by identifying themselves as with the CES Conference.
- The discounted CES Conference rate is \$209 single/double.
- To make reservations, call the reservation line at 1-800-937-8461.

5. Booth Guidelines

- Exhibit tables will be staffed by a person or persons from the exhibiting organization during the hours of 7:45 am to 4:45 pm on Monday and 8:00 am to 3:30 pm on Tuesday.
- 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.
- 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.
- All Exhibitors and Supporters must limit their material to tabletops. No freestanding displays are permitted.

6. Exhibitors and Supporters assume responsibility and agree to indemnify and defend the CANADIAN EVALUATION SOCIETY and THE WESTIN HOTEL and their respective employees and agents against any claims or expenses arising out of the use of the exhibit premises.