

# Canadian Evaluation Society 2010 Annual Conference

May 2 - 5, 2010

Victoria Conference Centre  
Fairmont Empress Hotel



## Sponsor's Package





**May 2-5, 2010**

**Canadian Evaluation Society  
Annual Conference**

**Victoria Conference Centre  
And Fairmont Empress Hotel**

**Victoria, BC, Canada**

***Going Green, Gold, and Global: New Horizons For Evaluation***

## **Exhibit, Supporter & Advertising Prospectus**

The BC Chapter of the Canadian Evaluation Society (CESBC) would like to invite you to participate in the 31<sup>st</sup> Annual Conference of the Canadian Evaluation Society (CES) in 2010. The CES is a non-profit organization with 2,000 members dedicated to conducting ethical program evaluations that meet rigorous professional standards across Canada and around the world. Evaluation has broad applications and due to its multi-disciplinary nature, there is value for money at every level of government as well as with education, healthcare, NGO's grant-funded programs, and sustainable organizations. The 2010 Conference will be the largest professional development event for evaluators in Canada bringing together a range of perspectives and facilitating a positive exchange on common interests.

The Conference will be held at the Victoria Conference Centre and Fairmont Empress Hotel in downtown Victoria. Overlooking Victoria's famous Inner Harbour and adjacent to the attractive BC Parliament Buildings, our location offers beautiful scenery and is walking distance from a wide variety of shops and attractions. In addition, there will be ample opportunity for those interested in experiencing Victoria's British culture, spectacular gardens, heritage homes, and of course the BC Provincial Museum.

As outlined in this prospectus, our sponsors will have a range of options for supporting the conference. Sponsors of previous annual conferences have included consulting firms in management and evaluation, auditors, universities and colleges, publishers, national organizations, and regional chapters of CES. The conference provides an excellent opportunity for recruitment, advertising, and the sale of products of value to evaluators and their clients in both official languages.

## **Conference Objectives:**

### **Going Green**

Evaluation is a key function that allows the assessment of program performance and brings value to all levels of government. Our “Green” theme relates broadly to evaluation in the context of managing positive environmental change and more specifically, the BC Government’s leadership role in greenhouse gas reduction, the US Government’s recognition of climate change reality, and the growing global awareness of climate change.

### **Going Gold**

Our “Gold” theme reflects BC’s hosting of the 2010 Winter Games and the impacts and effects of the associated programs, actions, and changes necessary to support and manage this event. Due to the current nature of the 2010 Winter Games, the focus may include the challenges of measurement, social aspects, and the complex nature of evaluating interdependent, overlapping programs involving multi-level governing bodies. In addition, our gold theme refers to gold standards, best practices and pursue of excellence in evaluation.

### **Going Global**

BC is an important player in the economy of the Pacific Rim as well as the Pacific Northwest. Our “Global” theme examines evaluation (of programs and policies) in the context of our international connections and more, generally, the value of evaluation in countries around the Pacific Basin.

### **New Horizons For Evaluation**

Evaluation is a developing and evolving field. Our “New Horizons” subject overarches and connects directly to each of the earlier themes and also offers opportunities to explore additional emerging issues in both theory and practice.

### **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 with people who make evaluation their business and also an opportunity to recognize the important role it plays in the betterment of society. Demonstrate your support for 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” and “Exhibiting” offer 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 and exhibiting opportunities and benefits. We would also be happy to work with you to identify a supporting opportunity that meets your goals.

## **SUPPORTERS**

### **All supporters receive:**

- ✓ Web hot-link from Conference web site to supporting organization;
- ✓ A 50-100 word profile in our conference delegate package;
- ✓ Recognition in the Conference program based on support tier;
- ✓ 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 (transferable)

#### ✓ **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 (transferable)

#### ✓ **Silver Supporter CA\$3,000**

- Quarter page advertisement in Conference program;
- Complimentary exhibit space including 6’ draped table and chair; and
- One complimentary conference registration (transferable)

#### ✓ **Bronze Supporter CA\$2,000**

- Quarter page advertisement in Conference program
- One complimentary conference registration (transferable)

#### ✓ **Supporter CA\$500 to \$1,500**

- Quarter page advertisement in Conference program (support at \$1,500 level)
- 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. Exhibit areas will be centrally located for optimum exposure and access to delegates.

## **EXHIBITORS**

### **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, May 3, and Tuesday, May 4, 2010. 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

### **To Contact Us ...**

You can reach a CES Conference 2010 Committee member for information or the discussion of additional opportunities for exhibiting, supporting, or advertising

- Brian McGowan  
[brianm3@telus.net](mailto:brianm3@telus.net)  
604-584-9020

## CES Conference 2010

May 2 – May 5, 2010 • Victoria Convention Centre • Victoria • BC • Canada

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

Please complete all information below using type or block letters. Completed applications may also be mailed to: CES Conference 2010 Secretariat, 10576 Sumac Place, Surrey, British Columbia V4N 1Y4 Canada. Supporter opportunities, exhibit space and advertising space are 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 2010 (Please attach a separate sheet if necessary or e-mail the description to Brian McGowan at [brianm3@telus.net](mailto:brianm3@telus.net) ).

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#### Supporter

- |   |          |
|---|----------|
| <input type="checkbox"/> Platinum Supporter (CA\$5,000 incl. GST) | \$ _____ |
| <input type="checkbox"/> Gold Supporter (CA\$4,000 incl. GST)     | \$ _____ |
| <input type="checkbox"/> Silver Supporter (CA\$3,000 incl. GST)   | \$ _____ |
| <input type="checkbox"/> Bronze Supporter (CA\$2,000 incl. GST)   | \$ _____ |
| <input type="checkbox"/> Supporter (CA\$500 to \$1500 incl. GST)  | \$ _____ |

X CESBC Supporter/Exhibitor