

# Sponsorship, Advertising and Exhibiting Opportunities



# CES National Conference 2019: Bridges

The Westin Nova Scotian Halifax, May 26-29, 2019 Halifax, NS

The Canadian Evaluation Society (CES) cordially invites you to participate in and support its 2019 annual conference, which will be hosted by the Nova Scotia Chapter at the Westin Nova Scotian from May 26 - 29.

This annual event is the largest gathering for evaluators in Canada, providing them with professional development at an unprecedented scale. This year's conference is expected to attract an audience of some 300-400 local, national and international participants. A high level of interest is generated annually at CES national conferences, as demonstrated through the receipt of on average over 450 proposals for workshops and presentations. Please visit our website to review our outstanding keynotes and other program and conference related news items: [www.c2019evaluationcanada.ca](http://www.c2019evaluationcanada.ca) and follow us on Twitter [@CES\\_SCE\\_c2019](https://twitter.com/CES_SCE_c2019).

Our sponsors, exhibitors and advertisers are an important part of the CES Conference. This is your opportunity to:

- Promote your organization to local, national, and international evaluation practitioners and users;
- Increase the visibility of your products and services;
- Demonstrate your support for evaluation in Canada and in the Atlantic provinces; and,
- Our sponsors are important contributors to CES Conference.

## C2019 THEME: BRIDGES

As two bridges span Halifax harbour, our theme is undoubtedly geographically relevant. "Bridges" also evokes broader connotations for the field of evaluation locally, nationally and globally. It is our intent that our theme inspires delegates to reflect in ways that will add originality to the term and make the conference memorable.

As a sponsor, exhibitor or advertiser, you will draw attention to your professional capabilities in program evaluation and have the opportunity to network and promote your services. You will have top exposure to our Conference participants through a variety of venues and mechanisms, including our Conference app.

## THE CANADIAN EVALUATION SOCIETY

We are a professional association dedicated to advancing evaluation theory, knowledge and practice through leadership, advocacy and professional development for members and non-members (our mission). CES members include 1,700 professionals working in all levels of government in Canada, as well as in private and not-for-profit organizations, and internationally. To learn more about who we are, please download the CES membership infographic: [PDF](#)

## SPONSORSHIP AND ADVERTISING OPPORTUNITIES

We offer three levels of sponsorship packages and *à la carte* options to add to your package if you wish. *À la carte* options are also available for purchase without a package. Each package level is outlined below.

SPONSORSHIP LEVELS	Platinum \$3,000	Gold \$2,000	Silver \$1,000
Logo Display on Conference Website	✓	✓	✓
Logo Display Plenary Room Screen <i>(one holding slide per level)</i>	✓	✓	✓
Program Advertisement	1 page	1/2 page	1/3 page
Conference Website Sponsorship page	✓	✓	✓
Logo Display of sponsors	✓	✓	✓
One full Conference registration	✓		
Mobile app, key sponsor <i>(always shown in the main menu)</i>	✓		
Mobile app, sponsor listing	Text & Image	Text & Image	Text
Mobile app, push notification	1		
Twitter Promotion (# of Tweets)	3	2	1

À LA CARTE OPTIONS	Description
<p><b>1. Opening Reception and Silent Auction</b> (one opportunity available)</p> <p>Sponsor Investment: \$1,250</p>	<ul style="list-style-type: none"> <li>▪ <b>What it is:</b> The first networking event to kick-off the conference on Saturday evening at the Westin Nova Scotian Hotel. The event will feature a silent auction in support of the CES Education Fund (CESEF), appetizers and music.</li> <li>▪ <b>What you get:</b> <ul style="list-style-type: none"> <li>• Signage/logo at the event and on screens</li> <li>• Advertisement in the program</li> <li>• Advertisement on the conference website</li> <li>• Acknowledgement by the event host in opening remarks</li> <li>• Acknowledgement on Twitter with a photo from event</li> </ul> </li> </ul>
<p><b>2. Social Event on Monday Evening*</b> (one opportunity available)</p> <p>Sponsor Investment: \$1,250</p>	<ul style="list-style-type: none"> <li>▪ <b>What it is:</b> The conference's feature event will be held at a local offsite venue showcasing the best of Atlantic Canada. The evening will include a selection of local food, beverages and live entertainment.</li> <li>▪ <b>What you get:</b> <ul style="list-style-type: none"> <li>• Signage/logo at the event and on screens</li> <li>• Advertisement in the program</li> <li>• Advertisement on the conference website</li> <li>• Acknowledgement by the event host in opening remarks</li> <li>• Acknowledgement on Twitter with a photo from event</li> </ul> </li> </ul>
<p><b>3. Fellows Panel</b> (one opportunity available)</p> <p>Sponsor Investment: \$850</p>	<ul style="list-style-type: none"> <li>▪ <b>What it is:</b> Fellows of CES are distinguished evaluators who have been recognized for their lifetime achievements, service and prominence in evaluation.</li> <li>▪ <b>What you get:</b> <ul style="list-style-type: none"> <li>• Signage/logo at the plenary session</li> <li>• Advertisement in the program</li> <li>• Advertisement on the conference website</li> </ul> </li> </ul>
<p><b>4. Keynote and Plenary Speaker(s)</b> (Multiple opportunities available – see c2019 website for details)</p> <p>Sponsor Investment: \$850</p>	<ul style="list-style-type: none"> <li>▪ <b>What it is:</b> Each day of the conference keynotes address the participants in plenary sessions. These persons have been recognized as having made major contributions to the advancement of evaluation and are invited to provide reflection and learning on the conference themes.</li> <li>▪ <b>What you get:</b> <ul style="list-style-type: none"> <li>• Signage/logo at the plenary session</li> <li>• Advertisement in the program</li> <li>• Advertisement on the conference website</li> </ul> </li> </ul>
<p><b>5. Program Ad</b> (Print &amp; electronic versions)</p> <p>Sponsor Investment: Based on size of ad purchased</p>	<ul style="list-style-type: none"> <li>▪ <b>What it is:</b> Expand your presence by advertising your services and products in the conference program (colour and high resolution), both electronic and printed versions.</li> <li>▪ <b>What you get:</b> 1 page ~ \$1,000; 1/2 page ~ \$750; 1/4 page - \$500</li> </ul>

À LA CARTE OPTIONS	Description
<p><b>6. Breakfast signage</b> (3 sponsorships available – one for each breakfast)</p> <p>Sponsor Investment: \$500</p>	<ul style="list-style-type: none"> <li>▪ <b>What it is:</b> Expand your presence by sponsoring the Continental Breakfasts and the Thematic Breakfast roundtables.</li> <li>▪ <b>What you get:</b> <ul style="list-style-type: none"> <li>• Signage/logo at entrance and on screens in plenary hall</li> <li>• Mention in the program</li> </ul> </li> <li>▪ Acknowledgement on Twitter with a photo from event</li> </ul>
<p><b>7. Refreshment Break signage</b> (multiple opportunities available – one for each break)</p> <p>Sponsor Investment: \$300</p>	<ul style="list-style-type: none"> <li>▪ <b>What it is:</b> Expand your presence by sponsoring the refreshment breaks.</li> <li>▪ <b>What you get:</b> <ul style="list-style-type: none"> <li>• Signage/logo on monitor in area</li> <li>• Mention in the program</li> </ul> </li> <li>▪ Acknowledgement on Twitter with a photo from event</li> </ul>
<p><b>8. Student, Indigenous or NGO evaluator registration</b> (Multiple opportunities available)</p> <p>Sponsor Investment: \$750</p>	<ul style="list-style-type: none"> <li>▪ <b>What it is:</b> This is an opportunity to co-create evaluation capacity with emerging evaluators, Indigenous and the NGO sector evaluators.</li> <li>▪ <b>What you get:</b> <ul style="list-style-type: none"> <li>• Mention in the program</li> </ul> </li> <li>▪ Acknowledgement on Twitter with a photo from the event</li> </ul>

\*: Ticket purchase by attendees required, nominal cost.

## OTHER NEEDS OR SPONSORSHIP IDEAS?

*"We are happy to co-create your sponsorship ideas with you for an alternative opportunity – one that better suits your needs or interests.*

*Please be in touch and we will plan together!"*

*Rob Assels, Sponsorship Working Group Team Lead*

Please contact us at [conference@c2019evaluationcanada.ca](mailto:conference@c2019evaluationcanada.ca)

## EXHIBITING OPPORTUNITIES

Exhibits booths will be presented as tabletop displays in high traffic areas. For added exposure, daily health breaks will be offered near exhibition spaces.

EXHIBIT OPTIONS	Description
<p><b>Standard Exhibit / Tabletop display</b> : \$850 + HST</p> <p><i>Display with two display staff (14 opportunities available)</i></p>	<ul style="list-style-type: none"> <li>▪ <b>What it is:</b> Tabletop display and direct access to 300-400 local, national and international evaluation practitioners, researchers and users.</li> <li>▪ <b>What you get:</b> <ul style="list-style-type: none"> <li>• 8 foot wide by 4-foot deep (2.4 x 1.2 meter) display space.</li> <li>• 6 foot by 30 inch (1.8 x 0.7 meter) display table</li> <li>• Two (2) accompanying chairs.</li> <li>• Access to a regular power outlet and standard hotel WiFi.</li> <li>• Listing on the Conference website with 100 word description, logo and corporate website.</li> </ul> </li> </ul> <p>2 accreditation passes for display staff only (no access to conference sessions)</p>
<p><b>Upgraded Exhibit / Tabletop display</b> : \$1,150 + HST</p> <p><i>Display with one full Conference registration and one accreditation pass</i></p>	<ul style="list-style-type: none"> <li>▪ <b>Optional upgrade:</b> You have the opportunity to upgrade one accreditation pass to a full Conference registration for only \$300 (+HST). Full Conference registration ranges from \$575 to \$850 (+HST).</li> </ul>

### Exhibit Display Table Schedule

Date	Times	Function
Sunday, May 26, 2019	3:00 pm – 5:00 pm	▪ Display Table Setup
	6:00 pm – 9:00 pm	▪ Opening Reception & CESEF Silent Auction
Monday, May 27, 2019 Tuesday, May 28, 2019	7:30 am – 5:00 pm	<ul style="list-style-type: none"> <li>▪ Morning Networking</li> <li>▪ AM Health Break</li> <li>▪ Lunch</li> <li>▪ PM Health Break</li> </ul>
Wednesday, May 29, 2019	7:30 am – 12 pm	<ul style="list-style-type: none"> <li>▪ Morning Networking</li> <li>▪ AM Health Break</li> </ul>
	12 pm	▪ Display Table Dismantle

## SUMMARY OF OPPORTUNITIES

Sponsorship level	Select	Amount
<b>Platinum Package</b>	<input type="checkbox"/>	\$3,000
<b>Gold Package</b>	<input type="checkbox"/>	\$2,000
<b>Silver Package</b>	<input type="checkbox"/>	\$1,000
<b>Exhibit options</b>		
<b>Standard Exhibit Table</b> <i>Display with two display staff</i>	<input type="checkbox"/>	\$850*
<b>Upgraded Exhibit Table</b> <i>Display with one full Conference registration</i>	<input type="checkbox"/>	\$1,150*
<b>À la carte options</b>		
<b>1. Opening Reception and Silent Auction</b> (1 opportunities available)	<input type="checkbox"/>	\$1,250
<b>2. Social Event on Monday Evening</b> (1 opportunities available)	<input type="checkbox"/>	\$1,250
<b>3. Fellows Panel</b> (1 opportunities available)	<input type="checkbox"/>	\$850
<b>4. Keynote / Plenary Speaker(s)</b> (multiple opportunities available)	<input type="checkbox"/>	\$850
<b>5a. Program Ad – 1 page</b>	<input type="checkbox"/>	\$1,000
<b>5b. Program Ad – 1/2 page</b>	<input type="checkbox"/>	\$750
<b>5c. Program Ad – 1/3 page</b>	<input type="checkbox"/>	\$500
<b>6. Breakfast signage</b> (3 sponsorships available – one for each breakfast)	<input type="checkbox"/>	\$500
<b>7. Refreshment Break signage</b> (multiple opportunities available – one for each break)	<input type="checkbox"/>	\$300
<b>8. Student, Indigenous or NGO evaluator registration</b> (multiple opportunities available)	<input type="checkbox"/>	\$750

\*: + GST/HST

## CONTACT INFORMATION

If you have any questions regarding sponsorship and exhibiting opportunities, please do not hesitate to contact us at [conference@c2019evaluationcanada.ca](mailto:conference@c2019evaluationcanada.ca).

## STEPS FOR SPONSORS, ADVERTISERS AND EXHIBITORS

1. Confirm your selection of level of sponsorship, à la carte and/or exhibit by visiting the conference website tab for sponsors and booking using the link on the website. This booking will include having you upload your logo, website address and a description of your company to be used on the website and collateral materials where promised.  
[www.c2019evaluationcanada.ca](http://www.c2019evaluationcanada.ca)
2. After booking, you will receive a confirmation of your sponsorship booking including an invoice for those paying by cheque or a receipt for those paying by credit card.
3. A member of the sponsorship activation team will be in touch leading up to the conference to ensure the benefits purchased as part of your sponsorship are activated, validated and to provide logistical support as needed.