



Québec 2008 Conference * Sharing Heritages

<http://c2008.evaluationcanada.ca>

May 11 – 14, 2008

Château Frontenac • Québec • QC • Canada

Exhibit, Supporter & Advertising Prospectus

Conference Theme ...

On the occasion of the 400th anniversary of the founding of the City of Quebec, the Canadian Evaluation Society (CES) invites evaluators from the Old World and the New, from the North and South, to share their respective heritages with peers and colleagues in historic Old Quebec—a UNESCO-designated World Heritage site. In Quebec City, where recently excavated 16th-century archaeological remains have shed new light on some of the earliest contacts between Europe and the Americas, the Canadian Evaluation Society invites evaluators from every continent to join in this tradition of sharing in a spirit of ever-increasing openness to knowledge diversity. As they have for the past 26 years, 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).

The 2008 CES conference theme, *Sharing Heritages*, speaks to the principle, if not the fact, that each nation, region of the world, and cultural community develops not only specific knowledge and know-how, but also specific approaches that constitute a heritage worth discovering and sharing. Today these combined legacies constitute “the world's evaluation heritage.” This conference provides an opportunity to enhance the structure of this global heritage, not by forced consensus, but by presenting a diversity of viewpoints on various themes, thus prompting rich and stimulating discussions for the present and future alike.

Conference objectives:

1. To share your recent evaluation experiences, with a focus on methodology and practices.

Again this year, the CES annual conference offers delegates from near and far the opportunity to discuss their recent work. Although the results and conclusions of

- the work usually generate great interest among public policy and program decision makers and stakeholders, the CES conference provides a forum for evaluators to discuss the methodological and practical issues that present particular challenges to their knowledge and skills.
2. To take an objective look at your practices in order to promote evaluation development.

The CES conference also provides an opportunity to broach a yearly theme aimed at spurring an objective look at evaluation practices, and identifying ways to advance the profession. Some of the issues inspired by our “Share our Heritages” theme include the following:

- Taking stock of your evaluation practices;
- Reviewing trends in evaluative thinking, the factors that influence it, and modes of action;
- Characterizing and defining evaluation institutions; and,
- Determining the need for a world evaluation heritage agenda.

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 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 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 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 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.

✓ **Hospitality Suite Supporter** **CA\$1,500**

- 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 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, May 12, and Tuesday, May 13, 2008. 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/SQEP Conference 2008 Committee for information on exhibiting,
supporting or advertising

- ✓ Sue Ryan susan.ryan@thewillowgroup.com Telephone: 613.725.2526
- ✓ Andrea Lavergne andrea.lavergne@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 Conference 2008 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 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 2008 (attach a separate sheet if necessary or e-mail the description to susan.ryan@thewillowgroup.com).

Supporter

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

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

Opening Reception May 11 (CA\$3,000 + CA\$150 GST) \$ _____

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

Refreshment Break (CA\$2,000 + CA\$100 GST) \$ _____
 ___ May 12 Morning ___ May 12 Afternoon
 ___ May 13 Morning ___ May 13 Afternoon
 ___ May 14 Morning

Hospitality Suite (CA\$1,500 + CA\$75 GST) \$ _____
 ___ May 12 ___ May 13

Exhibits

One 2.5' x 6' draped table with a chair (CA\$775+ \$38.75 GST) \$ _____

Two 2.5' x 6' draped tables with two chairs (CA\$925+\$46.25 GST) \$ _____

Advertising

1/8 Page Advertisement \$ _____
 (CA\$180+\$9 GST for Exhibitors/Supporters, CA\$200+\$10 GST for Others)

1/4 Page Advertisement \$ _____
 (CA\$270+\$13.50 GST for Exhibitors/Supporters, CA\$300+\$15 GST for Others)

1/2 Page Advertisement \$ _____
 (CA\$450+\$22.50 GST for Exhibitors/Supporters, CA\$500+\$25 GST for Others)

Full Page Advertisement \$ _____
 (CA\$720+\$36 GST for Exhibitors/Supporters, CA\$800+\$40 GST for Others)

TOTAL OWED FOR ALL SELECTIONS: \$ _____

Method of Payment: (please do not send application without payment)

Cheque enclosed

Charge to MasterCard Visa AMEX

Card Number: _____ Expiry Date: _____

Your signature below indicates that you have read and agree to all clauses stipulated on the third page of this application. Signature is required in order to process application.

Signature

Print Name

Date

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Exhibit, Supporter & Advertising Terms & Conditions

1. 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. 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 on Tuesday.
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 and THE CHÂTEAU FRONTENAC and their respective employees and agents against any claims or expenses arising out of the use of the exhibit premises.
7. The Exhibitors or Supporters understand that neither the CANADIAN EVALUATION SOCIETY nor THE CHÂTEAU FRONTENAC 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 Château Frontenac by identifying themselves as with the CES Conference. The discounted CES conference rate is \$219 single/double. To make reservations, call the reservation line at 1.800.441.1414. Please use the booking code CES-02.
9. Any other electricity, internet, audio visual or special lighting services will be arranged by the exhibitor with AVW TelAv Audio visual Services at 1.418.694.0151 and any extra fees will be paid by the exhibitor directly to the supplier.
10. 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.
11. 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.