

# **Evaluation 2009 Exhibitor Prospectus**

## **Annual Meeting of the American Evaluation Association**

### **November 11 - November 14, 2009 in Orlando, Florida**

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**PROSPECTUS OVERVIEW:** Evaluation 2009, to be held at the Rosen Shingle Creek located at 9939 Universal Blvd in Orlando, Florida will offer unique opportunities to share your products and services with professional evaluators from the U.S. and around the world. We will work with you to create a package that puts your business or organization in the limelight during the American Evaluation Association Annual Conference. As an exhibitor, you may wish to consider sponsorship with its added benefits as described on the next page. Most sponsors, depending on their sponsorship level, receive a basic exhibitor package as part of sponsorship. To learn more about Evaluation 2009, go to <http://www.eval.org/eval2009/default.htm>.

**CONFERENCE ATTENDEES:** With over 600 sessions and 1000 presenters, the national conference of the American Evaluation Association attracts 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 the U.S. and abroad. We expect conference attendance to be approximately 2500 in Orlando. At Evaluation 2008 in Denver, Colorado and Evaluation 2007 in Baltimore, Maryland, there were approximately 2500 in attendance.

**EXHIBITOR SPACE:** The exhibitor space for Evaluation 2009 will be located at the Rosen Shingle Creek in the Panzacola Ballroom Foyer on level 1, one floor below where the AEA registration desk will be located. Foot traffic around this area should be excellent. All exhibit space is in the form of table-tops. A standard space offers one 2.5' x 6' skirted table with a chair to one side or behind. Some prime spaces are available with two, three, or four tables.

**EXHIBITOR PACKAGES:** The basic exhibitor package for Evaluation 2009 includes a single 2.5' x 6' skirted table with chair, a 100 word profile on our exhibitor webpage of the conference program, a short profile on the conference website with a link to your webpage, and name-badges 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.

**EXHIBITOR FEES:** Exhibitor fees are as detailed below. Exhibitors also receive a 10% discount on advertising in the conference program.

<b>Item</b>	<b>Rate</b>
Basic Standard Package (One Table, Web Listing, Advertising Discount)	\$500.00
Each Additional Table	\$250.00
Basic University Package (One Table, Web Listing, Advertising Discount)*	\$100.00

\* The University Package is available ONLY to universities to provide information about their evaluation-related programs. University tables are NOT and may NOT be staffed due to space constraints. No selling may take place, although order forms and registration information is acceptable. If you wish to have a staffed table and/or sell from your table, you will need to purchase a basic standard package.

**EXHIBITOR HOURS:** The actual conference runs from 3:15 pm on Wednesday, November 11, 2009 to 5:00pm on Saturday, November 14, 2009. Workshops precede the conference and approximately half of the attendees are in house by Wednesday morning. Your table should be open and staffed from 8:00 am to 5:00 pm on Thursday and Friday and from at least 8:00 am to 12:00 pm on Saturday. Tables are available for Wednesday exhibiting and this opportunity may be taken advantage of at no extra charge.

**CONTACT US:** The AEA Office is staffed from 8:30 am to 5:00 pm (eastern time) September through May and from 9:00 am to 4:00 pm (eastern time) and June through August. We welcome any inquiry and look forward to working with you to make your experience at Evaluation 2009 a success.

Heidi Nye, Exhibits Coordinator, [heidi@eval.org](mailto:heidi@eval.org)  
Address: 16 Sconticut Neck Rd #290, Fairhaven, MA 02719  
Phone: (888) 232-2275 or (508) 748-3326  
Fax: (508) 748-3158

# Sponsorship

**SPONSORSHIP OVERVIEW:** Sponsorship offers you a unique way to highlight your products or services, connect with Evaluation 2009 attendees, support the American Evaluation Association and the field, and increase the name recognition for your business or organization among national and international evaluators. The information outlined below represents example sponsorship opportunities and benefits. We welcome the opportunity to work with you to identify a sponsorship opportunity that meets your needs.

**SPONSOR BENEFITS:** All sponsors receive recognition in the conference program next to the event or service that they are sponsoring and are acknowledged during the AEA annual awards luncheon. Event sponsors, other than a sponsor for the graduate student reception, may have a table placed at the event on which the sponsor may provide information about his or her products or services. Sponsors providing financial support or donating goods or services valued in excess of \$5,000 receive a basic exhibitor package and a free ¼ page advertisement in the AEA program. Sponsors may ‘buy up’ to a larger exhibitor package or larger advertisement by paying the difference between the basic package or the quarter page ad and their desired space or advertisement. All full sponsors may have a sign placed at the sponsored event or room that acknowledges their sponsorship.

**SPONSORSHIP OPPORTUNITIES:** Sponsors may donate products or services such as printing, copying, computers for use during the conference, or data-analysis assistance. We especially encourage direct sponsorship through financial support of our conference events and services as indicated on the chart below:

Sponsorship Opportunity	Sponsorship Fee
Audio-Visual	\$20,000.00
Conference Program with acknowledgement on back cover	\$10,000.00
Computer Center	\$10,000.00
Go Green: Refillable Water Bottles and Bulk Water Dispensers	\$10,000.00
Wednesday Night Poster Exhibition and Reception	\$5,000.00
Friday Night International Auction and Reception	\$5,000.00
Evaluation 2009 eLibrary	\$5,000.00
Wednesday Night Graduate Student Reception	\$3,000.00
Diversity Programs Luncheon	\$3,000.00
Career Center acknowledgement on job and resume listing boards	\$2,500.00
Diversity Hospitality Suite	\$2,500.00
International Hospitality Suite	\$2,500.00
Evaluation Futures: Student Registrant Sponsorships	\$2,500.00
Evaluation Futures: Internship and Pipeline Sponsorship	\$2,500.00
Your custom sponsorship package – give us a call	????

# Advertising

**ADVERTISING:** Our hardcopy conference program, with its extensive index of presenters, is the guide used by every conference attendee during the event that is then taken home for reference. AEA reserves the right to refuse any proposed advertising. 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"	\$180.00	\$200.00
Quarter page	3.5" x 4.75"	\$270.00	\$300.00
Half page	7.5" x 4.75"	\$450.00	\$500.00
Full page	7.5" x 10"	\$720.00	\$800.00

**Advertising specifications are available upon request. All materials provided must be camera-ready.  
Printing is in black and white.**

# 2009 Exhibitor & Sponsor Application

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Please complete all information below using type or block letters. Fax your application, with payment, to: (508) 748-3158. Completed applications may also be mailed to: AEA, 16 Scoticut Neck Rd #290, Fairhaven MA 02719. Space is reserved on a first-come, first-served basis with priority spaces given to the earliest applicants.

Name of Organization: \_\_\_\_\_

Name of Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Name of First Staff Person Exhibiting at Conference: (for name tag) \_\_\_\_\_

Name of Second Staff Person Exhibiting Conference: (if applicable) \_\_\_\_\_

Basic Description of the product(s) or service(s) you will be promoting at Evaluation 2009:

\_\_\_\_\_  
\_\_\_\_\_

Do you wish to exhibit on Wednesday, November 11, 2009?  YES  NO

Will you be shipping exhibit materials to the Hotel?  YES  NO

#### **DESIRED PURCHASES:**

- Basic Standard Package (\$500) (One Table, Web Listing, Advertising Discount)
- Extra Tables (\$250 each)
- Basic University Package (\$100) (One Table, Web Listing, Advertising Discount)
- 1/8 Page Advertisement (\$180 for Exhibitors or Sponsors, \$200 for Others)
- 1/4 Page Advertisement (\$270 for Exhibitors or Sponsors, \$300 for Others)
- 1/2 Page Advertisement (\$450 for Exhibitors or Sponsors, \$500 for Others)
- Full Page Advertisement (\$720 for Exhibitors or Sponsors, \$800 for Others)
- Sponsorship (Amount \_\_\_\_\_) (Includes Basic Exhibitor Package)

**TOTAL OWED FOR ALL SELECTIONS:** \$ \_\_\_\_\_

#### **PAYMENT:** (please do not send application without payment)

Charge to MasterCard or Visa (AEA does **NOT** take American Express) **OR**  Check enclosed

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

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

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date

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#### **Contractual Stipulations:**

1. AEA reserves the right to refuse any Exhibitor or Sponsor application. All applications will be reviewed within 10 working days and notification of acceptance or refusal will follow immediately upon review.
2. Standard exhibit tables will be staffed by a person or persons during the hours of 8:00 am to 5:00 pm on Thursday and Friday, November 12 and 13, 2009 and from at least 8:00 am to 12:00 pm on Saturday November 14, 2009. Tables are available for exhibit on Wednesday, November 11, 2009 as well and these should be requested in advance on your application. There is no extra fee for exhibiting on Wednesday. Discounted University exhibit tables must have materials on them Thursday-Saturday, but are **NOT** and may **NOT** be, staffed due to space limitations.
3. Standard exhibitors and sponsors are welcome to sell their products or services at Evaluation 2009; however, they are responsible for ensuring compliance with all applicable vendor laws. Please visit or exhibitor guide for more information. Discounted University exhibitors cannot and may not sell products or services from their tables; however, they may provide order or registration forms. Universities that would like to sell products or services directly from their tables should purchase a Basic Standard Package.
4. 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.
5. All Exhibitors and Sponsors must limit their materials to **table-tops** only. No free-standing displays are permitted.
6. 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.
7. Exhibitor or Sponsor assumes responsibility and agrees to indemnify and defend the American Evaluation Association and the Rosen Shingle Creek and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises.
8. The Exhibitor or Sponsor understands that neither the American Evaluation Association nor the Rosen Shingle Creek maintain insurance covering the Exhibitor's or Sponsor's property and it is the sole responsibility of the Exhibitor or Sponsor to obtain such.
9. Special security is **NOT** provided for the exhibit area and it is the Exhibitor's or Sponsor's responsibility to provide staff coverage of the table to monitor exhibit and to remove all materials, or accept full responsibility for materials that have been left, when not staffed.
10. Exhibitors and Sponsors may enjoy the conference rate at the Rosen Shingle Creek located at 9939 Universal Blvd in Orlando, Florida. The discounted AEA conference rate is \$169.00US per night single/double. Instructions as to how to secure your discounted room rate are posted at <http://www.eval.org/eval2009/default.htm>.
11. Any other services (e.g. electricity or special lighting) will be arranged by the exhibitor with the Rosen Shingle Creek and any extra fees will be paid by the exhibitor directly to the hotel. The AEA Exhibits Manager will act as the initial contact and will assist you in connecting with the appropriate Rosen Shingle Creek representative.
12. Exhibitors or Sponsors who cancel within 30 days of the conference start date forfeit their full fee. Exhibitors and sponsors who cancel 30 days or more before the conference start date may receive a refund of 50% of their fee.
13. Advertisers who cancel within two weeks of the program print date, which is October 1st, 2009, forfeit their full fee. Advertisers who cancel two weeks or more before the program print date may receive a refund of 50% of their fee.