

# SPONSORSHIP AND EXHIBITION PROSPECTUS

2022 National Canadian Evaluation Society Conference

June 13, 14 and 15, 2022

*Diversity, Our Interwoven Experiences*



**CES – SCÉ 2022**  
WINNIPEG

The Canadian Evaluation Society (CES) cordially invites you to participate as a sponsor or exhibitor in its 2022 annual conference. The conference will be held in-person (subject to Province of Manitoba health restrictions) on June 13, 14, and 15, 2022. Pre-conference workshops will be held online on June 11, 2022, and in-person on June 12, 2022.

This annual event is the largest gathering for evaluators in Canada, providing them with professional development at an unparalleled scale. The 2022 conference will be the first back in-person event since the plight of the COVID-19 pandemic. The 2022 CES conference is unique in that it has to create a comprehensive back up plan for a virtual conference in the event health restrictions change. We have organized an event packed with content and opportunities for networking, promotion, and social contact.

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; and,
- demonstrate your support for evaluation in Canada.

As a sponsor, exhibitor or advertiser, you will be able to draw attention to your professional capabilities in program evaluation and / or related field(s), and have the opportunity to network and promote your services. You will have high level exposure to our Conference participants through a variety of venues and mechanisms.

## Conference Theme

The conference theme is: “Diversity, Our Interwoven Experiences”. The 2022 CES Conference will explore the world of evaluation through the following three sub-themes:

- Exploring the diversity of evaluators (e.g., education, social/cultural backgrounds, language, geographic representation), evaluator roles (e.g., advocate, impartial third party, educator), and evaluation techniques (e.g., developmental, participatory, Indigenous).
- Similar to the meeting of the Red and Assiniboine Rivers in Winnipeg, this conference will facilitate the coming together of diverse individuals’ whose thoughts and perspectives will be interwoven to build fresh insight and learning for our community.
- The conference will value past experiences and use those experiences to work in the present and guide us into the future.

More information on the conference theme is available on the [C2022 website](#).



## Corporate Sponsorship Opportunities

We offer three levels of sponsorship packages. À la carte options are also available for purchase without a package. Available package levels are outlined below.

Opportunity	Silver @ \$1,000	Gold @ \$2,250	Platinum @ \$3,500
<b>Website and delegate program</b>			
Logo on the conference website	Small size	Medium size with live link	Large size with live link
Logo in the delegate program	Small size	Medium size	Large size
Ad in the delegate program	¼ page	½ page	1 page
Logo on the plenary room screen	One page for all silver	One page for all gold	One page for all platinum
Logo on public signage (electronic screen)	Tree logos displayed per screen	Two logos displayed per screen	One logo displayed per screen
<b>Social Media</b>			
Twitter (# tweets)	1	2	3
Facebook (# posts)			1
LinkedIn (# posts)			1
<b>Mobile App</b>			
Mobile app, sponsor listing	Text	Text and image	Text and image
Mobile app/email, push notification	1	2	3
Key sponsor on the mobile app (always shown in the main menu)			✓
<b>Other</b>			
One full conference registration (no workshops)			✓

## À la Carte Sponsorship Opportunities

À la carte opportunities can be purchased separately or in conjunction with sponsorship packages.

À la carte options	#	Cost	Description
1 - Opening reception	1	\$2,500	<ul style="list-style-type: none"> <li>● On-screen signage during the session</li> <li>● Advertisement in the delegate program</li> <li>● Advertisement on the conference website</li> </ul>
2 - Social event on Tuesday evening	2	\$3,500	
3 - Keynotes and plenaries	3	\$1,500	
4 - Pdf program ad	∞	1 page: \$1,000 ½ page: \$750 ¼ page: \$500	Expand your presence by advertising your services and products in the delegate program (colour and high resolution). For environmental reasons, the program will only be produced electronically.
5- Poster prize sponsor	2	\$500	<ul style="list-style-type: none"> <li>● Mention in the delegate program</li> <li>● Acknowledgement on Twitter/Facebook/LinkedIn</li> <li>● Connection with the prize winner</li> </ul>
6 - Breakfast signage	3	\$500	Tent cards on tables
7 - Monday lunch signage	1	\$1,000	Tent cards on tables
8 - Refreshment Break signage	5	\$300	Tent cards beside the coffee
9 - Wifi	1	\$1,500	Name used as login password
10 - Signage	1	\$1,000	Corporate presence on display
11 - Canadian student registration	∞	\$550	<ul style="list-style-type: none"> <li>● Mention in the delegate program</li> <li>● Acknowledgement on Twitter/Facebook/LinkedIn</li> <li>● Connection with the supported evaluator</li> </ul>
12 - Canadian Indigenous evaluator registration	∞	\$1,075	
13- Conference Greening	∞	\$500	Recognition in the program
14- Conference Mobile App	1	\$1,000	Mention in the app home page, in the delegate program, on Twitter/Facebook/LinkedIn

## Exhibition Opportunities

Exhibit booths will be presented as tabletop displays in the natural traffic areas where daily health breaks and the poster exhibition will also be held for a planned 350-450 local, national and international evaluation practitioners, researchers and users. We have 10 opportunities available (@ \$950 + HST) which include 2 accreditation passes for staff only (no access to conference sessions).

Exhibitors can optionally upgrade one accreditation pass to a full conference registration (@ \$450 + HST; a full Conference registration for a non-member is \$875 +HST).

What you get:

- 10 foot wide by 8-foot deep (3 x 2.4 meters) display space
- 6 foot by 30 inch (1.8 x 0.8 meter) display table
- 2 chairs
- Background drapes if not against a wall
- Access to a regular power outlet and standard conference WiFi
- Listing on the Conference website with 100 word description, logo and corporate website link.

## 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 filling out the booking form. Optionally, this booking will include having you upload your logo, website address and a

description of your company to be used on the website and other materials.

2. After booking, you will receive a confirmation of your sponsorship booking and you will get a call from the CES secretariat to complete the payment.
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 and validated, and to provide logistical support as needed.

## Contact Information

The Conference Sponsorship Committee will be available to provide guidance and answer questions at

[c2022sponsors@evaluationcanada.ca](mailto:c2022sponsors@evaluationcanada.ca).

