

E D M O N T O N 2 0 1 1



**générations:**

multi-generational approach to evaluation  
approche multigénérationnelle à l'évaluation

**Canadian Evaluation Society 2011 Conference**

**May 1 – 4, 2011  
The Westin Edmonton  
Edmonton, Alberta**

**Sponsorship, Exhibitor Prospectus**

Hosted by:



**ALBERTA AND NORTHWEST TERRITORIES CHAPTER  
LA SECTION DE L'ALBERTA  
ET LES TERRITOIRES DU NORD-OUEST**

You are invited to participate as a sponsor in the Canadian Evaluation Society's annual 2011 conference in Edmonton, hosted by the Alberta and Northwest Territories Chapter.

Evaluation is a multi-disciplinary field with broad applications in many areas including government, health care, education, and non-profit organizations that provide programs and services. Engaging approximately 2,000 members, the Canadian Evaluation Society (CES) is a non-profit association that is dedicated to enhancing and promoting professional and ethical evaluation practices. The CES strives to advance evaluation theory, knowledge and practice through leadership, advocacy and professional development.

The 2011 conference is the largest evaluation-related professional development event in Canada; we anticipate attracting 400 evaluators from Canada and around the world. The event will provide a premier opportunity for evaluation professionals to share their knowledge and experience from a wide variety of disciplines with the evaluation community.

We hope you will join us!

### **Conference hosts**

The CES 2011 conference is hosted by the Alberta and Northwest Territories Chapter of the Canadian Evaluation Society. The conference runs from Sunday, May 1 until Wednesday, May 4, 2011 at The Westin Edmonton in Edmonton, Alberta.

### **Why sponsor?**

Your support of this unique and significant Alberta event will result in a high-quality educational program. This conference will attract a local, national and international audience of 400 participants.

As a sponsor, you will interact with leaders in the field of evaluation. Sponsorship provides your organization an added profile with the diverse group of evaluators that work in a variety of fields within Canada and around the world.

An excellent range of benefits offers you increasing visibility at each successive level. Sponsors of previous events have included evaluation and management consultants, universities and colleges, national organizations, publishers, auditors, and regional chapters of CES. The conference is a great venue for advertising and recruitment opportunities, as well as promotion of products of value to evaluators. Please consider becoming a sponsor, exhibitor or advertiser for this event!

## **Program themes**

Our 2011 theme is *Generations: a multigenerational approach to evaluation*. Over the past 30 years (one generation) the field of evaluation has changed. This conference will highlight:

- changes in evaluation techniques and tools,
- changes in evaluators including education, training, experiences and perspectives,
- changes in the populations served by the programs and services we evaluate

## **Conference objectives**

After attending this conference, delegates will be able to:

- apply new approaches, techniques and tools for best practice in their daily activities
- be able to access new information and resources that will directly apply to their evaluation work
- research further new concepts, ideas and theories in their ongoing professional development

Information about conference speakers and the advance program will be made available online at: <http://www.buksa.com/CES>.

## Sponsorship benefits

*A member of the sponsorship committee will contact you to discuss how you would like to apply your sponsorship.*

### **Platinum Sponsor - \$7,500\***

As a platinum level sponsor, your organization will receive the following benefits:

- A full-page advertisement on the conference program back cover<sup>†</sup>
- A display booth area to showcase your organization throughout the conference
- Three complimentary conference registrations for your organization's representatives
- Special ribbons on the nametags of your representatives to clearly identify them as sponsors
- Recognition on signage throughout the event
- Recognition in the conference program based on support tier
- A link to your organization's website on the conference website
- Organization name and logo on conference promotional material
- A 50-100 word profile of your organization for the delegate package
- Acknowledgement from the podium during the CES Awards Luncheon
- You may provide sufficient quantities of an educational item, approved by the Conference Planning Committee, to be inserted into the delegate package

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\* All prices in this prospectus are listed in Canadian dollars.

<sup>†</sup> Back cover assigned on a first-come, first-served basis. Subsequent platinum sponsors will receive a full-page ad in another high-visibility area of the program.

### **Gold Sponsor - \$5,000**

As a gold level sponsor, your organization will receive the following benefits:

- A half-page advertisement in the conference program
- A display booth area to showcase your organization throughout the conference
- Two complimentary conference registrations for your organization's representatives
- Special ribbons on the nametags of your representatives to clearly identify them as sponsors
- Recognition on signage throughout the event
- Recognition in the conference program based on support tier
- A link to your organization's website on the conference website
- Organization name and logo on conference promotional material
- A 50-100 word profile of your organization for the delegate package
- Acknowledgement from the podium during the CES Awards Luncheon
- You may provide sufficient quantities of an educational item, approved by the Conference Planning Committee, to be inserted into the delegate package

### **Silver Sponsor - \$2,500**

As a silver level sponsor, your organization will receive the following benefits:

- A quarter-page advertisement in the conference program
- A display booth area to showcase your organization throughout the conference
- One complimentary conference registration for an organizational representative
- A special ribbon on the nametag of your organization's representative to clearly identify them as a sponsor
- Recognition on signage throughout the event
- Recognition in the conference program based on support tier
- A link to your organization's website on the conference website
- Organization name and logo on conference promotional material
- A 50-100 word profile of your organization for the delegate package
- Acknowledgement from the podium during the CES Awards Luncheon
- You may provide sufficient quantities of an educational item, approved by the Conference Planning Committee, to be inserted into the delegate package

### **Bronze Sponsor - \$1,000**

As a bronze level sponsor, your organization will receive the following benefits:

- A business-card size advertisement in the conference program
- Recognition on signage throughout the event
- Recognition in the conference program based on support tier
- A link to your organization's website on the conference website
- Organization name and logo on conference promotional material
- A 50-100 word profile of your organization for the delegate package

### **Supporter - \$500**

As a supporter, you will receive the following benefits:

- Recognition in the conference program based on support tier
- A 50-100 word profile of your organization for the delegate package

## **Exhibit opportunities & benefits**

Exhibit areas will be centrally located for exposure to delegates. Display time will be from 7:45 AM to 4:45 PM on Sunday, May 1, Monday, May 2 and Tuesday, May 3. Exhibit space will consist of a draped table with a chair, and all exhibitors will receive:

- A website link from the conference page to your organization's page
- A 50-100 word profile in the exhibitor flyer included in each delegate package
- Name tags with Exhibitor ribbons to clearly identify up to two staff members  
These staff members are not permitted to attend conference sessions unless they register themselves and pay the full registration fee.
- 10% discount on advertising in the program

### **2011 Exhibit fees:**

- One 6' draped table and one chair:     \$775

## Advertising opportunities & benefits

All delegates will receive a printed conference program that they will use as a reference throughout the duration of the conference. All advertisements are subject to the approval of the Conference Planning Committee, and must be provided in a print-ready format. Advertising specifications are available upon request.

### 2011 advertising rates:

Size	Dimensions	Exhibitor rate	Regular rate
Full-page	7.5" x 10"	\$720	\$800
Half-page	7.5" x 4.75"	\$450	\$500
Quarter-page	3.5" x 4.75"	\$270	\$300
Eighth-page	3.5" x 2"	\$180	\$200

### To become a sponsor, advertiser or exhibitor

Complete the enclosed application form and fax or mail it with full payment to:

BUKSA Strategic Conference Services  
Suite 307, 10328 – 81 Avenue NW  
Edmonton, AB T6E 1X2

Please make cheques payable to:  
*BUKSA Associates Inc.*

### For more information

For more information on sponsorship opportunities or the conference please contact the conference secretariat:

BUKSA Strategic Conference Services  
2011 CES Conference Secretariat  
Phone: (780) 436-0983 Ext. 234  
Fax: (780) 437-5984  
Email: [CES@buksa.com](mailto:CES@buksa.com)



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## Application Form

### Contact Information

Company Name:

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*(As it will appear in promotional material)*

Contact Name:

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Contact Title/Position:

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Address:

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City:

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Province:

Postal Code:

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Phone:

Fax:

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Email:

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### Select your sponsorship category

- Platinum \$7,500 +
- Gold \$5,000 +
- Silver \$2,500 +
- Bronze \$1,000 +
- Supporter \$500 +
- Other amount: \_\_\_\_\_

### Exhibitor

- One draped table with chair \$775

### Advertiser

- Full-page \$720\* / \$800
- Half-page \$450\* / \$500
- Quarter-page \$270\* / \$300
- Eighth-page \$180\* / \$200

\* exhibitor rate

### Payment

*(sponsorship benefits will commence and program ads will be included once payment has been received)*

- Cheque enclosed payable to **BUKSA Associates Inc.**
- Please invoice my company at the address above.

Name of authorized company representative:

Position:

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Signature:

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*Send your completed sponsorship application form by fax or mail it with full payment to:*

### **BUKSA Strategic Conference Services**

2011 CES Conference Secretariat  
 Suite 307, 10328 – 81 Avenue  
 Edmonton AB T6E 1X2

Phone: (780) 436-0983 Ext. 234 | Fax: (780) 437-5984 | Email: [CES@buksa.com](mailto:CES@buksa.com)