



Frédéricton Eqpahak

PARTNERSHIP,
ADVERTISEMENT AND
EXHIBITION

Prospectus

2024 Canadian Evaluation Society National Conference
([C2024](#))

*Renewal and Confluence: Navigating the Future of
Evaluation*

Fredericton, New Brunswick
May 5 to 8, 2024

Connect with the Evaluation Community

The Canadian Evaluation Society (CES) cordially invites you to participate as a partner or exhibitor in its 2024 annual conference. The opening reception and silent auction will take place in person on May 5, 2024; the workshops, Exhibit booths, and conference programming will take place on May 6, 7 and 8, 2024.

This annual event is the largest gathering for evaluators in Canada, providing them with professional development at an unparalleled scale. We organized an event filled with content and opportunities for networking, promotion and social contacts.

Our partners, 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 partner, 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

“Renewal and Confluence: Navigating the Future of Evaluation”.

This theme invites us to reflect on how evaluation can adapt and evolve in a changing world while embracing diverse perspectives and approaches. We will examine how evaluation can renew itself by learning from the past, innovating in the present and anticipating the future. We will also consider how evaluation can foster confluence, or the coming together of ideas, disciplines and people, to create new possibilities and solutions. We hope that this conference will inspire you to renew your passion for evaluation, connect with other evaluators, and discover new ways of thinking and doing evaluation

The 2024 Conference will provide an opportunity to reflect on the state of evaluation: where we are and what directions to take in the future. [The theme is divided into three sub-themes.](#)

Corporate Partnership Opportunities

We offer three levels of partnership 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 @ \$3,750
Website, Program and Displays			
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)	Three logos displayed per screen	Two logos displayed per screen	One logo displayed per screen
Social Media			
Twitter (# tweets)	1	2	3
Facebook (# posts)			1
LinkedIn (# posts)			1
Mobile App			
Mobile app, partner listing	Text	Text and image	Text and image
Self-managed promo page	✓	✓	✓
Mobile app/email, push notification	1	2	3
Key partner on the mobile app (always shown in the main menu)			✓

À la Carte Partnership Opportunities

À la carte opportunities can be purchased separately or in conjunction with partnership packages. We are flexible. If your organization has an idea for an alternative partnership opportunity – one that better suits your needs or interests – please get in touch. We can also direct you to the Canadian Evaluation Society Educational Fund (CESEF) to discuss other partnership opportunities if that suits you better.

À la carte options	#	Cost	Description
1. Opening reception on Sunday evening (May 5)	1	\$2,500	<ul style="list-style-type: none"> ● On-screen signage during the session ● Advertisement in the delegate program ● Advertisement on the conference website
2. Social event on Tuesday evening (May 7)	2	\$2,500	
3. Keynotes / plenaries	3	\$1,500	
4. Wifi	1	\$1,500	<ul style="list-style-type: none"> ● Name used as login password
5. Conference Mobile App	1	\$1,500	<ul style="list-style-type: none"> ● Mention in the app home page ● Mention in the delegate program ● Mention on Twitter/Facebook/LinkedIn
6. Pdf program ad	∞	1 page: \$1,000 ½ page: \$750 ¼ page: \$500	<ul style="list-style-type: none"> ● 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.
7. Poster prize partnership	2	\$500	<ul style="list-style-type: none"> ● Acknowledgement on Twitter/Facebook/LinkedIn ● Connection with the prize winner
8. Monday lunch signage	1	\$1,000	<ul style="list-style-type: none"> ● Tent cards on tables
9. Breakfast signage	3	\$500	<ul style="list-style-type: none"> ● Tent cards on tables

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 300 to 400 local, national and international evaluation practitioners, researchers and users. We have 15 opportunities available (@ \$1,200 + taxes) 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 (@ \$500 + taxes; a full Conference registration for a non-member is \$875 + taxes).

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 Partners, Advertisers and Exhibitors

1. Confirm your selection of level of partnership, à la carte and/or exhibit by visiting the [conference website](#) tab for partners 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 partnership booking and you will get a call from the CES Secretariat to complete the payment.
3. A member of the partnership activation team will be in touch leading up to the conference to ensure the benefits purchased as part of your partnership are activated and validated, and to provide logistical support as needed.

The deadline for formalizing partner or exhibitor status is April 5, 2024.

Contact Information

The Conference Partnership Committee will be available to provide guidance and answer questions at operations@evaluationcanada.ca.

Why Should Governments Get Involved?

Given the current economic, policy and labour contexts, government departments and agencies have a lot to gain from partnering with the CES Conference. Here are a few opportunities that C2024 offers to governments:

- Making employment opportunities in evaluation known to a wide audience;
- Promoting government as a stimulating work environment;
- Explaining evaluation to government evaluators without prior evaluation experience;
- Explaining evaluation to the recent graduates;
- Showcasing best practices in government;
- Promoting best practices to other government departments;
- Bringing best practices from other contexts to the attention of government;
- Developing government evaluation capacity to deliver on the 2030 SDG Agenda, UNDRIP, and related commitments;
- Supporting capacity to integrate GBA+ analysis into planning and accountability;
- Supporting a vibrant private sector which enables the government to focus on what it does best;
- Stimulating exchanges among evaluators of all practices and contexts;
- Incorporating government evaluation results in policy, strategy, and programming;
- Supporting multi-sectoral as well as specific thematic areas (e.g., health, international development, science and technology, culture, heritage and tourism).