

# Evaluation 2003 Exhibitor Prospectus

## Annual Meeting of the American Evaluation Association November 05-08, 2003 in Reno, Nevada

**PROSPECTUS OVERVIEW:** Evaluation 2003, held in Reno, NV offers 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. Many sponsors, depending on their sponsorship level, receive a basic exhibitor package as part of sponsorship.

**CONFERENCE ATTENDEES:** With over 300 sessions and 800 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 of between 1200 and 1400 in Nevada. Last year, at Evaluation 2002 in Washington, there were 1800 in attendance.

**EXHIBITOR SPACE:** At John Ascuaga's Nugget, all exhibitor space for Evaluation 2003 is on a single floor in the main halls immediately outside the main conference rooms. Foot traffic around these spaces 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. Some prime spaces are available with two tables set as an "L" or three tables set as an "L" or "U".

**EXHIBITOR PACKAGES:** The basic exhibitor package for Evaluation 2003 includes a single 2.5' x 6' skirted table with chair, a 50-100 word profile in our exhibitor flyer included in every attendee information packet, and name-badges with exhibitor ribbons for exhibit staff. The best deal is the Premium Package that includes the Basic Package plus an extra table and web listing saving you a total of \$75 over the items purchased separately.

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

Item	Rate
Basic Package	\$350.00
Additional Table	\$125.00
Listing on Website	\$100.00
Premium Package (Basic package plus additional table and website listing)	\$500.00

**EXHIBITOR HOURS:** The conference runs from 8:00 a.m. on Wednesday, November 5, 2003 to 5:00 p.m. on Saturday, November 8, 2003. Your table should be open and staffed from 8:00 a.m. - 5:00 p.m. on Thursday, and Friday and from at least 8:00 a.m. to noon on Saturday. Some 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 9-5 Monday through Friday Eastern Time. We welcome any inquiry and look forward to working with you to make your experience at Evaluation 2003 a success.

Nita Howland, Exhibits Coordinator, nita@eval.org  
Address: 16 Sconticut Neck Rd #290, Fairhaven, MA 02719  
Phone: (888) 232-2275 or (508) 748-3326  
Fax: (888) 232-2275 or (508) 748-3326

# Sponsorship

**SPONSORSHIP OVERVIEW:** Sponsorship offers you a unique way to network with Evaluation 2003 attendees, support the American Evaluation Association, 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 are happy to work with you to identify a sponsorship opportunity that meets your individual 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 \$2,500 also 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, data-analysis assistance, or web-site support. We especially encourage direct sponsorship through financial support of our conference events and services as indicated on the chart below:

<b>Sponsorship Opportunity</b>	<b>Full Sponsorship Fee</b>
Conference Program with acknowledgement on back cover	\$10,000.00
Wednesday Night Information Fair Reception	\$5,000.00
Thursday Night Poster Exhibition and Reception	\$5,000.00
Friday Night International Auction and Reception	\$5,000.00
Thursday Night Graduate Student Reception	\$2,000.00
Computer Room	\$2,000.00
Job Bank	\$2,000.00

**CO-SPONSORSHIP:** All of the above events and the conference program may be co-sponsored at half of the price of full sponsorship.

# 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:

<b>Size</b>	<b>Dimensions (w x h)</b>	<b>Exhibitor Rate</b>	<b>Non-Exhibitor Rate</b>
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.**

# 2003 Exhibitor & Sponsor Application

## For the Annual Meeting of the American Evaluation Association

### November 05 - 08, 2003 in Reno, Nevada

Please complete all information below using type or block letters. Fax your application, with payment, to: (888) 232-2275 or (508) 748-3326. Completed applications may also be mailed to: AEA, 16 Sconticut 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 Attending Conference: (for name tag) \_\_\_\_\_

Name of Second Staff Person, if applicable, Attending Conference: \_\_\_\_\_

Basic Description of the product(s) or service(s) you will be promoting at Evaluation 2003:

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

Do you wish to Exhibit on Wednesday if space is available?     YES     NO

#### **DESIRED PURCHASES:**

- Premium Package (\$500) (Two Tables, Web Listing, Advertising Discount)
- Table Only (\$350)
- Extra Table (\$125)
- University Table (\$75)
- 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, Advertising Discount, Web Listing)

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

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

- Check enclosed
- Charge to MasterCard or Visa (AEA Does not take American Express):

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

# **2003 Exhibitor & Sponsor Application**

## **Annual Meeting of the American Evaluation Association November 05-08, 2003 in Reno, Nevada**

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. Exhibit tables will be staffed by a person or persons from the exhibiting organization or business during the hours of 8:00 am to 5:00 pm on Thursday and Friday November 05 & 06, 2003 and from at least 8:00 am to noon on Saturday November 07, 2003. Some tables are available for exhibit on Wednesday, November 4th as well and these should be requested in advance. There is no extra fee for exhibiting on Wednesday
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 Sponsors must limit their materials to table-tops. No free-standing displays are permitted.
6. Exhibitors and Sponsors assume responsibility and agree to indemnify and defend the AMERICAN EVALUATION ASSOCIATION and John Ascuaga's Nugget and their respective employees and agents against any claims or expenses arising out of the use of the exhibit premises.
7. The Exhibitor or Sponsor understands that neither the AMERICAN EVALUATION ASSOCIATION nor John Ascuaga's Nugget maintain insurance covering the Exhibitor's or Sponsor's property and it is the sole responsibility of the Exhibitor or Sponsor to obtain such insurance. Special security is NOT provided for the exhibit area and it is the Exhibitor's or Sponsor'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 Sponsors may enjoy the conference rate at John Ascuaga's Nugget by identifying themselves as with the American Evaluation Association. The discounted AEA conference rate is \$99 single/double. To make reservations, call the national reservation line at 800-648-1177 (toll-free from the United States and Canada) or the hotel directly at (775) 356-3300 (from anywhere in the world).
9. Any other services (e.g. electricity or special lighting) will be arranged by the exhibitor with John Ascuaga's Nugget 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 Nugget representative.
10. 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.
11. Advertisers who cancel within two weeks of the program print date 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.