

# **Evaluation 2014 Exhibitor Prospectus**

## **Visionary Evaluation for a Sustainable, Equitable Future**

### **October 15 - 18, 2014 in Denver, Colorado**

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**PROSPECTUS OVERVIEW:** Evaluation 2014 will be held at the Hyatt Regency Denver at Colorado Convention Center located at 650 15<sup>th</sup> Street, Denver, CO 80202. This event 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 Evaluation 2014 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 2014, go to <http://www.eval.org/Evaluation2014>

**CONFERENCE ATTENDEES:** With over 650 sessions and 1000 presenters, Evaluation 2014 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 3,000 in Denver Colorado. At Evaluation 2013 in Washington, D.C., there were approximately 4,000 in attendance.

**EXHIBITOR SPACE:** The exhibitor space for Evaluation 2014 will be located at the Hyatt Regency Denver in the Centennial Ballroom Foyer. All plenary sessions and many of the conference sessions Wednesday, Thursday, Friday, and Saturday will be held at the Hyatt Regency Denver. There will be a few breakouts at the Colorado Convention Center. All exhibit space is in the form of table-tops. A standard space offers one 2.5' x 6' skirted table with a (2) chairs behind. Some prime spaces are available with two, three, or four tables. Exhibitors must have all of their exhibits materials on their exhibit table. **Please note there is no security in the exhibit space and it is an open foyer space, so be sure to secure your materials.**

**EXHIBITOR PACKAGES:** Exhibitor packages for Evaluation 2014 includes a single 2.5' x 6' skirted table with (2) chairs in the Centennial Ballroom Foyer, a 100 word profile on our conference webpage in the exhibit space section with a link to your website, a 100 word profile in our conference mobile app, a conference program access to the conference mobile app, name and table number listed in the conference program, name and table number listed on exhibit sign, new extended hours this year and (2) exhibit only name-badges with exhibitor ribbons for up to two exhibit staff – these names must be submitted on the contract. 100 word profiles must be received by **Friday, August 15, 2014** for inclusion on the website and in the conference mobile app. Additional tables may be purchased. 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.

Item	Description	Cost
Basic Exhibitor Package**	One Table, Web Listing, Advertising Discount	\$750.00
Basic University Package *	Half Table, Web Listing, Advertising Discount Unmanned table	\$75.00

\* The University Package is available only to colleges and 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 to sell from your table, you will need to purchase a basic exhibitor package. You will have your materials on half a table and placement of your table is at the discretion of AEA.

\*\* You may purchase up to (4) basic exhibitor packages

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#### **EXHIBITOR HOURS:**

Set-Up: Wednesday, October 15, 2014 – 10:00 am – 2:00 pm  
Exhibit Hours: Wednesday, October 15, 2014 – 2:00 pm – 7:00 pm and Thursday, October 16, 2014 - 8:00 am – 5:00 pm and Friday, October 17, 2014 - 8:00 am – 4:00 pm  
Saturday, October 18, 2014 – 9:00 am – 12:00 noon – Optional Hours  
Tear Down: Saturday, October 18, 2014 – 12:00 noon – 5:00 pm and Optional Friday, October 17, 2014 from 4:00 pm – 6:30 pm – Please note if you are departing on Friday note you must cease all move-out at 6:30 pm until Saturday.

\* No tabletops may be removed prior to 5:00 pm on Friday, October 17. All tabletop materials must be removed by 5:00 pm on Saturday, October 18, 2014.

\*Please note these hours are subject to change.

**CONTACT US:** The AEA Office is staffed from 9:00 am to 5:00 pm Monday – Friday. We welcome any inquiry and look forward to working with you to make your experience at Evaluation 2014 a success.

AEA Exhibits Coordinator – [meetings@eval.org](mailto:meetings@eval.org) or [gvalerio@eval.org](mailto:gvalerio@eval.org)

Address: 2025 M Street, NW Suite 800, Washington, DC 20036

Phone: (202) 367-2343 or (202) 367-1146 Fax: (202) 367-2137

## **Sponsorship**

**SPONSORSHIP OVERVIEW:** Sponsorship offers you a unique way to enhance the conference experience for the attendees, highlight your products or services, connect with Evaluation 2014 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.

**SPONSORSHIP Description:** AEA welcomes sponsorships from companies and organizations that are aligned with AEA's mission, vision, and values. Sponsoring companies and organizations might be categorized into a least one of the following categories:

1. Publishers featuring evaluation titles
2. Universities with evaluation programs
3. Consulting firms/individuals in the evaluation field
4. Software companies with products related/beneficial to evaluators
5. Foundations, non-profits, grant making organizations

AEA cannot accept sponsorships from the following:

1. Political organizations
2. Organizations with proclaimed interests or principles that run counter to AEA

#### **SPONSOR BENEFITS:**

The following are sponsor benefits:

- Recognition in the conference program and/or mobile app next to the event or service being sponsored
- Acknowledgement on the website and acknowledgement on exhibit sign at registration as being a sponsor
- If sponsoring an event there will be a modest sign at this event. A table will also be provided at this event being to highlight the company/organization's products, services, or programs.
- Recognition in outbound communication from AEA
- (1) Additional Conference program for sponsoring and access to conference mobile app
- AEA will provide exhibitors a proud sponsor sign to display at their exhibit tabletop

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**SPONSOR BENEFITS CONTINUED:**

- Acknowledgement during the AEA annual awards luncheon
- Sponsors providing financial support or donating goods or services valued at \$2,500 or more receive a basic exhibitor package (\$750 value) and a free 1/4 page advertisement in the AEA program (\$350 value)
- Sponsors providing financial support or donating goods or services valued at \$5,000 or more receive a basic exhibitor package (\$750 value) and a free 1/2 page advertisement (\$650 value) 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.
- Sponsors will be given priority placement during exhibit table top selection as long as they have submitted their sponsorship contract by August 15<sup>th</sup>.

**SPONSORSHIP OPPORTUNITIES:** Sponsors may donate products or services such as printing, copying, or data-analysis assistance. We especially encourage direct sponsorship through financial support of our conference events and services as indicated on the chart below. If you have any additional sponsorship opportunities that you would like to offer please contact Gina Valerio at [gvalerio@eval.org](mailto:gvalerio@eval.org)

<b>SPONSORSHIP OPPORTUNITIES</b>	<b>FEE</b>
Wednesday Night Poster Exhibition and Meet the Author Reception – Partial Sponsorship – (3) opportunities available	\$5,000.00
Friday Night International Auction and Reception – Partial Sponsorship – (3) opportunities available	\$4,000.00
Refreshment Break – (5) opportunities available	\$2,500.00
Wifi Hot Spot – (3) opportunities available	\$3,000.00
Hyatt Regency Water Stations	\$2,500.00
Colorado Convention Center Water Stations	\$2,500.00
Recycling Bins	\$2,500.00
Evaluation Futures – Student Registrant Sponsorship	\$2,500.00
Evaluation Futures – GEDI Internship Registrant Sponsorship	\$2,500.00
Evaluation Futures – MSI Internship Registrant Sponsorship	\$2,500.00

## 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. The ad copy/payment deadline is **August 15, 2014**. We will NOT accept ads after this date. 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>
<b>Quarter page</b>	<b>3.5" x 4.75"</b>	<b>\$350.00</b>	<b>\$400.00</b>
<b>Half page</b>	<b>7.5" x 4.75"</b>	<b>\$650.00</b>	<b>\$700.00</b>
<b>Full page</b>	<b>7.5" x 10"</b>	<b>\$1250.00</b>	<b>\$1300.00</b>

**There are (5) Full Page Ad opportunities and with this opportunity you will also receive a scrolling banner on the mobile app.**

**All printing is in black and white. Ad copy deadline is August 15, 2014.**

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Please complete all information below using type or block letters. Fax your application, , to: (202) 367-2137 or email to meetings@eval.org. Completed applications and payments may also be mailed to: AEA Exhibits Management, 2025, M Street, NW, Suite 800, Washington, DC 20036. Space is reserved on a first-come, first served basis with priority spaces given to the earliest applicants and sponsoring companies that are received prior to Friday, August 15, 2014.

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

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

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

\_\_\_\_\_

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

E-mail: \_\_\_\_\_

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

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

\* Please note these are **exhibits only** badges and you must purchase a full conference badge if you want to attend the conference sessions.

Basic Description of the product(s) or service(s) you will be promoting at Evaluation 2014:

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

Will you be shipping exhibit materials to the Venue? \_ YES \_ NO

**DESIRED PURCHASES:**

\_\_\_ Basic Exhibitor Package (\$750.00) (One Table, Web Listing, Advertising Discount) – (Please list the number you would like)

\_\_\_ Basic University Package (\$75.00) (Half unmanned table, Web Listing, Advertising Discount)

\_\_\_ 1/4 Page Advertisement (\$350.00 for Exhibitors or Sponsors, \$400.00 for Others)

\_\_\_ 1/2 Page Advertisement (\$650.00 for Exhibitors or Sponsors, \$750.00 for Others)

\_\_\_ Full Page Advertisement and Mobile App Banner (\$1250.00 for Exhibitors or Sponsors, \$1300.00 for Others)

\_\_\_ Sponsorship (Amount \_\_\_\_\_) (Includes (1) Basic Exhibitor Package and depending on value advertising)

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

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

Check Enclosed  Credit Card  - if credit card is selected information will be sent on how to pay

\* Please let us know if you need information on other payment methods.

Your signature below indicates that you have read and agree to all clauses stipulated on the second page of this application. If choosing a sponsorship, your signature further warrants that your company or organization fits the sponsorship description and embraces the AEA mission, vision, and values statements. Signature is required in order to process application.

\_\_\_\_\_  
Signature

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

\_\_\_\_\_  
Date

\* All payments for exhibits, sponsorship, or advertising are non-refundable.

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#### **Exhibit/Sponsorship/Advertising Rules and Regulations:**

1. AEA reserves the right to refuse any Exhibitor or Sponsor application. All applications will be reviewed within 15 working days and notification of acceptance or refusal will follow immediately upon review.

2. Exhibit tables will be displayed at the *Hyatt Regency Denver in the Centennial Foyer* 650 15<sup>th</sup> Street, Denver, CO 80202

Set-Up: Wednesday, October 15, 2014 – 10:00 am – 2:00 pm\*

Exhibit Hours: Wednesday, October 15, 2014 – 2:00 pm – 7:00 pm

Thursday, October 16, 2014 – 8:00 am – 5:00 pm

Friday, October 17, 2014 - 8:00 am – 4:00 pm

Saturday, October 18, 2014 – 9:00 am – 12:00 noon – optional hours

Tear Down: Friday, October 17, 2014 – 4:00 pm – 6:30 pm and Saturday, October 18, 2014 – 12:00 pm – 5:00 pm\*

No tabletops may be removed prior to 4:00 pm on Friday, October 17, 2014. If an exhibitor chooses to tear down on Friday they must be complete or cease at 6:30 pm. All tabletop materials must be removed by 5:00 pm on Saturday, October 18, 2014.

\*\* The Foyer is located directly across from the main ballroom so general attendee traffic near the booth can be expected during set up and tear down hours. AEA management will make every attempt to direct the traffic flow away from the exhibit area during set up but there will be a flow of people during both set up and tear down.

3. Standard exhibitors and sponsors are welcome to sell their products or services at Evaluation 2014; however, they are responsible for ensuring compliance with all applicable City/State vendor and tax laws. Please be sure to check the Denver and Colorado state and city tax information and make sure to complete the correct paperwork. This is the responsibility of each exhibitor and neither American Evaluation Association nor the Hyatt Regency Denver will be liable for this. Discounted University exhibitors cannot and may not sell products or services from their tables; however, they may provide order forms or registration forms or general program information. Universities that would like to sell products or services directly from their tables must purchase a Basic Exhibitor Package.

4. All exhibit tabletop space is assigned by the Exhibits Manager with preference, among exhibitors with equivalent needs, given in order of receipt of payment for exhibit fees. No exhibit tabletop may be assigned until payment has been received. There are no refunds for exhibit, advertising or sponsorship space. There will be a table tent on the company/organizations assigned table in the Centennial Ballroom Foyer. Exhibitor and sponsor badges will be available at the tabletops. If a company only has exhibit only badges these names must be submitted in advance and these will not be picked up at registration. There will also be one program at each tabletop exhibit.

5. All Exhibitors and Sponsors must limit their materials to table-tops only. No free-standing displays are permitted. All exhibitors will receive one 2.5' x 6' skirted table with a (2) chairs behind it. Exhibitors receive a 100 word profile on our conference webpage in the exhibit space section with a link to your website, 100 word profile in our conference mobile app, recognition in the conference program and on an exhibit sign, acknowledgement at awards luncheon, conference program and access to conference mobile app, and exhibit only name-badges with exhibitor ribbons for up to two exhibit staff – these names must be submitted on the contract. 100 word profiles must be received by August 15, 2014 for inclusion on the program. These two complimentary exhibitor badges only allow access to the exhibit space. Children under the age of 18 are not allowed in the exhibit space at any time.

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 and must fit on top of your table. You must bring your own signage for your exhibit other than the table tent provided. Exhibitors must have all of their exhibits materials on their exhibit table. Please note there is no security in the exhibit space.

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7. Neither AEA, its members, officers, representatives, or employees, agents, licenses or Hyatt Regency Denver shall not, in any manner or for any cause be liable or responsible to an exhibitor for any injury or damage to the exhibitor or exhibitor's directors, officers, employees, agents, licensees, or guests, or for any loss of or injury or damage to the goods or other property of the exhibitor, or of exhibitor's directors, officers, employees, agents, licensees, or guests arising in connection with any aspect of Evaluation 2014. Any and all claims for such injuries or damages are hereby waived. Exhibitor will defend, release, indemnify, and hold AEA, its members, directors, officers, employees, agents, licensees, Hyatt Regency Denver or guests harmless from any and all claims, injuries, damages, and liability, including reasonable attorneys' fees, arising out of the acts or omissions of the exhibitor and/or exhibitor's directors, officers, employees, agents, licensees, or guests arising in connection with any aspects of Evaluation 2014. AEA, its members, directors, officers, employees, agents, licensees, Hyatt Regency Denver or guests will not be liable for failure to hold the Evaluation 2014 as scheduled. In the event of cancellation by AEA, AEA will work to notify exhibitors as soon as possible, because of fire, an act of God, the public enemy, strike, epidemic, terrorism, disruptions to the domestic and/or other property of the exhibitor, or of exhibitor's directors, officers, employees, agents, licensees, or guests arising in connection with any aspect of Evaluation 2014. Any and all claims for such injuries or damages are hereby waived. Exhibitor will defend, release, indemnify, and hold AEA, its members, directors, officers, employees, agents, licensees, Hyatt Regency Denver or guests harmless from any and all claims, injuries, damages, and liability, including reasonable attorneys' fees, arising out of the acts or omissions of the exhibitor and/or exhibitor's directors, officers, employees, agents, licensees, or guests arising in connection with any aspects of Evaluation 2014. AEA, its members, directors, officers, employees, agents, licensees, Hyatt Regency Denver or guests will not be liable for failure to hold the Evaluation 2014 as scheduled. In the event of cancellation by AEA, AEA will work to notify exhibitors as soon as possible, because of fire, an act of God, the public enemy, strike, epidemic, terrorism, disruptions to the domestic and/or international transportation infrastructure, or any law or regulation of public authority which makes it impossible or impracticable to hold the Evaluation 2014.

8. All property of the exhibitor is understood to remain under its custody and control in transit to and from, or within the confines of the exhibit area. AEA, and the Hyatt Regency Denver do not maintain insurance covering exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance. It is the sole responsibility of the Exhibitor to carry comprehensive general liability coverage and worker's compensation.

9. Security is NOT provided for the exhibit area and it is the Exhibitor'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 a discounted conference rate at any of the convention hotels. Instructions as to how to secure your discounted room rate will be posted via our conference website at <http://www.eval.org/Evaluation2014>. Room blocks will be filled on a first-come, first-served basis and we anticipate all of the discounted rooms to fill well in advance of the conference.

11. Any other services (e.g. electricity or special lighting, or internet) will be arranged by the exhibitor with the *Hyatt Regency Denver or their vendors* 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 convention center representative. The AEA Exhibits Manager will provide information regarding shipping. Exhibitors are responsible with working directly with the hotel regarding their shipment in and out of the hotel and receipt at booth.

12. The representatives of each exhibiting company will be responsible for making their exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act. It is understood that AEA will be held harmless by the exhibiting company for the failure of its representatives to comply with the requirement as stated in the Americans with Disabilities Act. The tabletop exhibit space floorplan will be ADA accessible and AEA exhibitors must comply with this floorplan.

13. AEA reserves the right to terminate the exhibitor's display privileges at any time, without prior notice or liability, if AEA, in its sole discretion, determines that exhibitor has materially breached any of the terms, rules, and regulations. If termination becomes effective during Evaluation 2014, the exhibitor agrees to close his/her exhibit immediately upon receipt of notice of termination, and thereafter remove his/her exhibit from the exhibit hall as soon as possible and without disruption of the Evaluation 2014. Expulsion of an exhibitor under this rule shall not give rise to a claim for a refund of the fee(s) paid by such exhibitor.