



2021 CES Conference, May 10, 12, and 14

Evaluation Utilization : Achieving our Potential

SPONSORSHIP AND EXHIBITION PROSPECTUS

The Canadian Evaluation Society (CES) cordially invites you to participate as a **sponsor or exhibitor** in its 2021 annual conference. The 2021 conference will be hosted online by the National Capital Chapter of the CES on May 10, 12, and 14, 2021; this selection of non consecutive days gives some needed breathing room in an online environment.

This annual event is the largest gathering for evaluators in Canada, providing them with professional development at an unprecedented scale. The 2021 conference will be the first virtual CES conference – a choice made in response to environmental and public health concerns. We have organized an event packed with content and opportunities for networking, promotion, and social contact. The conference theme is: “Evaluation Utilization: Achieving our Potential?”. The 2021 CES Conference will explore the world of evaluation utilization through five sub-themes by first positioning it (what is it? is it a priority?), then by achieving it (how is it achieved? how do we know it has been achieved?), and by questioning it (whose utilization?). We will also investigate the impacts of the COVID-19 pandemic on utilization and the links between utilization and marginalization.

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 top exposure to our Conference participants through a variety of venues and mechanisms.

CORPORATE SPONSORSHIP OPPORTUNITIES

We offer four 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	Diamond \$10,000
Website and delegate program				
Logo on the conference website	Small size	Medium size with live link	Large size with live link	Extra large with live link
Logo in the delegate program	Small size	Medium size	Large size	Extra large
Ad in the delegate program	¼ page	½ page	1 page	1 page
Social Media				
Twitter promotions (# tweets)	1	2	3	4
Facebook promotions (# posts)			1	1
LinkedIn promotions (# posts)			1	1
Conference Platform				
Login page banner (see in appendix) – displayed upon login				<input checked="" type="checkbox"/>
Lobby banner (see in appendix) – displayed at every entry into the conference				<input checked="" type="checkbox"/>
Portal header sponsor logo – at the top of every page besides the conference logo				<input checked="" type="checkbox"/>
Portal header sponsor carousel – at the top of every page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Lobby social media feed			<input checked="" type="checkbox"/>	
Email communication footer image				<input checked="" type="checkbox"/>
Branded push notifications	1	2	3	4

Gamification engagement code			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Gamification prize				<input checked="" type="checkbox"/>
Sponsor hall listing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

À LA CARTE SPONSORSHIP OPPORTUNITIES

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

A la carte opportunities	#	Description
Sponsor of the conference platform (\$1500)	1	<ul style="list-style-type: none"> • Sponsor name is on the platform login page. • Mention in the delegate program • Acknowledgement on Twitter/Facebook/LinkedIn
Session sponsor (per session)		<ul style="list-style-type: none"> • On-screen signage during the session • Advertisement in the delegate program • Advertisement on the conference website
One social event (\$1,000)	1	
Fellows panel (\$1,500)	1	
Plenary 1 (\$1,500)	1	
Plenary 2 (\$1,500)	1	
Plenary 3 (\$1,500)	1	
One networking channel (\$500)	5	The Networking Sessions will allow delegates to gather in up to 25 groups of up to 25 people to freely exchange, presumably on conference topics. There will be five of these sets of sessions and the associated à-la-carte sponsorship will cover all groups for one of these five.
One reflexion session (\$500)	2	Taking place at the end of Monday and Wednesday, Reflection Sessions will offer an opportunity for delegates to discuss learnings from that day in a hosted space. Each hosted space will be labelled according to the topic that will be discussed under the supervision and guidance of a host. There will be two of these sets of Reflections Sessions and the associated à-la-carte sponsorship will cover all groups for one of these two.
Delegate program ad		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.
1 page (\$1,000)	∞	
½ page (\$750)	∞	

¼ page (\$500)	∞	
Poster prize sponsor (\$500)	1	<ul style="list-style-type: none"> ● Mention in the delegate program ● Acknowledgement on Twitter/Facebook/LinkedIn ● Connection with the prize winner
Canadian student registration (\$200)	∞	<ul style="list-style-type: none"> ● Mention in the delegate program ● Acknowledgement on Twitter/Facebook/LinkedIn ● Connection with the supported evaluator
Canadian Indigenous evaluator registration (\$400)	∞	<ul style="list-style-type: none"> ● Mention in the delegate program ● Acknowledgement on Twitter/Facebook/LinkedIn ● Connection with the supported evaluator
Latin American evaluator registration (\$400)	∞	<ul style="list-style-type: none"> ● Mention in the delegate program ● Acknowledgement on Twitter/Facebook/LinkedIn ● A meeting with the supported evaluator
Non-American evaluator registration (\$400)	∞	<ul style="list-style-type: none"> ● Mention in the delegate program ● Acknowledgement on Twitter/Facebook/LinkedIn ● A meeting with the supported evaluator

WHY SHOULD THE GOVERNMENT OF CANADA GET INVOLVED?

Given the current economic, policy, and labour contexts, Government of Canada (GC) departments and agencies have a lot to gain from contributing to the CES conference. Here are a few opportunities that C2021 offers to the GC:

- Making employment opportunities in evaluation known to a wide audience;
- Promoting the GC as a stimulating work environment;
- Explaining evaluation to federal evaluators without prior evaluation experience;
- Explaining evaluation to the recent graduates;
- Showcasing best practices in the GC;
- Promoting GC best practices to other GC departments;
- Bringing best practices from other contexts to the attention of the GC;
- Developing federal 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 GC to focus on what it does best;
- Stimulating exchanges among evaluators of all practices and contexts;
- Incorporating GC 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).

GC evaluators who are not CES members can learn more about the [value and benefits of CES](#)

[membership](#).

EXHIBITION OPPORTUNITIES

The virtual conference platform adopted by the CES (PheedLoop) includes exciting features for exhibitors. They include:

- A listing in the Exhibitor Hall including a video of your messages (if you want), documents for download, contact information, etc.) – see lots of information for sponsors and exhibitors in [this video](#).
- A live video booth for interaction with visitors.
- A live listing of visitors to facilitate engagement.
- One gamification engagement code.
- One branded push notifications on the conference platform.
- Your logo on the conference website (medium size with live link).
- Your logo in the delegate program (medium size).
- One Twitter promotion.

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

If you have any questions regarding sponsorship and exhibiting opportunities, please do not hesitate to contact us at c2021sponsors@evaluationcanada.ca

