

PATHS TO THE FUTURE OF

EVALUATION

2019

NOVEMBER 11 – 16
MINNEAPOLIS, MN

Evaluation 2019

Display and Sponsorship Prospectus

Minneapolis Convention Center

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2019

Overview

The **Connection Center** will continue to thrive for Evaluation 2019 as it provides new and valuable opportunities for knowledge-sharing, collaboration and innovation.

AEA is committed to creating an environment that promotes the goals of the organization. The exhibit hall format is designed to foster learning, community, and excitement around evaluation.

We look forward to working with you to create an experience that puts your business, service, or organization in the limelight during Evaluation 2019. To learn more about Evaluation 2019, click [here](#).

Who is in the Connection Center?

- Publishers
- Academic Institutions
- Associations
- Evaluation Organizations
- Technology Providers

CONFERENCE ATTENDEES: With over 750 sessions, 800 presenters, and 200 posters, Evaluation 2019 will attract a variety of attendees; including consultants, academics, government and HGO evaluators, representatives from social service and non-profit agencies, students, and business professionals from the U.S. and abroad. With over 3,000 attendees last year, Evaluation 2019 is the perfect time to get involved!

Overview Cont.

CONTACTS: The AEA Staff Office is staffed from 9:00 am to 5:00 pm ET Monday – Friday. We welcome any feedback/questions and look forward to working with you to make your experience at Evaluation 2019 a success. Below are the main contacts for exhibits and sponsorships.

AEA Staff Office Address:

2025 M Street NW, Suite 800
Washington, DC 20036

Sales Manager:

Ryan Leach | rleach@eval.org | 202-367-2429

Showcase/Sponsorship Coordinator:

Staci Blue | exhibits@eval.org | 202-367-1138

THE CONNECTION CENTER HOURS*:

Set-Up:	Wednesday, November 13	11:00 am – 3:00 pm
Open:	Wednesday, November 13	6:30 pm – 8:30 pm (Meet the Authors & Welcome Reception)
	Thursday, November 14	10:00 am – 6:00 pm
	Friday, November 15	10:00 am – 5:00 pm
Tear Down:	Friday, November 15	5:00 pm – 7:00 pm

**These hours are subject to change per finalization of education schedule.*

Showcase

LOCATION: The Connection Center will be located in Ballroom A on Level One of the Minneapolis Convention Center. This space is adjacent to registration and the General Session auditorium and is also stacked in-line with the breakout rooms located at the convention center. Security will not be provided and we request that you secure all materials. The space design will allow for smooth attendee flow and maximum opportunities to connect and learn.

DISPLAY PACKAGES:

All exhibitors for Evaluation 2019 will receive:

- 50-word profile in our conference mobile app
- Access to the conference mobile app
- Name and table number listed in the conference program and on exhibit sign
- Exhibitors also receive a discount on advertising in the on-site guide. Additional tables may be purchased.
- Two (2) exhibit only registrations for your exhibit staff
 - There will be an opportunity to register your staff after you submit your contract.
 - Please note: We welcome your additional registrations and are happy to assist in the process. However, please note that exhibit staff are NOT automatically registered for the conference and may NOT attend conference sessions unless registered for the full conference.

Note: Profiles (50 words) must be received by **September 6, 2019** for inclusion on the website, conference program, and conference mobile app.



Showcase Cont.

DISPLAY OPPORTUNITIES:

Basic Showcase Package - \$1,000

Includes a 2.5' x 6' skirted table and two (2) chairs.

May purchase up to a maximum of four (4) Showcase spaces.



CANCELLATIONS: Any cancellations or reductions of booth space must be submitted, in writing via email, ATTN: Staci Blue to exhibits@eval.org.

Cancellation requests made by October 1, 2019 will be given a 50% refund. Any cancellations received after that date will not be refunded.

Sponsorship Overview

SPONSORSHIP OVERVIEW: Sponsorship offers you a unique way to enhance the conference experience for the attendees, highlight your products and services, connect with Evaluation 2019 attendees, support AEA and the evaluation field, and increase brand 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 that meets your goals and 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 at least one of the following:

- Publishers featuring evaluation titles
- Universities with evaluation programs
- Consulting firms/Individuals in the evaluation field
- Software companies with products related/beneficial to evaluators
- Foundations, non-profits, or grant making organizations

AEA cannot accept sponsorships from the following:

- Political organizations
- Organizations with proclaimed interests or principles that run counter to AEA

Sponsorship Tiers

SPONSORSHIP TIERS OVERVIEW:

New to AEA this year are tiered sponsorships that allow you to customize the package that best fits your company's needs. You can select one or multiple events or items (see pages 10 – 12 for sponsorship listings) that your company would like to sponsor and the total dollar amount of your package will determine the sponsor tier you fall under. Each tier comes with its own set of benefits and allows our sponsors to receive more value than ever before!



Sponsorship Tiers Cont.

	Gold (\$7,500+)	Silver (\$3,000-\$7,499)	Bronze (Up to \$2,999)
Complimentary showcase tables	2	1	1
Complimentary conference registrations	2	1	0
Complimentary ad in printed on-site guide	Full page	Half page	Quarter Page
Company listing on sponsor page of AEA Website	✓	✓	✓
Company name and logo on sponsor signage	✓	✓	✓
Company name and logo on sponsor page of mobile app	✓	✓	✓
Push Notification through the AEA Conference App	✓	✓	

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 below. If you have any additional sponsorship opportunities that you would like to offer, please contact Ryan Leach at rleach@eval.org.

Welcome Reception & Meet the Authors - \$7,500

- *Be seen at the largest reception held during Evaluation 2019! All attendees have the opportunity to network, view 200+ poster presentations and meet 50 published authors while enjoying food and drinks.*
- *Your black and white logo will be on napkins at every food and beverage station in addition to signage throughout the event.*

Lanyards \$7,500

- *See your name with every attendee! Lanyards will be set out by registration for all attendees to pair with their badge. The design will incorporate a one (1) color, sponsor logo and the AEA logo.*

Awards Lunch Sponsorship - \$7,000

- *Support our award recipients! You will have the opportunity to introduce our first presenter at the awards luncheon.*
- *Receive recognition throughout the lunch, including your company name on all signage leading up to and throughout the ceremony.*
- *One reserved table of 10 seats for your representatives and invited guests.*
- *One piece of collateral per seat.*

Networking Lounge - \$6,500

- *Located in the Connection Center, this will be a hub for collaboration and networking throughout the conference.*
- *Branding opportunities available throughout the space and handouts may be provided. Opportunity may be customized and must be approved by AEA.*

Sponsorship Opportunities Cont.

Conference Bag \$6,000

- *Lend your support to attendees by freeing up their hands and letting them carry you with them wherever they go! AEA will provide up to 3,000 conference bags to be distributed at registration with the sponsor's logo and the AEA logo.*

Printers for Session Navigation - \$3,000

- *Sponsor will provide an image or logo to be displayed on the station desktops.*

Mobile App - \$5,000

(2) Opportunities Available

- *Used by 80% of attendees, don't miss out on a chance to be a part of the upgraded mobile app!*
- *This sponsorship also includes: a rotating add in the app, a banner on the desktop version of the app, signage at the conference, and acknowledgement in pre-conference communication.*

Charging Stations - \$3,000

Multiple Opportunities Available

- *Expand your presence, help attendees charge up, and stay connected. Sponsor the device charging station with your logo on the station.*

Sponsorship Opportunities Cont.

Refreshment Breaks - \$2,500

Multiple Opportunities Available

- *The sponsor has the option to provide napkins with their logo. Any item provided is subject to approval by AEA.*
- *Signage provided by AEA.*

Evaluation Futures

- Student Registrant Sponsorship - \$2,500
- GEDI Internship Registrant Sponsorship - \$2,500
- MSI Internship Registrant Sponsorship - \$2,500

Conference Pens - \$2,500

- *See your name all around the conference! The sponsor will provide a minimum of 1,200 pens for the conference. The pens will be set out by registration for attendees to use in educational sessions. Any item provided is subject to approval by AEA.*

Water Bottle \$2,500

- *Help attendees stay hydrated and stay with them long after the conference ends. The sponsor will provide a minimum of 1,200 reusable water bottles. Water bottles will be set out by registration for attendees to pick-up. The Minneapolis Convention Center features multiple filling stations throughout, providing plenty of opportunities for use! Any item provided is subject to approval by AEA.*

AEA Premiere Partners

PREMIER PARTNER OVERVIEW: New to AEA this year is our Premier Partner program. This program is built for those organizations looking for a year round, comprehensive partnership with AEA. It's a unique opportunity to partner across multiple events and showcase your company in a customized way.

Platinum Level Partner (\$10,000)

- *Two (2) showcase packages at Evaluation 2019*
- *Priority booth selection*
- *Two (2) full conference registrations*
- *One (1) full page advertisement in the conference on-site printed guide*
- *Push notifications through the AEA Conference App*
- *Exclusive opportunity to provide one (1) email with content directly to AEA's full membership via AEA*
- *Sponsor recognition and benefits at AEA's 2020 Summer Evaluation Institute*
- *One complimentary registration to AEA's 2020 Summer Evaluation Institute*
- *Branding incorporated into at least 1 [E-Study](#) during the 2019/2020 sponsorship cycle. *E-Study content chosen by AEA Staff*
- *Company listing and logo on AEA's year round emails, signage at events, and conference micro-site*
- *Branding incorporated into the Virtual Conference*

Premiere Partners Cont.

Diamond Level Partner (\$20,000)

- *Two (2) showcase packages at Evaluation 2019*
- *Priority booth selection*
- *Four (4) full conference registrations*
- *One (1) full page advertisement in the conference on-site printed guide*
- *Push notifications through the AEA Conference App*
- *Exclusive opportunity to provide quarterly emails with content directly to AEA's full membership via AEA*
- *Sponsor recognition and benefits at AEA's 2020 Summer Evaluation Institute*
- *Four (4) complimentary registrations to AEA's 2020 Summer Evaluation Institute*
- *Branding incorporated into at least 2 [E-Studies](#) during the 2019/2020 sponsorship cycle. *E-Study content chosen by AEA Staff*
- *Company listing and logo on AEA's year round emails, signage at events, and conference micro-site*
- *Branding incorporated into the Virtual Conference*

Advertising

ADVERTISING: The hardcopy conference program is extensively used by conference attendees and is referenced until the following year. AEA reserves the right to refuse any proposed advertising. The ad/copy payment deadline is **September 6, 2019**. We CANNOT accept ads after this date. Advertising rates for the conference program are as follows:

Size	Dimensions (w x h)	Exhibitor Rate	Non-Exhibitor Rate
Full Page	7.5" x 10"	\$1,250.00	\$1,300.00
Half Page	7.5" x 4.75"	\$650.00	\$700.00
Quarter Page	3.5" x 4.75"	\$350.00	\$400.00

There are five (5) Full Page ad opportunities.

All printing is in black and white. **Ad copy deadline is September 6, 2019.** Rates are net of agency commission.

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 Minneapolis Convention Center in Ballroom A on Level One

THE CONNECTION CENTER HOURS:

Set-Up:

Wednesday, November 13 11:00 am – 3:00 pm

Open:

Wednesday, November 13 6:30 pm – 8:30 pm (Meet the Authors & Welcome Reception)

Thursday, November 14 10:00 am – 6:00 pm

Friday, November 15 10:00 am – 5:00 pm

Tear Down:

Friday, November 15 5:00 pm – 8:00 pm

*Hours are subject to change based on finalization of education schedule.

**No tabletops may be removed prior to 5:00 pm on Friday, November 15. All tabletop materials must be removed by 8:00 pm.

3. Exhibitors and sponsors are welcome to sell their products or services at Evaluation 2019; however, they are responsible for ensuring compliance with all applicable City/State vendor and tax laws. Please be sure to check the Minneapolis 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 Minneapolis Convention Center 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.

Rules and Regulations Cont.

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. Exhibit space is eligible for a 50% refund if request is sent before **October 1, 2019**. Any cancellations received after that date are non-refundable. There will be a table tent on the company/organization's assigned table in Ballroom A. Exhibitor and sponsor badges, as well as one conference program, will be available at the tabletops.

5. All Exhibitors and Sponsors must limit their materials to table-tops only. Free-Standing Displays (banners) can only be displayed behind your exhibit table. All exhibitors will receive one 2.5' x 6' skirted table with 2 chairs behind it, unless an upgraded package is purchased. Exhibitors receive: a 50 word profile on our conference webpage in the exhibit space section with a link to your website, 50 word profile in our conference mobile app, recognition in the conference program and on an exhibit sign, acknowledgement at the awards luncheon, a 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. 50 word profiles must be received by **Friday, September 6th** for inclusion in the program. The two complimentary exhibitor badges allow access to the exhibit space only. 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.*

Rules and Regulations Cont.

7. AEA, its members, officers, representatives, employees, agents, licensees, and the Minneapolis Convention Center 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, arising in connection with any aspect of Evaluation 2019. 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, Minneapolis Convention Center 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 2019. AEA, its members, directors, officers, employees, agents, licensees, Minneapolis Convention Center or guests will not be liable for failure to hold the Evaluation 2019 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 2019.

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 Minneapolis Convention Center 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 www.evaluationconference.org/page/hotel-information. 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.

Rules and Regulations Cont.

11. Any other services (e.g. electricity, special lighting, internet, etc.) will be arranged by the exhibitor with the *Minneapolis Convention Center or their vendors* and any extra fees will be paid by the exhibitor directly to the center. The AEA Exhibits Coordinator will act as the initial contact and will assist you in connecting with the appropriate convention center representative. The AEA Exhibits Coordinator will provide information regarding shipping. Exhibitors are responsible for working directly with the center regarding their shipment in and out of the center and receipt at booth.

Please note: *the exhibitor service kit will be available 4-5 weeks out from the conference.*

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 floor plan will be ADA accessible, and AEA exhibitors must comply with this floor plan.

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 2019, the exhibitor agrees to close his/her exhibit immediately upon receipt of notice of termination, and thereafter remove their exhibit from the exhibit hall as soon as possible and without disruption of Evaluation 2019. 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.

14. Cancellation or reduction of booth space and/or sponsorship(s) must be directed in writing to: AEA Exhibits Management, Attn: Staci Blue, 2025 M Street, NW, Suite 800, Washington, DC 20036 or via email to exhibits@eval.org. All Sales are final after **October 1, 2019**. Any exhibit cancellations made in advance of this date will only receive a 50% refund. In the event of a cancellation of the exhibition due to fire, strikes, government regulations or other causes beyond AEA's control, AEA shall not be held liable for failure to hold the AEA Annual Conference as scheduled and AEA shall determine the amount of the exhibit fees to be refunded, if any.



Sign Up Today!

Join us at Eval 2019 by [clicking here!](#)

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