



# AUSTRALASIAN EVALUATION SOCIETY INTERNATIONAL CONFERENCE

31 AUGUST – 4 SEPTEMBER 2009

NATIONAL CONVENTION CENTRE, CANBERRA, ACT

EVIDENCE *and* EVALUATION



SPONSORSHIP & EXHIBITION OPPORTUNITIES

## **Invitation**

On behalf of the Australasian Evaluation Society, I would like to invite you to participate in our annual international conference which will be held in the National Convention Centre, Canberra, Australian Capital Territory from 31 August to 4 September 2009.

AES international conferences typically bring together delegates from the private and non-government sectors, the public sector and academia. The range of delegates includes private consultants, executive level staff in the public sector, and senior academics. There is a strong interest in learning and building knowledge and expertise in sound evaluation theory and practice.

Speakers and delegates come to AES conferences from all over Australia and New Zealand. We also expect international visitors from the Asia Pacific, Europe, Canada and North America.

As in previous years, we anticipate over 400 delegates will attend the conference on 2-4 September, with many also attending pre-conference workshops on 31 August and 1 September.

Your participation at the conference offers you the opportunity to gain exposure to a diverse, but interested group of delegates very much involved in the practice of evaluation to inform sound decision making.

Your involvement and support for this year's conference will give you the opportunity to meet delegates who are active in the evaluation profession and to exhibit and demonstrate how your products and services can assist them in their various professional pursuits. We hope through your participation in the conference delegates can gain an awareness of the benefits that you can offer to the profession.

Susan Garner  
Convenor  
2009 AES Conference Evidence *and* Evaluation

## **Conference Theme**

Australasian Evaluation Society (AES) holds an annual international conference to bring together people and organisations with an interest in the theory and practice of evaluation.

In 2009, the theme of the conference is '*Evidence and Evaluation*'. This theme is designed to encompass several of the key issues in evaluation, such as what constitutes credible evidence, how much evidence is enough, and also the evidence for the usefulness of evaluation. This theme also reflects the emphasis the Australian Government has placed on evidence-based policy.

Under this overarching theme, the conference program will focus more specifically on three subthemes:

### **Gathering Evidence**

- collecting evidence for evaluations
- analysis of evidence in evaluation

### **Using Evidence**

- evidence-based policy
- evidence to support change
- using evidence for program development and implementation

### **Evidence and Stakeholders**

- engaging stakeholders in order to gather sound evidence
- giving stakeholders evidence for the effectiveness of evaluation

This year's conference will include separate streams covering health, environment, education, international development, social and community programs, corporate and performance measurement.

## **International Keynote Speakers**

**Professor William Trochim**, *Professor of Policy Analysis and Management at Cornell University; Director of Evaluation for the Weill Cornell Clinical and Translational Science Center; Director of Evaluation for Extension and Outreach; Director of the Cornell Office for Research on Evaluation; Past-President (2008) of the American Evaluation Association*

Professor Trochim has published widely in the areas of applied research methods and evaluation and is well known for his textbook, the Research Methods Knowledge Base, and for his social research methods website. His research focuses on the use of evaluation and applied social research methods for managing and enhancing science and biomedical research in the twenty-first century. He created a structured conceptual modeling approach that integrates participatory group process with multivariate statistical methods to generate concept maps and models useful for theory development, planning and evaluation.

**Dr Philip Davies**, *Executive Director, Oxford Evidentia (formerly AIR UK - the UK subsidiary of the American Institutes for Research (AIR) in Washington DC)*

From 2000-2006 Dr Davies was Deputy Director of the Government Social Research Unit in the UK Cabinet Office, and later in HM Treasury.

Prior to joining the Cabinet Office in 2000 Dr Davies was a University Lecturer at Oxford University, and Director of the Social and Political Sciences in the Department for Continuing Education at Oxford. He has held other academic appointments in the UK and USA.

Dr Davies has expertise in multi-method approaches to research and evaluation. He is particularly skilled at designing, undertaking and implementing experimental and quasi-experimental research designs, and integrating them with qualitative research and economic analysis.

**Cheryl Gray**, *Sector Director, Poverty Reduction and Economic Management, World Bank*

Ms Gray joined the World Bank as a Young Professional in 1986. From 1987 to 1997, she worked as an economist in the Europe, Middle East and North Africa regions, the Chief Economist's office, and the Development Economics Vice Presidency. In 1997 she became Director, Public Sector in the Poverty Reduction and Economic Management Vice Presidency. Ms Gray was appointed to her current position in 2002, where she directs the work of economists in the area of poverty reduction, economic management and public sector reform.

## KEY SPONSORSHIP PACKAGES

	<b>Platinum Sponsor</b>	<b>Gold Sponsor</b>	<b>Silver Sponsor</b>	<b>Bronze</b>
Fees (include GST)	\$16,500	\$11,000	\$5,500	\$2,200
The inclusion of "Proudly sponsored by (your logo)" on the front cover of the Conference Registration Brochure and Program Guide	✓			
The inclusion of "Proudly sponsored by (your logo)" on major Conference advertisements	✓			
The inclusion of an advertisement (at size specified) in the Conference Registration Brochure and Program Guide (finished artwork to be supplied by sponsor)	✓ (Full page)	✓ (Half page)	✓ (Quarter page)	
At the Conference, display of your banner in the main auditorium (pull-up banner to be supplied by sponsor)	✓	✓		
The inclusion of your company logo on the Conference web page	✓	✓	✓	
Complimentary full registration(s) to the Conference (inclusive of the welcome reception and dinner)	✓✓✓	✓✓		
Invitation(s) to welcome reception (additional to above)	✓✓✓	✓✓	✓	✓
Invitation(s) to Conference dinner (additional to above)	✓✓✓	✓✓	✓	✓
The inclusion of your company logo on the inside cover of the Conference Registration Brochure and Program Guide	✓	✓	✓	✓
During the Conference, regular acknowledgement of your sponsorship on a powerpoint slide	✓ (Platinum)	✓ (Gold)	✓ (Silver)	✓ (Bronze)
The inclusion of your company brochure or selected literature in the Conference satchels	✓✓✓ (three items)	✓ (two items)	✓ (one item)	✓ (one item)
Acknowledgement during the Opening Ceremony by Conference MC	✓	✓		

## **Sponsorship Terms and Conditions**

- ◆ Acceptance of sponsorship applications will be subject to committee approval. The committee reserves the right to decline applications based on any association, direct or indirect, that does not uphold the objectives of the Conference. There may be more than one sponsor in each category.
- ◆ Acknowledgement in printed material is subject to sponsorship confirmation and the receipt of artwork prior to printing deadlines.
- ◆ 50% deposit is payable with the application and the balance is due by 1 June 2009. All sponsorship amounts include GST.
- ◆ All attendees must register officially on the registration form.

## **Cancellation Policy**

In the event of withdrawal of sponsorship, please note that unless that particular sponsorship is re-sold, the Organisers reserve the right to retain the deposit and any further payments received. Cancellations must be advised in writing.

## **For Maximum Exposure**

To ensure maximum exposure for the sponsorship benefits listed, a response is required by **29 May 2009**.

## **Who will attend?**

The AES International Conference will provide a unique opportunity for members and practitioners in the evaluation field to extend their knowledge and networks. It has been proven repeatedly that despite the technical advances in communications, face to face contact and discussion is still the best method of learning new things. More than 300 delegates are expected to attending includes private consultants, executive level staff in the public sector, and senior academics.

## **Conference Managers**

Conference Solutions  
As agent for  
Australasian Evaluation Society  
PO Box 238  
Deakin West ACT 2600  
Tel 61 2 6286 3000  
Fax 61 2 6285 3001  
Email [aes@con-sol.com](mailto:aes@con-sol.com)  
Website: [www.aesconference2009.com.au](http://www.aesconference2009.com.au)



## **OTHER SPONSORSHIP OPPORTUNITIES**

### **Conference Dinner** (one available)

The Conference Dinner, the highlight of the social program, is ideal for the promotion of your company.

Sponsorship benefits include:

- ◆ A brief address (5 minutes maximum) during the dinner
- ◆ Display of company banner/signage at the dinner venue – sponsor to provide (subject to venue regulations)
- ◆ Acknowledgement on the dinner menu
- ◆ Four complimentary dinner tickets
- ◆ One half page advertisement in the Conference Program Guide (artwork to be supplied by sponsor)
- ◆ Logo in the Conference Program Guide
- ◆ One full registration with all inclusions
- ◆ Inclusion of your company brochure in the delegate satchel

**Cost \$11,000 including GST**

### **Welcome Reception** (one available)

The Welcome Reception is the first official Conference function and is a great way to start the Conference.

Sponsorship benefits include:

- ◆ A brief address (5 minute maximum) during the reception
- ◆ Display of company banner/signage – sponsor to provide (subject to venue regulations)
- ◆ Four complimentary welcome reception tickets
- ◆ Acknowledgement in the Conference Program Guide
- ◆ One full registration with all inclusions
- ◆ Inclusion of your company brochure in the delegate satchel

**Cost \$7,500 including GST**

### **Satchels** (one available)

Each delegate will receive an attractive and useful Conference satchel at registration.

Sponsorship benefits include:

- ◆ Company name and logo on the satchel
- ◆ Acknowledgement in the Conference Program Guide
- ◆ One full registration with all inclusions
- ◆ Inclusion of your company brochure in the satchel

**Cost \$5,500 including GST**

### **Internet Business Centre** (one available)

Exclusive sponsorship of the Internet Business Centre which will be available for the use of delegates for the duration of the Conference. The Internet Business Centre will be located in a prime position in the trade exhibition venue to ensure maximum availability to delegates.

Sponsorship benefits include:

- ◆ Display of company banner/signage at the Internet Business Centre – sponsor to provide (subject to venue regulations)
- ◆ Opportunity to 'meet and greet' delegates who use the Internet Business Centre
- ◆ Opportunity to provide handouts at the Internet Business Centre
- ◆ Acknowledgement in the screensaver
- ◆ Acknowledgement in the Conference Program Guide

**Cost \$3,300 including GST** (plus equipment and communication costs)

### **Conference Lanyards** (one available)

All Conference delegates are required to wear a lanyard with name badge to gain entry to sessions and the trade exhibition.

Sponsorship benefits include:

- ◆ Company logo printed on each lanyard
- ◆ Acknowledgement in the Conference Program Guide
- ◆ Inclusion of one company brochure in the delegate satchel

**Cost \$2,200 including GST**

### **Conference Note Pads and Pens** (one available)

The sponsorship of note pads and pens is an excellent way to promote your company with both being used during and after the Conference. Sponsor to provide pads and pens, or the Conference Managers will coordinate production at your cost.

Sponsorship benefits include:

- ◆ Acknowledgement in the Conference Program Guide
- ◆ Inclusion of one company brochure in the delegate satchel

**Cost \$2,200 including GST** (plus costs of production)

### **Satchel Inserts**

Each delegate at the conference will receive a satchel containing conference materials. Inclusion of a company brochure in satchels will ensure direct access to all delegates.

Please Note:

- ◆ A limited amount of satchel inserts will be accepted on a first come, first served basis
- ◆ An insert will consist of no more than 5 A4 pages stapled together
- ◆ Other promotional items such as caps, key rings, mouse pads, gifts etc will constitute one insert – only one of each promotional item will be accepted on a first come, first served basis
- ◆ Production and delivery of inserts is the responsibility of the applying company

**Cost \$550 including GST**

## **Advertisements**

Full colour quarter-page advertising options will be available in the Conference Program Guide. Please note final artwork to be supplied as per specifications – available on application. Bookings for the advertisements in the Conference Program Guide must be received with full payment by Friday 26 June 2009.

**Cost \$550 including GST**

## **Tailored Packages**

We would be delighted to assist in the development of a tailored package for your company if none of the listed opportunities suit your promotional activities. Please contact the Conference Managers to discuss.

## SPONSORSHIP APPLICATION FORM

ABN 13 886 280 969

I/we wish to become a sponsor in the following category:

- |                                    |                          |
|------------------------------------|--------------------------|
| Platinum Sponsor \$16,500          | <input type="checkbox"/> |
| Gold Sponsor \$11,000              | <input type="checkbox"/> |
| Silver Sponsor \$5,500             | <input type="checkbox"/> |
| Bronze Sponsor \$2,200             | <input type="checkbox"/> |
| Conference Dinner \$11,000         | <input type="checkbox"/> |
| Welcome Reception \$7,500          | <input type="checkbox"/> |
| Satchels \$6,600                   | <input type="checkbox"/> |
| Internet Business Centre \$3,300   | <input type="checkbox"/> |
| Conference Bottled Water \$3,300   | <input type="checkbox"/> |
| Conference Lanyards \$2,200        | <input type="checkbox"/> |
| Conference Pads & Pens \$2,200     | <input type="checkbox"/> |
| Satchel Insert \$550               | <input type="checkbox"/> |
| Advertisement (quarter page) \$550 | <input type="checkbox"/> |

A cheque for 50% of the sponsorship fee is payable on application. Sponsorships will be allocated strictly in accordance with the date of receipt of application and payment. The balance of sponsorship payments is due by 1 June 2009.

NAME OF COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE \_\_\_\_\_ POSTCODE \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_ E-MAIL \_\_\_\_\_

POSITION IN COMPANY \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FACSIMILE \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

Please return this form and cheque to:

**Conference Solutions – AES 2009**  
PO Box 238, Deakin West ACT 2600  
Telephone: (02) 6285 3000  
Facsimile: (02) 6285 3001  
E-mail: aes@con-sol.com

or

Debit my credit card:  Mastercard  Visa  Amex

Credit Card No

Amount \$ \_\_\_\_\_

Name on Card \_\_\_\_\_ Expiry Date \_\_\_\_\_ Signature \_\_\_\_\_

[www.aesconference2009.com.au](http://www.aesconference2009.com.au)

## **TRADE EXHIBITION**

### **Canberra, Australian Capital Territory**

Canberra is one of the world's most picturesque national capitals, home to many of our country's cultural treasures and national icons. Canberra is a place where people have always gathered. Even the name is appropriate, being the Aboriginal word for 'meeting place'. Canberra is home to the national parliament, the major national institutions and host to numerous national and international attractions and events. Nestled in the bushy countryside which surrounds Canberra are many very attractive small towns, each with their own places of interest. The wineries in the Canberra region are highly acclaimed.

### **National Convention Centre**

The conference will be held at the National Convention Centre, Canberra's only purpose built venue. Situated on Glebe Park in the city's heart, the National Convention Centre has recently undergone an extensive refurbishment and is now state of the art. The Centre is also a one-minute walk to the CBD, the city's major shopping centre. Located nearby are all of Canberra's icons: Parliament House, Questacon, the Australian War Memorial, the National Gallery of Australia and the National Museum of Australia.

### **Trade Exhibition Schedule**

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#### ***Tuesday, 1 September 2009***

Exhibitors move in  
Registration desk open

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#### ***Wednesday, 2 September 2009***

8.00am – 5.00pm	Exhibition open Morning tea, lunch and afternoon tea in exhibition area
5.00pm – 7.00pm	Welcome reception in trade exhibition

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#### ***Thursday, 3 September 2009***

8.00am – 5.00pm	Exhibition open Morning tea, lunch and afternoon tea in exhibition area
7 for 7.30pm	Conference dinner

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#### ***Friday, 4 September 2009***

8.00am – 3.00pm	Exhibition open Morning tea, lunch and afternoon tea in exhibition area
3.00pm – 6.00pm	Exhibitors bump out

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## **Stand Size and Fees**

All booths are 3x2m

### **Cost \$2,500 including GST**

Please Note:

- ◆ A deposit of 50% of the total fee must accompany the space application form. Full payment is required on receipt of a tax invoice or by 1 June 2009 (whichever is sooner).
- ◆ Stand preferences will be allocated on a first-come, first-served basis.
- ◆ Multiple stands may be booked.

Furniture and equipment may be hired from the exhibition contractor. The exhibition contractor will contact each exhibitor directly to provide a furniture catalogue and request power loading and correct name to be displayed on fascia.

### **Exhibitor Package (per booth)**

- ✓ Shell scheme display stand with 2.4m dividing panels finished in velcro-compatible fabric
- ✓ Quality fascia sign with company name on all open sides
- ✓ Carpet-tiled floor area
- ✓ Two x 150-watt track mounted spotlights per booth
- ✓ One x 4amp general-purpose outlet (additional requirements may be ordered)
- ✓ Morning tea, lunch and afternoon tea for two representatives on each day
- ✓ Attendance by two representatives at the welcome reception
- ✓ Attendance by two representatives at the Conference dinner
- ✓ Conference satchels and name badges for two representatives
- ✓ Listing on exhibitors' page in Conference program
- ✓ Additional full registrations from your company at Conference early bird rates, and additional trade stand representatives at trade rates

### **Exhibition Kit and Contract**

Once a completed application form and payment has been received, Conference Solutions will send a comprehensive exhibition kit and contract to each exhibitor. The kit will include all information in relation to setting-up your stand as well as details of logistics at the venue and forms for services such as telephone and internet access.

### **An incentive for delegates.....**

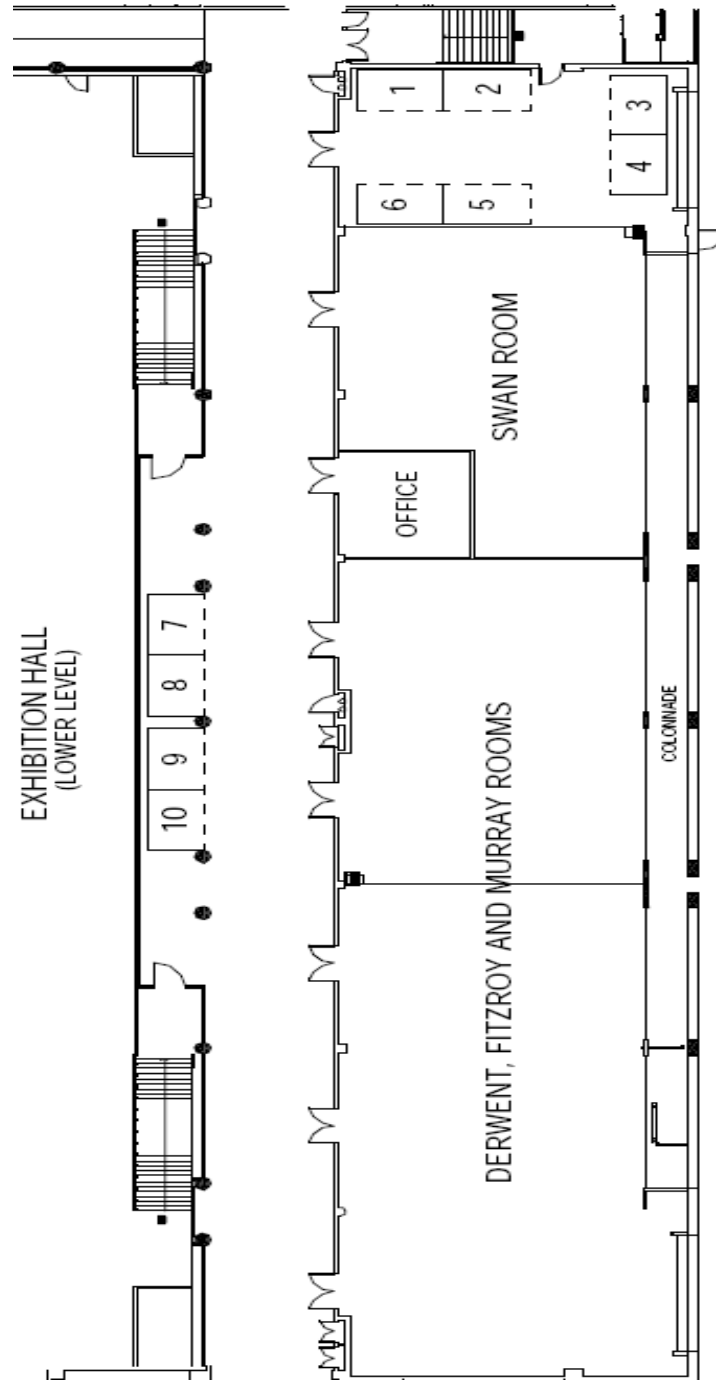
A Trade Exhibition Passport will be given to each delegate at registration. Passports which have been endorsed by all exhibitors will be entered into a draw for a Major Prize with the winner announced on the final day of the Conference.

In addition, exhibitors are encouraged to run their own prize draws from their stand.

### **How to Apply**

We look forward to working with you to maximise your business opportunities at the Conference. Please contact the Conference Managers to reserve your stand by completing the attached application form indicating your three choices of stand location in order of preference. Please forward your application form and a 50% deposit as soon as possible to Conference Solutions.

## EXHIBITION FLOOR PLAN



## APPLICATION FOR EXHIBITION SPACE

ABN 13 886 280 969

Please reserve the following display stand(s) on our behalf, subject to confirmation.  
Our preferred choice of stand(s) is

1st choice: stand number

2nd choice: stand number

3rd choice: stand number

Exhibition booth \$2,500

We have a custom-built stand and require space only

Enclosed is our cheque/credit card details for 50% of the cost of the stand.

I/we understand that space will be allocated strictly in accordance with date of receipt of application and payment. Deposits not paid within 30 days of application will result in the space being made available for re-sale. Conference Solutions will forward a contract to me/us to verify this application. The reservation is confirmed once the contract has been signed by both parties and the deposit is received.

NAME OF COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE \_\_\_\_\_ POSTCODE \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_ EMAIL \_\_\_\_\_

POSITION IN COMPANY \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FACSIMILE \_\_\_\_\_

BRIEF OUTLINE OF THE PROPOSED EXHIBITION \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

Please return this form and cheque to:

**Conference Solutions – AES 2009**  
PO Box 238, Deakin West ACT 2600  
Telephone: (02) 6285 3000  
Facsimile: (02) 6285 3001  
E-mail: aes@con-sol.com

or

Debit my credit card:  Mastercard  Visa  Amex

Credit Card No

Amount \$ \_\_\_\_\_

Name on Card \_\_\_\_\_ Expiry Date \_\_\_\_\_ Signature \_\_\_\_\_

[www.aesconference2009.com.au](http://www.aesconference2009.com.au)