



Eval20 Reimagined: A Virtual Experience

Exhibit and Sponsorship Prospectus

EVAL20

REIMAGINED

HOW WILL YOU SHINE YOUR LIGHT?

A VIRTUAL EXPERIENCE • OCTOBER 27-30

Overview

The Connection Center will continue to thrive for Eval20 Reimagined: A Virtual Experience 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 Eval20 Reimagined.

Who is in the Connection Center?

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

Conference Attendees: Eval20 Reimagined 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 3,500 attendees last year, Eval20 Reimagined 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 Eval20 Reimagined: A Virtual Experience a success. Below are the main contacts for exhibits and sponsorships.

- AEA Staff Office Address: 2001 K Street NW, 3rd Floor North
Washington, DC 20006
- Sales Manager: Ryan Leach | rleach@eval.org | 202-367-2429
- Showcase/Sponsorship Coordinator: Staci Blue | exhibits@eval.org | 202-367-1138

Overview Cont.

THE CONNECTION CENTER HOURS*:

• Open:	Tuesday, October 13		Pathable is launched for public view
	Tuesday, October 27	1:00pm – 2:00pm	Dedicated Exhibitor Hours, be prepared to staff your virtual booth (if securing this option)
	Wednesday, October 28	11:30am – 12:00pm	Scheduled break but not dedicated to exhibits. Attendees may still enter your virtual booth
		2:00pm – 3:00pm	Dedicated Exhibitor Hours, be prepared to staff your virtual booth
	Thursday, October 29	10:00am – 10:30am	Dedicated Exhibitor Hours, be prepared to staff your virtual booth
		11:30am – 12:00pm & 2:00pm – 2:30pm	Scheduled break but not dedicated to exhibits.
	Friday, October 30	11:00am – 12:00pm	Dedicated Exhibitor Hours, be prepared to staff your virtual booth
		1:00pm – 1:30pm	Scheduled break but not dedicated to exhibits.

**These hours are subject to change per finalization of education schedule. All times are Eastern Time.*

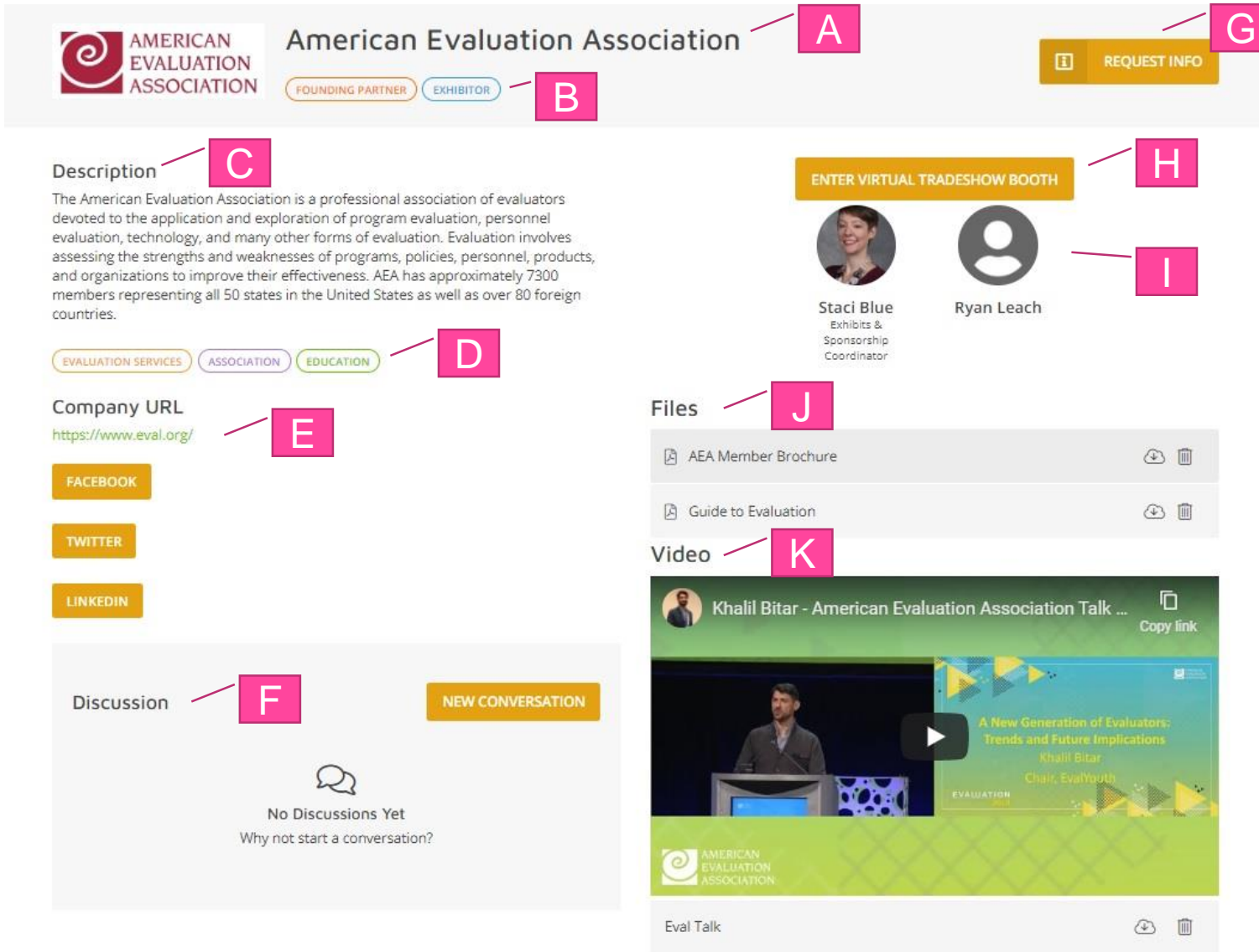
Showcase

LOCATION: The Connection Center will be housed online via AEA's Virtual Conference Platform, Pathable. This robust, user friendly online hub will house exhibits, breakout sessions, break room discussions, and more.

DISPLAY PACKAGES:

All exhibitors for Eval 20 Reimagined: A Virtual Experience will receive:

- Company listing under Virtual Exhibitors
- Company profile
- Company url listing
- Access to who's viewed your listing and the ability to message them within Pathable!
- Two (2) Exhibit Hall Only Registrations
- Additional enhancements available



A American Evaluation Association

B FOUNDER PARTNER EXHIBITOR

C Description
The American Evaluation Association is a professional association of evaluators devoted to the application and exploration of program evaluation, personnel evaluation, technology, and many other forms of evaluation. Evaluation involves assessing the strengths and weaknesses of programs, policies, personnel, products, and organizations to improve their effectiveness. AEA has approximately 7300 members representing all 50 states in the United States as well as over 80 foreign countries.

D EVALUATION SERVICES ASSOCIATION EDUCATION

E Company URL
<https://www.eval.org/>

FACEBOOK
TWITTER
LINKEDIN

F Discussion
NEW CONVERSATION
No Discussions Yet
Why not start a conversation?

G REQUEST INFO

H ENTER VIRTUAL TRADESHOW BOOTH

I Staci Blue Exhibits & Sponsorship Coordinator
Ryan Leach

J Files
AEA Member Brochure
Guide to Evaluation

K Video
Khalil Bitar - American Evaluation Association Talk ...
A New Generation of Evaluators: Trends and Future Implications
Khalil Bitar
Chair, EvalYouth
EVALUATION 2020
AMERICAN EVALUATION ASSOCIATION
Eval Talk

- A – Exhibitor Name & Logo
- B – Exhibitor & Sponsor Status
- C – Company Description
- D – Company Product Categories
- E – Website & Social Media Links
- F – Public Chat Board
- G – Booth Lead Retrieval
- H – Virtual Meeting with Booth Staff
- I – Booth Staff Listing
- J – Digital Collateral
- K – Embedded Video

**For illustration purposes only. Final page layout may differ.*

Showcase Cont.

DISPLAY OPPORTUNITIES:

- Basic Showcase Package - \$400
 - Company listing under Virtual Exhibitors
 - Company profile with logo and description
 - Company url and social media listings
 - Access to who's viewed your listing and the ability to message them within Pathable!
- Tier 2 Showcase Package - \$600
 - All offerings of the Basic Showcase Package plus:
 - Access to the Virtual Exhibit Booth where attendees can enter a face to face video chat with your team directly
 - Lead retrieval system where Virtual attendees can reach out within Pathable and request more information from you directly
- Tier 3 Showcase Package - \$800
 - All offerings available in the Basic and Tier 2 packages plus:
 - Ability to schedule 15 minute 1 on 1 meetings with attendees
 - Host videos and other digital collateral right from your virtual booth

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

Cancellation requests made by October 9, 2020 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 Eval20 Reimagined 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:

AEA is pleased to continue to offer 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 11 – 14 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 (\$9,000+)	Silver (\$5,000-\$8,999)	Bronze (Up to \$4,999)
Complimentary Basic Showcase Package	✓	✓	✓
Complimentary Tier 2 Package	✓	✓	
Complimentary Tier 3 Package	✓		
Company listing on sponsor page of AEA Website	✓	✓	✓
Company name and logo on Pathable sponsor page	✓	✓	✓
Customized bulletin sent to attendees with Pathable	✓	✓	
Complimentary Attendee Mailing List	✓		

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.

Presidential Strand - \$10,000

- *Be present with attendees during these popular sessions curated by AEA's President.*
- *Your 30 second commercial will be played directly before all sessions in your time block begin. Sessions will also be available for 3 months after the conference, and that will include your content!*
- *Logo will appear in the online agenda next to all applicable sessions.*
- *Ability to engage with attendees in the session chats.*
- ***Deadline to submit video is 9/14/2020.*** *Sponsor is responsible for providing complete and edited video content to AEA. Content subject to final approval by AEA.*

Session Sponsor - \$8,000

Multiple opportunities available

- *Be seen during a session time block of your choosing (first come, first served for selection).*
- *Your 15 second commercial will be played directly before all sessions in your time block begin. Sessions will also be available for 3 months after the conference, and that will include your content!*
- *Logo will appear in the online agenda next to your session block.*
- *Ability to engage with attendees in the session chats.*
- ***Deadline to submit video is 9/14/2020.*** *Sponsor is responsible for providing complete and edited video content to AEA. Content subject to final approval by AEA.*

Know Before You Go Attendee Webinar - \$10,000

- *AEA's education staff will lead a how-to webinar before the conference to orient attendees on how to utilize the virtual conference platform.*
- *Acknowledgement and logo in emails regarding the webinar, facilitator recognition during the webinar, and logo featured in presentation.*
- *Access to this webinar will be made available to all registered attendees pre-conference.*

Mixology Class - \$7,500

- *Provide attendees with an opportunity to relax, unwind, and have a great time while learning how to craft a new cocktail!*
- *This expert led virtual session includes cocktail kits for 100 attendees sent directly to them (alcohol not provided) along with step by step guidance on assembly.*
- *Recognition includes a call-out by the facilitator at the top of the session, logo in the agenda, and more!*

Mobile App - \$5,000

(2) Opportunities Available or sole sponsorship at \$12,000

- *Support attendees who are participating in Evaluation 2020 from their mobile device! Pathable features a robust and sleek mobile application that takes the attendee experience even further.*
- *This sponsorship also includes: a rotating add in the app, your logo on the website, and acknowledgement in pre-conference communication.*

Sponsorship Opportunities Cont.

Trivia Night Experience - \$5,000

- Attendees will gather for a night of networking and laughs in this general knowledge competition.
- This expert led event will see up to 250 participants divided into teams going to head to head for prizes.
- Your branding in the agenda, on the website, and present during the event. Up to 3 staff members may also join in the event itself.

Relaxation Break - \$5,000

- This 45 – 60 minute session is led by a live, virtual facilitator, that AEA will secure.
- Attendees will be able to relax, recharge, and refocus.
- Your logo will be in the agenda, on the website, and the facilitator will acknowledge your support during the live session.

Email Advertisement - \$650 for Exhibitors, \$750 for Non-Exhibitors

(8) opportunities available

- Your ad in one (1) conference focused email to all registered attendees.
- Email may be pre, during, or post-conference.
- Specifications and submission deadline TBA.

Coffee Break- \$5,000

Multiple opportunities available

- A \$5 Starbucks card sent to a maximum of 750 attendees via email with your branding and company recognition.
- Opportunity to participate in and moderate the chat for a themed networking break.

Evaluation Futures

Support an early career evaluator by providing the opportunity to attend

- Student Registrant Sponsorship - \$2,500
- [GEDI Internship](#) Registrant Sponsorship - \$2,500
- [MSI Fellowship](#) Registrant Sponsorship - \$2,500

Expand Your Reach Beyond the Conference!

Attendee Mailing Lists

- (1) Pre or (1) post-conference mailing list with emails - \$1,000 each / \$1,500 for both

*Attendee lists may only be used once. Pre-Attendee List will be sent October 13th. Misuse of these lists will result in the loss of your appointment to select sponsorship items and booth placement for Evaluation 2021. Must be an exhibitor or sponsor to purchase.

AEA Premiere Partners

PREMIER PARTNER OVERVIEW: 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 (\$20,000)

- *One (1) Tier 3 Showcase Package for Eval20 Reimagined*
- *Priority booth selection in 2021*
- *Two (2) full conference registrations*
- *One (1) dedicated social media post on AEA platforms*
- *Complimentary access to the Eval20 Reimagined Attendee Mailing List*
- *Exclusive opportunity to provide one (1) email with content directly to AEA's full membership via AEA*
- *Sponsor recognition and benefits at AEA's 2021 Summer Evaluation Institute*
- *One complimentary registration to AEA's 2021 Summer Evaluation Institute*
- *Branding incorporated into at least 1 [eStudy](#) during the 2020/2021 sponsorship cycle. *eStudy content chosen by AEA Staff*
- *Company listing and logo on AEA's year round emails, signage at events, and conference micro-site*

Premiere Partners Cont.

Diamond Level Partner (\$30,000)

- *One (1) Tier 3 Showcase Package for Eval20 Reimagined*
- *Priority booth selection in 2021*
- *Four (4) full conference registrations*
- *Two (2) dedicated social media post on AEA platforms*
- *Complimentary access to the Eval20 Reimagined Attendee Mailing List*
- *Exclusive opportunity to provide quarterly emails with content directly to AEA's full membership via AEA*
- *Sponsor recognition and benefits at AEA's 2021 Summer Evaluation Institute*
- *Four (4) complimentary registrations to AEA's 2021 Summer Evaluation Institute*
- *Branding incorporated into at least 2 [eStudies](#) during the 2020/2021 sponsorship cycle. *eStudy content chosen by AEA Staff*
- *Company listing and logo on AEA's year round emails, signage at events, and conference micro-site*



Exhibit & Sponsor Terms

APPLICATION AND CONTRACT TERMS AND CONDITIONS—(American Evaluation Association, Eval20 Reimagined: A Virtual Experience)

This Application and Contract to participate in Eval20 Reimagined: A Virtual Experience (herein known as “Show”) scheduled to occur over October 27 – 30, 2020 (herein known as “Show Dates”) shall become effective when it has been submitted by the exhibiting company and accepted by the American Evaluation Association (herein known as AEA). The individual signing this Application and Contract represents and warrants that they are duly authorized to execute this binding Application and Contract on behalf of the exhibiting company. By signing below, the exhibiting company agrees to be bound by the terms and conditions below. The exhibiting company agrees that upon acceptance of this Application and Contract by American Evaluation Association (AEA), with or without appropriate payment of the exhibition fee and further action by the exhibiting company, this Application and Contract, together with the terms and conditions below, (collectively “this Contract”) shall become a legally binding contract between American Evaluation Association (AEA) and exhibiting/sponsoring company (herein known as “Exhibitor”).

As used herein, “booth,” “space,” “floor plan,” and “show floor” are all in reference to a virtual exhibit floor and trade show.

1. ELIGIBILITY CRITERIA FOR EXHIBITORS (Including Products Eligible for Exhibit)

AEA welcomes exhibits and/or 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 exhibits and/or sponsorships from the following: Political organizations, and/or Organizations with proclaimed interests or principles that run counter to AEA’s values.

2. VIRTUAL BOOTH DESCRIPTION & COST

American Evaluation Association (AEA)

- Basic Showcase Package - \$400
 - Company listing under Virtual Exhibitors
 - Company profile with logo and description
 - Company url and social media listings
 - Access to who’s viewed your listing and the ability to message them within Pathable!
- Tier 2 Showcase Package - \$600
 - All offerings of the Basic Showcase Package plus:
 - Access to the Virtual Exhibit Booth where attendees can enter a face to face video chat with your team directly
 - Lead retrieval system where Virtual attendees can reach out within Pathable and request more information from you directly
- Tier 3 Showcase Package - \$800
 - All offerings available in the Basic and Tier 2 Packages plus:
 - Ability to schedule 15 minute 1 on 1 meetings with attendees
 - Host videos and other digital collateral right from your virtual booth



Terms Continued

3. EXHIBITOR LISTING

Exhibitors will be listed alphabetically on the website and virtual exhibit platform.

AEA reserves the right to change Show hours or dates, to rearrange the virtual floor plan, and/or to relocate any Exhibitor as it deems necessary at any time.

4. PAYMENTS, CANCELLATIONS & REFUNDS

Applications and Contracts must be accompanied by a Fifty percent (50%) deposit of the total space rental charge. This amount will be invoiced via email 3-5 business days after application/contract submission. The remaining balance must be paid on or before October 13, 2020. Applications and Contracts will not be processed, nor space assigned without the required payments. Credit card payments can be made online using American Express, MasterCard, or Visa. Make all checks payable to American Evaluation Association and remit to the following address:

P.O. Box 423391

Washington, DC 20042-3391

5. CANCELLATION OF FULL OR PARTIAL SPACE BY EXHIBITOR

Cancellation of exhibit space must be directed via email to exhibits@eval.org, provided that the cancelling Exhibitor obtains confirmation of AEA's receipt of the email on or before the cancellation deadline. For cancellations of space received between the initial contract date and October 9, 2020, Exhibitor is responsible for, and AEA retains, 50 percent of the total space rental charge as a cancellation fee. Full payment is required and no refunds whatsoever will be made on cancellations or reductions of space after October 9, 2020. Should an Exhibitor cancel even partial space after October 9, 2020, the Exhibitor is responsible for the full space rental charge for the originally contracted exhibit space. Notwithstanding the foregoing, Exhibitor will have no right to cancel subsequent to AEA cancellation pursuant to Section 6.

6. CANCELLATION OR CHANGES TO SHOW BY AMERICAN EVALUATION ASSOCIATION (AEA)

If for any reason beyond American Evaluation Association (AEA)'s control AEA determines that the Show must be cancelled, shortened, delayed, dates changed, or otherwise altered or changed, Exhibitor understands and agrees that AEA shall not refund the fees paid to it by Exhibitor and that all losses and damages that it may suffer as a consequence thereof are its responsibility and not that of AEA or its directors, officers, employees, agents or subcontractors. Exhibitor understands that it may lose all monies it has paid to AEA for space in the Show, as well as other costs and expenses it has incurred, including travel to the Show, setup, lodging, decorator freight, employee wages, etc. Exhibitor, as a condition of being permitted by AEA to be an Exhibitor in the Show, agrees to indemnify, defend and hold harmless AEA, its directors, officers employees, agents and subcontractors from any and all loss which Exhibitor may suffer as a result of Show cancellation, duration, delay or other alterations or changes caused in whole, or in part, by any reason outside AEA's control. The terms of this provision shall survive the termination or expiration of this Contract.

7. ELIGIBILITY TO EXHIBIT

An Exhibitor's eligibility to exhibit in the Show must remain in effect from the time of submission of the Application and Contract to the time of the Show and should American Evaluation Association (AEA) determine that an Exhibitor which it had previously determined was eligible to exhibit at the Show is no longer eligible to do so AEA may notify the Exhibitor and may terminate the Application and Contract without liability upon written notice to Exhibitor.



Terms Continued

8. SUBLETTING OF EXHIBIT SPACE PROHIBITED

Exhibitors are prohibited from assigning or subletting a booth or any part of the space allotted to them nor shall they exhibit or permit to be exhibited in their space any products or advertising materials which are not a part of their own regular products, or which are not compatible with the purpose and/or character of The Show as determined by AEA in its sole discretion.

9. PROMOTIONAL ACTIVITIES

Further, Exhibitors shall not engage in any promotional activities which American Evaluation Association (AEA) determines to be outside the purpose and/or character of The Show as determined by AEA in its sole discretion.

10. INTELLECTUAL PROPERTY MATTERS

The Exhibitor represents and warrants to American Evaluation Association (AEA) that no materials used in or in connection with their exhibit infringe the trademarks, copyrights (including, without limitation, copyrights in music and other materials used or broadcast by Exhibitor) or other intellectual property rights of any third party. The Exhibitor agrees to immediately notify AEA of any information of which the Exhibitor becomes aware regarding actual or alleged infringement of any third party's trademarks, copyrights or other intellectual property rights. The Exhibitor agrees to indemnify, defend and hold AEA, its officers, directors, employees, agents, successors and assigns harmless from and against all losses, damages and costs (including attorney's fees) arising out of or related to claims of infringement by Exhibitor, its employees, agents, or contractors of the trademarks, copyrights and other intellectual property rights of any third party. Notwithstanding the foregoing, AEA, its officers, directors, employees, agents, and each of them, shall not be liable for and expressly disclaims all liability for infringement or alleged infringement of the trademarks, copyrights or other intellectual property of any third party arising out of the actions of any Exhibitors. The terms of this provision shall survive the termination or expiration of this Contract.

11. USE OF AMERICAN EVALUATION ASSOCIATION (AEA) NAME

American Evaluation Association (AEA), The Show and The Show logo are registered trademarks owned by the AEA. Participation by an Exhibitor in the Show does not entitle the Exhibitor to use such names or logos, except that the Exhibitor may reference The Show and use The Show logo with reference to the Exhibitor's participation as an Exhibitor at Eval20 Reimagined. Participation in the Show does not imply endorsement or approval by AEA of any product, service or participant and none shall be claimed by any participant.

12. SHOW HOURS

Tuesday, October 27	1:00pm – 2:00pm	Dedicated Exhibitor Hours, be prepared to staff your virtual booth (if securing this option).
Wednesday, October 28	11:30am – 12:00pm	Scheduled break but not dedicated to exhibits. Attendees may still enter your virtual booth.
	2:00pm – 3:00pm	Dedicated Exhibitor Hours, be prepared to staff your virtual booth.
Thursday, October 29	10:00am – 10:30am	Dedicated Exhibitor Hours, be prepared to staff your virtual booth.
	11:30am – 12:00pm &	Scheduled break but not dedicated to exhibits. Attendees may still enter your virtual booth.
	2:00pm – 2:30pm	
Friday, October 30	11:00am – 12:00pm	Dedicated Exhibitor Hours, be prepared to staff your virtual booth.
	1:00pm – 1:30pm	Scheduled break but not dedicated to exhibits. Attendees may still enter your virtual booth.

*These hours are subject to change per finalization of education schedule. All times are Eastern Time.

Terms Continued

13. REGISTRATION

Exhibitors are provided two (2) complimentary Exhibitor registrations per Showcase package purchased.

14. INDEMNIFICATION

Exhibitor agrees that it will indemnify, defend and hold Show Management, American Evaluation Association (AEA), their respective officers, directors, employees, agents and each of them, harmless from and against a) the performance or breach of this Contract by Exhibitor, its employees, agents or contractors; b) the failure by Exhibitor, its employees, agents or contractors to comply with applicable laws, regulations and ordinances; and c) the act, omission, negligence, gross negligence, or willful misconduct of Exhibitor, its employees, agents, contractors, licensees, guests, or invitees. This indemnification of Show Management by Exhibitor is effective unless such injury was caused by the sole gross negligence or willful misconduct of Show Management. Exhibitor agrees that if Show Management or AEA is made a party to any litigation commenced by or against Exhibitor, or relating to this Contract or the premises leased hereunder, then EXHIBITOR WILL PAY ALL COSTS AND EXPENSES, including attorneys' fees, INCURRED BY OR IMPOSED UPON SHOW MANAGEMENT OR American Evaluation Association (AEA) BY REASON OF SUCH LITIGATION. THE TERMS OF THIS PROVISION SHALL SURVIVE THE TERMINATION OR EXPIRATION OF THIS CONTRACT.

15. USE OF VIRTUAL SPACE — GENERAL

(a) Exhibitors are prohibited from possessing, displaying or depicting any products or components or company names in their booth that could be interpreted as being a promotion or comparison (features, benefits, price) of another company.

(b) Any special promotions music must be cleared with American Evaluation Association (AEA). AEA reserves the right to designate specific days and hours during which special promotions may be conducted, if they are permitted at all.

(c) American Evaluation Association (AEA) allows drawings, games of chance and raffles at the Show, subject to the prior written approval of AEA. Exhibitors must abide by all Washington, DC statutes and regulations regarding drawings, games of chance and raffles.

(d) All booth personnel visible on the virtual platform must be properly and modestly clothed.

(e) The Exhibitor acknowledges and agrees that the American Evaluation Association (AEA), its employees and contractors may take video/screenshots of the Show, which could include images of the Exhibitor's booth, its name and logo, its representatives and its virtual exhibit while attending the show. The Exhibitor hereby consents to and grants to the AEA and its affiliates, the unrestricted, perpetual, worldwide, royalty-free and transferable right and license to use (and grant others the right to use) the images worldwide without any compensation. The Exhibitor acknowledges that AEA is the sole and exclusive owner of all rights in the images and hereby waives (a) any and all rights in and to such images, and (b) any and all claims the Exhibitor and its representatives may have relating to or arising from the images or their use.

(f) Music used in the booth or at any of Exhibitor's function held in conjunction with the American Evaluation Association (AEA) Show is subject to applicable copyright and licensing fees charged by ASCAP and/or BMI. It is the sole responsibility of the Exhibitor to pay applicable fees.

(g) In order to ensure the success of the Show and avoid dilution of benefits extended to all partners, Exhibitor may not extend invitations, call meetings or otherwise encourage absence of other exhibitors/sponsors attendees from any program or other component of the Show during the official hours of the Show or any function sponsored in connect with the show by American Evaluation Association (AEA) without prior notice to and approval by AEA.



Terms Continued

16. ATTENDEE LISTS

Attendee lists from the Show are distributed only to paid exhibiting companies, other official partners and attendees. Attendee lists are only available to those of a specified sponsorship level or to those who have purchased the mailing list directly from AEA. Please note that no other individual or organization are authorized to market or to sell attendee lists of AEA. Such lists shall only be used for mailings of promotional material relating to Exhibitor's booth at the Show and shall not be reproduced, transferred or used in any other manner. In using such lists for mailings, Exhibitors must ensure compliance with all country, state and local laws and regulations including, but not limited to, the European Union's General Data Protection Regulations (GDPR and the California Consumer Privacy Act (CCPA)). The Exhibitor shall indemnify, hold AEA, its directors, officers, employees, agents or subcontractors harmless from the performance or breach of this provision by Exhibitor, its employees, agents or contractors. The terms of this provision shall survive the termination or expiration of this Contract.

17. WARRANTIES

American Evaluation Association (AEA) makes no warranties, either express or implied, as to the availability or suitability of the technology platforms used for the Show and virtual exhibit floor.

18. AMENDMENTS/ INTERPRETATION

American Evaluation Association (AEA) reserves the right to amend and enforce this Contract. Written notice of any amendments shall be given to each affected Exhibitor. Each Exhibitor, for itself, its agents and employees, agrees to abide by this Contract set forth therein, or by any subsequent amendments. AEA reserves the sole right to interpret this Contract. All interpretations are final and are not subject to review or to appeal. Exhibitors which, in the sole interpretation of AEA shall be subject to disciplinary action up to and including ejection from the Show and refusal to participate in any future events or shows of AEA.

19. ENFORCEMENT/ MISCELLANEOUS

This Contract is governed by Washington, DC law and the Exhibitor consents to the exclusive jurisdiction of the State and Federal courts seated in the District of Columbia, with respect to any action arising out of this Contract or American Evaluation Association (AEA). The parties explicitly acknowledge and agree that the provisions of this Contract are both reasonable and enforceable. However, the provisions of this Contract are severable and, as such, the invalidity of any one or more provisions shall not affect or limit the enforceability of the remaining provisions. Should any provision be held unenforceable for any reason, then such provision shall be enforced to the maximum extent permitted by law.

This Contract will be binding on the Exhibitor's heirs, successors and assigns.

20. LIMITATION OF LIABILITY

IN NO EVENT SHALL THE FACILITY, THE SHOW, AMERICAN EVALUATION ASSOCIATION (AEA), THEIR OWNERS, MANAGERS, OFFICERS OR DIRECTORS, AGENTS, EMPLOYEES, INDEPENDENT CONTRACTORS, SUBSIDIARIES AND AFFILIATES (COLLECTIVELY "American Evaluation Association (AEA) PARTIES") BE LIABLE TO THE EXHIBITOR OR ANY THIRD PARTY HIRED BY OR OTHERWISE ENGAGED BY THE EXHIBITOR FOR ANY LOST PROFITS OR ANY OTHER INDIRECT, SPECIAL, PUNITIVE, EXEMPLARY, INCIDENTAL OR CONSEQUENTIAL DAMAGES, INCLUDING ATTORNEY'S FEES AND COSTS, ARISING OUT OF THIS APPLICATION AND CONTRACT OR CONNECTED IN ANY WAY WITH USE OF OR INABILITY TO USE THE SERVICES OUTLINED IN THIS APPLICATION AND CONTRACT OR FOR ANY CLAIM BY EXHIBITOR, EVEN IF ANY OF THE American Evaluation Association (AEA) PARTIES HAVE BEEN ADVISED, ARE ON NOTICE, AND/OR SHOULD HAVE BEEN AWARE OF THE POSSIBILITY OF SUCH DAMAGES. EXHIBITOR AGREES THAT American Evaluation Association (AEA) PARTIES' SOLE AND MAXIMUM LIABILITY TO EXHIBITOR, REGARDLESS OF THE CIRCUMSTANCES, SHALL BE THE REFUND OF THE EXHIBIT BOOTH FEE. EXHIBITOR AGREES TO INDEMNIFY AND DEFEND THE American Evaluation Association (AEA) PARTIES FROM ANY CLAIMS BROUGHT BY A THIRD PARTY HIRED BY, OR ENGAGED BY THE EXHIBITOR FOR ANY AMOUNT BEYOND THE EXHIBIT BOOTH FEE. FURTHER, EXHIBITOR AGREES TO PAY ALL ATTORNEY'S FEES AND COSTS INCURRED BY American Evaluation Association (AEA) PARTIES ARISING OUT OF, OR IN ANY WAY RELATED TO, THIS CONTRACT. EXHIBITOR SHALL BE SOLELY RESPONSIBLE FOR ITS ATTORNEY'S FEES AND COSTS.



Join us at Eval20 Reimagined!

To sign up, click [here](#).

EVAL20

REIMAGINED

HOW WILL YOU SHINE YOUR LIGHT?

A VIRTUAL EXPERIENCE • OCTOBER 27-30