



Evaluation 2017  
November 6 - 11, 2017  
Marriott Wardman Park | Washington, D.C.

### **Evaluation 2017 Exhibitor Tool Kit**

Thank you for exhibiting at Evaluation 2017. We have created a number of tools to help you promote your participation at this year's conference. We appreciate your support and look forward to a great conference in Washington, D.C. If you have any questions regarding this kit or exhibiting, please contact AEA at [meetings@eval.org](mailto:meetings@eval.org).

[Web Content](#)

[Email](#)

[Social Media](#)

### **Web Content**

Web Banner:

Please add the following web banner to a high-profile page on your personal or company's website, blog, and social media profiles. Link the web banner to the Evaluation 2017 website. <http://www.evaluationconference.org/>



Website:

Post the below event listing to your company's website or calendar of events page. Can't use all of the copy below? Just use the event name, date, location, and URL.

Evaluation 2017  
November 6 - November 11  
Marriott Wardman Park  
2660 Woodley Rd NW  
Washington, DC 20008  
[www.evaluationconference.org](http://www.evaluationconference.org)

Join the American Evaluation Association (AEA) in Washington, D.C., for Evaluation 2017, November 6 - November 11. This year's conference will include more than 40 professional development workshops, 700 evaluation presenters and a community of more than 3,000



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evaluators. Evaluation 2017 offers the best opportunity to connect with your peers and learn from other evaluation professionals. Visit the [AEA website](#) to view all programming and register for the event. We look forward to seeing you in D.C.!

*For a more customized message, you can use the below listing.*

[Company] will be exhibiting at Evaluation 2017 hosted by the American Evaluation Association (AEA) in Washington, D.C., November 6 - November 11. Stop by booth [booth number] to meet with a representative and learn more about [technology/offering]. We look forward to seeing you in D.C.!

## Email

AEA has found that the evaluation community responds positively to subject matter experts and looks for ways to engage with exhibitors before, during, and after an event. Providing an introduction to your company and your expertise will encourage the evaluation community to visit your booth. Here are a few examples of how you can open the lines of communication with the evaluation community.

[Subject]: Visit [Company name] at Evaluation 2017  
[Body]

Dear [name],

Join [Company name] at Evaluation 2017, hosted by the American Evaluation Association (AEA), November 6 - November 11 at the Marriott Wardman Park in Washington, D.C. With more than 1,000 concurrent sessions focused on diverse topics such as advocacy and policy changes, data visualization and reporting, and international and cross cultural evaluation, you can customize your experience to meet your education needs. In addition to the structured educational program, you will meet numerous evaluation professionals and will have opportunities to discuss evaluation trends and challenges during social events and dedicated exhibit hall hours.

I'm interested in sharing my [company/organization's name] expertise and offerings during this year's conference. In between sessions, stop by booth [booth number] to learn more about [offering].

[Two or three offerings or products that can be found at your booth]

Visit the [Evaluation 2017 website](#) to register and learn more about the learning opportunities at this year's conference. I look forward to seeing you in D.C.!



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Contact me directly to learn more about [company name].

Sincerely,  
[name]

## Social Media

Social media is a great way to reach the evaluation community. The evaluation community responds positively to discussion and topic generated postings. Here are a few examples to help you get started. Customize the social media posts below or draft your own. Post them to your corporate or personal social media channels.

### Facebook Posts:

Want to learn more about [offering]? Register for Evaluation 2017 November 6 - November 11 in Washington, D.C. and visit [Company name] at booth [booth number]!  
<http://bit.ly/2s3QSOG>

Need a solution for [topic]? Register for Evaluation 2017 in Washington, D.C and visit [company/organization's name] in booth [booth number] to learn how [offering] can aid in your evaluation practices. <http://bit.ly/2s3QSOG>

[Learning Objective]. [Company name] can provide assistance to this issue. Visit our booth at Evaluation 2017 to speak with a representative about how we can help improve your program evaluations. <http://bit.ly/2s3QSOG>

[Company name] will be exhibiting at Evaluation 2017! Visit booth [booth number] to learn more about [topic]. <http://bit.ly/2s3QSOG>

Visit our booth at Evaluation 2017! We will be located in the Connection Center, ready to answer your questions. Register by October 16 to secure the early-bird discount!  
<http://bit.ly/2s3QSOG>

### Facebook Conversation Starters:

What are your thoughts on [topic]?

How are you using [topic] in your organization?



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How are you using [offering] in your evaluations?

#### *Facebook Tips:*

- Try to start a conversation with the evaluation community. Post about your topic or learning objectives first, and then introduce the workshop details.
- Add visuals to your post, this can include an infographic, your headshot, or a fun image that related to your topic or Evaluation 2017.
- If you feel comfortable, provide a way for the community to contact you to learn more about your topic and session.
- In addition to sharing a post on your own Facebook timeline, consider posting in a related group you belong to. Be sure to abide by the group's policy.
- Customizing your posts can go a long way towards ensuring that your post is read and not considered spam. Consider adding a personal message, including a related photo, and tagging the [AEA Facebook page](#).

#### **Twitter Posts:**

Register for #Eval17 and visit our booth [booth number] in the Connection Center.  
<http://bit.ly/2s3QSOG>

[Company name] is exhibiting at #Eval17. Visit booth [booth number] to meet with [contact name] and learn more about our offerings. <http://bit.ly/2s3QSOG>

There is still time to register for #Eval17 hosted by [@aeaweb](#). Visit us at booth [booth number] in the Connection Center. <http://bit.ly/2s3QSOG>

#### **Twitter Conversation Starters:**

Let's discuss [offering] during #Eval17

[Company name] is exhibiting at #Eval17. Tell me what solutions you are looking for to improve your evaluation practice.

#### *Twitter Tips:*

- Use Twitter search to find conversation that already exist about your topic. You can contribute to the conversation with one of the sample tweets, or original content.



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- Tweets have a maximum length of 140 characters, including URLs, hashtags and punctuation.
- Use a shortened URL whenever possible.
- Use the event hashtag: #Eval17 in your Tweets.
- Add an active industry hashtag to any of the sample Tweets above to make sure your message gets out in front of more potential attendees! i.e. #Eval17, #dataviz, #Eval
- Add AEA's twitter account to your posts and follow us at [@aeaweb](https://twitter.com/aeaweb)

#### **LinkedIn Posts:**

[Company name] will be exhibiting at AEA's Evaluation 2017 conference November 6-11 in Washington, D.C. Register for the conference and visit our booth in the Connection Center to learn more about [technology/offering]. Register before October 16 to receive the early-bird discount. <http://bit.ly/2s3QSOG>

The American Evaluation Association (AEA) is hosting Evaluation 2017 Washington, D.C., November 6-11. [Company name] will be exhibiting in the Connection Center at booth [booth number]. Register for Evaluation 2017 today to learn more about [technology/offering]. I look forward to seeing you in D.C. <http://bit.ly/2s3QSOG>

#### **LinkedIn Conversation Starters:**

[Company name] is exhibiting at Evaluation 2017 November 6-11 in Washington, D.C. I'd love to hear what your organization is currently doing in relation to [topic].

[Company name] will be exhibiting at Evaluation 2017. What questions can I answer for you at our booth?

#### *LinkedIn Tips:*

- Post your topic in [AEA's LinkedIn Group](#) page and check back frequently to respond to questions/comments and help keep the conversation dynamic. Your posting can be an article or information about your topic. Once conversation has started, feel free to invite the community to your workshop.
- LinkedIn posts have a character limit of 700.
- When posting to LinkedIn groups, read the group's rules and policies. Some may prefer you to post messages that encourage discussion rather than promote.