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# Sponsorship, Advertising and Exhibitor Prospectus

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Please Contact

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## WHAT IS CIES?

**CIES, the Comparative and International Education Society**, is an academic association dedicated to increasing understanding of educational issues, trends, and policies through comparative, intercultural, and international perspectives. CIES is the largest and oldest of **47** comparative and international education societies around the world. Its more than **2,500** individual members —researchers, policymakers, practitioners, and students— represent over **1,000** universities, research institutes, government departments, non-governmental organizations, and multilateral agencies across the globe.

CIES members explore educational issues related to schools, students, teachers, and administrators, from early childhood and primary school to secondary and higher education, as well as non-formal education and lifelong learning. Some compare achievement inequalities across socio-economic status, gender, ethnicity, and language. Others examine the relationship between education and cultural processes, democratization, globalization, economic development, and political conflict.

Established in **1956**, CIES has attracted a diverse audience in working towards its mission to foster cross-cultural understanding and scholarship. Within the last decade alone, CIES membership has doubled—reflecting the global expansion of academic and professional positions as well as a commitment to international education and cooperation. The CIES also sponsors an outstanding peer-reviewed journal in the field, the *Comparative Education Review*.

Truly international, CIES includes members from over **100** countries. As of 2016, the ten countries with the highest numbers of CIES members were: the United States, Canada, Japan, the United Kingdom, China, Germany, Korea, India, Australia, and Norway.

## ABOUT THE CONFERENCE

CIES 2017 Atlanta is the 61st Annual Meeting of the Comparative and International Education Society, to be held in Atlanta, Georgia, from **March 5-9, 2017**.

With around 3,000 attendees annually, sponsorship at the CIES Annual Conference is an effective marketing tool providing access to a large group of leading education researchers, educators, and scholars from across the world.

In this five-day event, Society members and the interested public gather together for an academic conference devoted to scholarly and practical exchange as well as debate and networking — via lectures, research presentations, workshops, book talks, social events, and more. This year’s conference theme is “Problematizing (In)Equality: The Promise of Comparative and International Education.” With its important role in the 1960s US Civil Rights struggle, and as home to the Rev.

Dr. Martin Luther King Jr. National Historic Site as well as the National Center for Civil and Human Rights, Atlanta offers an ideal location for convening a conference dedicated to unpacking issues of inequality.

Sponsorship, Advertising and/or Exhibits can strengthen your organization's relationships and improve its image, prestige, and credibility by supporting one of the top Education related conferences in the world.

## AUDIENCE

Among those who attend the CIES annual conference each year are the top researchers, practitioners, students, and policymakers working in the field of comparative and international education. This includes professors, deans, and department heads from the world's best universities, officials and decision-makers from government agencies, and senior managers from non-governmental organizations (NGOs).

CIES also provides complimentary registration for members of accredited media organizations and encourages press coverage of our event.

Last year's event in Vancouver, Canada, attracted nearly **3,000 registrants** who participated in over **700 sessions** and attended about **20 social events/receptions**.

Whether on-site at exhibitor tables, in program advertisements, or via a range of sponsorship options—we invite organizations, institutions and businesses to promote their activities, brands, and products to the global educational leaders that make up our Society.

## CIES 2017 VENUE

The CIES 2017 conference will take place from Sunday March 5 through Thursday March 9th at the [Sheraton Atlanta Downtown](#), which offers an excellent range of meeting rooms as well as superb socializing spaces. Conveniently located in the heart of downtown Atlanta, and easily accessible by light rail (MARTA) from the Hartsfield-Jackson Atlanta (ATL) International Airport, the Sheraton offers convenient access to the city's exciting culinary world and its cultural and historical attractions.

Meeting planning is a pleasure in the Sheraton Atlanta's newly \$20-million redesigned, centrally-located event spaces, which offer flexible and effortless logistical flow across 100,000 square feet. Venues include sophisticated ballrooms, meeting rooms of various sizes, executive boardrooms, an outdoor skyline terrace, and a striking, climate-controlled courtyard with retractable roof.

Event logistics will be tackled with ease, thanks to customizable breakout rooms, accessible loading docks, and a dedicated event staff with decades of knowledge and expertise.

Sheraton Atlanta Hotel -- Downtown  
165 Courtland Street NE  
Atlanta, GA, 30303  
Phone: (404) 659-6500  
<http://www.sheratonatlantahotel.com/>

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# Sponsorship Opportunities

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## SOCIAL EVENTS, FOOD, BEVERAGE SPONSORSHIPS

### **\*NEW\* Breakfast Sponsorship (4 opportunities)**

**\$15,000**

Conference sessions run nonstop from 8am to 7pm daily. Breakfast sponsorship offers your organization an excellent opportunity to promote and publicize your organization and promote its work while inviting highly-appreciative conference participants to start the day in a healthy way. A breakfast event may be scheduled from 7am-8am on any full conference day (March 6-9). Start the day with great exposure!

Sponsor benefits Include:

- Exclusive signage and branding recognition at the event
- Two Flat Screen TVs at the breakfast to show your organization's slideshow
- Sponsorship recognition in CIES 2017 promotional materials
- Sponsorship description in the CIES 2017 conference program
- 1 Full page advertisement within the conference program
- 1 Complimentary Exhibit Table within Conference Exhibit Hall
- 6 Complimentary Conference Registrations

### **Opening Reception Sponsorship (Multiple Opportunities)**

**\$10,000 (event co-sponsorship)**

The CIES 2017 Opening Reception serves as the premier social event of the conference. Held across several hotel ballrooms during the evening of the conference's first full day (8pm on Monday, March 6, 2017), the event draws around 2000 attendees for networking

and socializing over food, drink, and entertainment. The CIES 2017 Opening Reception is co-sponsored jointly by multiple organizations each of which receives prominent acknowledgement and recognition.

Sponsor benefits Include:

- Signage and branding recognition at the event
- Cocktail napkins with institutional logo
- Sponsorship recognition in CIES 2017 promotional materials
- Sponsorship description in the CIES 2017 conference program
- 1 Full page advertisement within the conference program
- 1 Complimentary Exhibit Table within Conference Exhibit Hall
- 4 Complimentary Conference Registrations

**Coffee Break Sponsorship (Multiple Opportunities)**

**\$3,000**

Help attendees get an extra boost by sponsoring a coffee and refreshment break. Each sponsor will have signage located at the refreshment area and listed on conference schedules as the break sponsor. CIES attendees consistently rank socializing and network opportunities high among the reasons they come to the conference. The CIES 2017 schedule will include several extended 30 minute coffee breaks, offering maximum exposure for your organization.

Sponsor benefits include:

- Exclusive Signage and branding recognition at the event
- Sponsorship recognition in CIES 2017 promotional materials
- Sponsorship description in the CIES 2017 conference program
- 1 Full page advertisement within the conference program
- 1 Complimentary Exhibit Table within Conference Exhibit Hall
- 2 Complimentary Conference Registrations

**\*NEW \* Hydration Station Sponsorship (Multiple Opportunities)**

**\$1,500**

Encourage conference participants to stay hydrated throughout the busy conference day, all while helping the environment, too! High quality reusable CIES 2017 water bottles will be distributed to all attendees with their conference bags. Your organization can sponsor an eco-friendly on-site table where fresh drinking water will be distributed.

Sponsor benefits include:

- Signage and branding recognition at the event
- Sponsorship recognition in CIES 2017 promotional materials
- Sponsorship description in the CIES 2017 conference program
- 1/2 page advertisement within the conference program
- 1 Complimentary Conference Registration

# CHILDCARE & WELLNESS SPONSORSHIPS

## **\*NEW \* Conference Childcare Sponsorship (Exclusive) \$5,000**

The CIES 2017 conference will feature subsidized, on-site childcare. We are dedicating a 2000 square foot space and working with a nationally recognized and accredited childcare provider to offer high-quality activities for children from infants to pre-teens. (See <http://www.cies2017.org/conference-info/childcare/>) This is a great sponsorship opportunity for an organization to raise the profile of their work with children and youth. Your organization can be the exclusive CIES 2017 Childcare Sponsor and receive prominent recognition in all promotional materials – as well as the gratitude of conference attendees.

Sponsor benefits include:

- Sponsorship recognition in CIES 2017 promotional materials, including website
- Sponsorship description in the CIES 2017 conference program
- 1 Full page advertisement within the conference program
- 1 Complimentary Exhibit Table within Conference Exhibit Hall
- 2 Complimentary Conference Registrations

## **\*NEW \* Early Morning Yoga Sponsorship (4 Opportunities) \$1,500**

Salute the sun! and bring mindfulness and wellness to CIES 2017 conference attendees by sponsoring an early morning Yoga session (6:30am-7:30am). We'll arrange a professional yoga instructor and mats; and your organization will receive tremendous recognition and visibility for supporting the wellbeing of CIES attendees.

Sponsor benefits include:

- Signage and branding recognition at the event
- Sponsorship recognition in CIES 2017 promotional materials
- Sponsorship description in the CIES 2017 conference program
- 1/2 page advertisement within the conference program
- 1 Complimentary Conference Registration

## **\*NEW \* CIES 2017 Running Route Map Sponsorship \$1,500**

Getting exercise and sticking to a healthy routine while on the road is a priority for many conference attendees. Your organization is invited to sponsor wellness and exercise via CIES 2017 Running Route Map sponsorship, to be put together in conjunction with the Atlanta Convention and Visitors Bureau. CIES morning runs will be advertised via a promotional flyer included with the conference bag that includes your logo.

Sponsor benefits include:

- Sponsorship recognition in CIES 2017 promotional materials
- Sponsorship description in the CIES 2017 conference program
- 1/2 page advertisement within the conference program

# TECHNOLOGY & “IT’S IN THE BAG” SPONSORSHIPS

## **Wi-Fi Sponsor (Exclusive)**

**\$15,000**

Help all conference attendees get connected at the Annual Conference as the Official WiFi sponsor of CIES 2017.

Sponsor benefits Include:

- Wi-Fi Network Branded with company logo
- Exclusive sponsorship recognition in conference program
- 1 complimentary exhibit table within conference CIES 2016 Exhibit Hall
- 1 full-page advertisement within the conference program
- 6 complimentary conference registrations

## **USB Flash Drive Sponsorship (Exclusive)**

**(please email to discuss)**

Provide CIES 2017 attendees with a practical gift they can make use of both during and after the event. USB flash drives emblazoned with your logo will make your organization stand out in high-tech fashion with the added benefit of long-term brand exposure, as attendees use their USB flash drives over and over to store and transfer important data. USB flash drives branded with your logo will be distributed to conference registrants inside the conference bags.

## **Notepad Sponsorship (Exclusive)**

**\$5,000**

Be on the minds of every attendee as they jot notes down from their sessions on an official conference notepad that includes your company logo alongside the CIES and CIES 2017 conference logos.

## **Postcard Sponsorship (Multiple opportunities)**

**\$1,500**

Make it easy for conference participants to send greetings from Atlanta! Custom postcards (postage not included) that include your organization’s logo and professional photos of Atlanta, courtesy of the Atlanta Convention and Visitors Bureau, will be distributed to conference registrants inside the conference bags. Attendees travel to CIES from all over the world; this is a great way to spread global awareness of your institution or organization.

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# Advertising Opportunities

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Get your message out to Conference Attendees by placing an advertisement within the official conference program. CIES 2017 will feature a 60-80 page Highlights Program book (distributed to all conference registrants) and a 250-300 page full Program book (available for attendees to purchase at a cost of \$25). A paid program advertisements will be included in both of these print products. Note that CIES 2017 will also feature a robust conference app, however we are not including external advertising opportunities in the conference app. Advertising deadline: January 31, 2017.

## HALF PAGE PROGRAM ADVERTISEMENT

\$300\*

## FULL PAGE PROGRAM ADVERTISEMENT

\$500\*

## SINGLE PAGE CONFERENCE TOTE BAG INSERT

\$750\*\*

\* Organization must provide camera-ready art, no bleed, for 8 ½ x 11 page, portrait orientation. Full color advertisements available at an additional cost.

\*\* Please provide 3,000 copies to arrive to Atlanta by March 3, 2017



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# Exhibitor Opportunities

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## TABLE ATTENDED BY A COMPANY REPRESENTATIVE

<b>One 30" x 60" Table</b>	<b>\$450</b>
<b>Two 30" x 60" Tables</b>	<b>\$800</b>
<b>Three 30" x 60" Tables</b>	<b>\$1100</b>

Includes:

- 2 chairs per table
- Identifying signage
- Complimentary Exhibit Hall Registration badges (2 per exhibitor)
- Exhibit Table listed in conference mobile app, with link to URL of choice

## DISPLAY YOUR PUBLICATION(S) OR MATERIALS WITHOUT AN ON-SITE REPRESENTATIVE\*

<b>Full 30" x 60" Table</b>	<b>\$500</b>
<b>Shared Table</b>	<b>\$50 per item (1-5 items)**</b>

Includes:

- Identifying signage (full table only)
- Unpacking and preparation of material by volunteer staff
- Periodic monitoring during exhibit hours by volunteer staff \*\*\*

\* Please note that CIES cannot return any materials

\*\* Order forms are not considered an item; we recommend that you send 300 order forms to accompany your samples.

\*\*\* Please note that unattended tables will be monitored for minimum security by volunteers, but there will not be a full-time attendant assigned to each table. While reasonable security will be provided on a 24-hour basis, CIES and the Sheraton Atlanta Downtown will not assume any liability for damage, theft, or loss related to vendor materials or equipment.

## PAST EXHIBITORS

African Population & Health Research Centre  
American Association of University Professors  
American Association of University Women  
American Institutes for Research (AIR)  
Asia Pacific Education Review  
Association for Canadian Studies (ACS)  
Association of Universities and Colleges of  
Canada (AUCC)  
Bank of Montreal (BMO)  
Bloomsbury Publishing  
British Council  
Brookings Institution  
Catholic Relief Services  
Cambridge Education  
Carnegie Corporation of New York  
Center for Universal Education  
Chemonics International  
Cornell Africana Studies and Research Center  
Creative Associates International  
Education Development Center (EDC)  
Education For All—Global Monitoring Report  
Early Grade Reading Barometer  
FHI 360  
Global Reading Network  
IMPAQ International  
International Baccalaureate Organization  
International Institute for Educational  
Planning (IIEP)—UNESCO  
International Rescue Committee  
McGill University  
Ohio University  
Open Society Foundations  
Oslo and Akershus University College  
Peter Lang Publishing  
Plan International Canada  
Plan International USA  
Results for Development Institute  
Routledge  
RTI International  
Save the Children  
Social Sciences and Humanities Research  
Council of Canada (SSHRC)  
Springer  
Star Alliance  
Symposium Books  
UNESCO Institute for Statistics  
UNICEF  
University of Chicago Press  
University of Hong Kong, Comparative  
Education Research Center (CERC)  
University of Minnesota, Comparative and  
International Development Education (CIDE)  
University of Pennsylvania, International  
Educational Development Program  
University of San Francisco, School of  
Education  
University of Toronto Press  
World Education  
World Institute for Social Education  
Development  
World Vision International

## TENTATIVE EXHIBIT SCHEDULE

Please Note: Hours listed are tentative and subject to change.

### **Exhibitor Set-Up**

Sunday, March 5      8:00 a.m. to 12:00 p.m.

### **Show Hours**

Sunday, March 5 12:00 p.m. to 6:00 p.m.  
Monday, March 6 8:00 a.m. to 6:00 p.m.  
Tuesday, March 7 8:00 a.m. to 6:00 p.m.  
Wednesday, March 8 8:00 a.m. to 6:00 p.m.

### **Exhibitor Dismantle**

Thursday, March 9 8:00 a.m. to 12:00 p.m.

## **HOTEL ACCOMMODATIONS & AMENITIES**

CIES has reserved sleeping rooms for annual conference attendees at the Sheraton Atlanta Downtown at the preferential rate of \$179 per night. Please visit <http://www.cies2017.org/conference-info/hotel/> to book a room.

## **CONFERENCE REGISTRATION**

Each staffed exhibit booth includes two complimentary Exhibit Hall only badges. Additional exhibit personnel registrations may be purchased at \$50 each. Exhibit personnel badges do not allow access to any academic sessions or conference social events.

## **SPACE ASSIGNMENTS**

Space will be assigned on a first-come, first-served basis. Contracts for Sponsorships, Program Advertisements or Exhibitor Tables must be accompanied by a 50% non-refundable deposit. Contracts submitted without payment will not be processed and space will not be held.

## **CANCELLATION POLICY**

Exhibitors shall give written notice of cancellation. If a cancellation request is made prior to February 1, 2017, a refund minus a cancellation fee of \$200 will be provided. No refunds will be provided after that date.

## **SHIPPING INFORMATION**

Full shipping and package information will be sent closer to the conference dates.

## **ELECTRICITY, INTERNET SERVICE AND/OR AUDIOVISUAL**

If you need electricity and/or audio visual equipment provided at your exhibit please contact Mariusz Galczynski, [mariusz@cies.us](mailto:mariusz@cies.us). We will arrange these services for you. Wireless Internet service is being provided by the conference at no charge. Wi-Fi will be available, however extra charges may apply for special hardline arrangements. If you need a dedicated line arrangements

must be made in advance. You will be responsible for paying the vendors for these services. Any requests for electricity, dedicated internet lines or audio visual equipment must be made in advance, not onsite at the conference.

## RULES AND REGULATIONS

### **Standards and Appropriateness**

The Comparative and International Education Society (CIES) is a scholarly association dedicated to increasing the understanding of educational issues, trends and policies through comparative, cross-cultural and international perspectives. Its nearly 3,000 individual members—researchers, policymakers, practitioners, and students--use different conceptual frameworks to explore topics related to education. These include a focus on schools, students, teachers, and administrators, and on issues spanning early childhood and basic education to secondary and higher education, as well as non-formal education and life-long learning. Many CIES researchers compare learning and other educational disparities related to wealth, gender, ethnicity, language, and socio-demographic status. Others examine the relationships between education and cultural processes, democratization, globalization, economic development, and political conflict. The discourses, practices and programs of international actors—both governmental and non-governmental—are also an important topic of interest.

CIES is opposed to discrimination based upon sex, actual or perceived gender, age, race, color, religion, creed, national or ethnic origin, disability, sexual orientation, gender identity, and expression, genetic information, parental, marital, domestic partner, civil union, military, or veteran status.

All advertising must relate to the professional interests of CIES membership and be in accordance with CIES' commitment to ethical standards and to non-discrimination. CIES reserves the right to reject any advertisement which in CIES' sole discretion is not in keeping with the organization's editorial purpose or not meeting its production standards. CIES also reserves the right to place the word "advertisement" in any ad that resembles editorial material, or to reject or request redesign of any ad too closely resembling editorial matter.

### **Liability and Indemnification**

The advertiser and/or advertising agency assume total and complete liability for the copy in their advertisements and warrant that same does not represent or contain false claims or infringe on the trademarks or copyrights of others. The advertiser and advertising agency hold CIES harmless from any and all liabilities or claims which may arise from any such infringement, alleged infringement, or other claims arising from the nature or content of the advertisements, and agree to indemnify and to reimburse CIES for any and all costs, including legal fees, incurred as a result of any such claims.

Advertisers assume complete responsibility for the copy and artistic content of their ads. CIES' liability to advertiser or advertising agency for any act or omission in connection with the

reproduction of an advertisement or the performance of any other obligation is and shall be limited to the cost of the ad or portion thereof.

**Non-Solicitation**

Solicitation is allowed only in the exhibit hall. No organization or individual without assigned exhibit space, sponsorship, endorsement or CIES Approval will be permitted to solicit business or distribute promotional materials during the 2017 CIES Conference being held at the Sheraton Atlanta Downtown.

**Non-Endorsement**

The exhibiting of products or services at the CIES 2017 Annual Conference does not constitute an endorsement by the CIES. Exhibitors are not permitted to represent that their products or services have been endorsed by CIES unless CIES has specifically provided express written endorsement.

**Refunds**

If a sponsor cancels the contract prior to February 1, 2017, CIES will retain \$200 for handling and processing charges and return all other fees. Refunds will not be made past February 1, 2017 under any circumstance.

## ADDITIONAL INFORMATION

**Please Contact**

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Miami, FL 33199 USA  
Tel: 305-348-5464

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