



## vCIES-2021 Partnership Opportunities

### Exhibits, Advertising, Career Recruiting, and Sponsorships

**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 **4,400** individual members — researchers, analysts, 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.

Truly international, **CIES** includes members from over **112** countries. As of 2020, the countries with the highest numbers of **CIES** members were: **The United States, Canada, the United Kingdom, Japan, China, South Africa, Mexico, Germany, Kenya, India, Hong Kong, Chile, Norway, Australia, and Korea.**

#### **Audience**

With an extensive network of education scholars and stakeholders, **CIES** welcomes sponsors, exhibitors, and advertisers to engage with its global audience. Among those who attend the **CIES** annual conference each year are professors, deans, and department heads from the world's best universities; officials and decision-makers from government agencies; and personnel from non-governmental organizations (NGOs) worldwide.

Past conferences have attracted over **3500** registrants with **partner organizations** promoting engagement via a range of sponsored events, in program advertisements, and on-site at exhibitor tables. Although the

2020 conference was challenged with only 2 weeks to transition to virtual due to COVID-19, we still saw impressive participation: Over the course of the conference, the virtual conference (vCIES) 2020 website was visited by over 64,000 people from 200 countries and our Twitter account (@CIES\_US) gained 500 new followers.

For the 2021 conference, submissions have surpassed our expectations. With more time to plan and a new virtual platform this year, we offer have a range of options for exhibitors and sponsors. We invite organizations, institutions, and businesses to promote their activities, brands, and products to the global educational leaders that make up our Society. This year we add Career Recruitment as an option.

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

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## Exhibitors Gallery

CIES is launching an online exhibitor’s gallery for its 2021 conference. A user-friendly virtual booth will be created for each exhibitor on the CIES 2021 virtual conference hub. Exhibitors can customize this site by adding an unlimited number of books, videos, brochures, contact information, photos, and so on. Exhibitors can update their space on the conference hub throughout the conference.

**Exhibitor Site in the Gallery (\$500)**

Virtual booth within the vCIES conference platform  
 Site will be live from April 25<sup>th</sup> to May 2<sup>nd</sup> (the conference dates)  
 Content may be edited at any time before and during the event.  
 Posted content will remain on the conference hub until June 1<sup>st</sup>. For an additional \$150, the page can move from the conference hub to the conference website after June 1<sup>st</sup>; the content will remain on the conference website for at least one year.  
 In addition to the Virtual Exhibitors Gallery, exhibitors will be listed in the permanent record of the conference (a downloadable PDF program). If exhibitors wish to also advertise or become a sponsor, please see the “Advertising Opportunities” and “Sponsorship Opportunities” below.

### **Featured Exhibitor** (\$250 additional)

Upgrade to priority placement as a Featured Exhibitor

Priority listing over general exhibitors

Limited to 8 exhibitors

**Deadline to submit materials for Exhibitors in the PDF Conference Program:** March 1, 2021

**Deadline to upload materials for Virtual Exhibit Space:** March 15, 2021

**Deadline to submit payment:** March 15, 2021

All payments can be made through the CIES Reservations System. For any questions, email [oed@cies.us](mailto:oed@cies.us)

## Advertising Opportunities

### **Virtual Advertising** (\$400)

Ads on the vCIES Conference Platform

Ads will be live from April 25<sup>th</sup> to May 2<sup>nd</sup> (the conference dates)

Posted content will remain on the conference hub until June 1<sup>st</sup>. For an additional \$150, the page can move from the conference hub to the conference website after June 1<sup>st</sup>; the content will remain on the conference website for at least one year.

### **Advertising in the PDF Conference Program** [PDF will be made available for download]

\$300 Full page or \$150 Half-page

A complete CIES 2021 program book (250-300 page) will be available for attendees to download at no charge, or they may access program information online at no charge.

Specifications:

Full page: 75 inches (wide) x 10.5 inches (high)

Half page: 75 inches (wide) x 4.75 inches (high)

Ads must be submitted in electronic form only

**Deadline to submit materials for Advertising in the PDF Conference Program:** March 1, 2021

**Deadline to submit materials for Virtual Advertising:** March 15, 2021

**Deadline to submit payment:** March 15, 2021

All payments can be made through the CIES Reservations System. For any questions, email [oed@cies.us](mailto:oed@cies.us)

## Career Recruitment Opportunities

CIES is launching an online career recruitment site in the gallery for its 2021 conference. The CIES community includes a talented pool of potential employees. Career recruitment at vCIES-2021 enables organizations to meet and communicate with prospective employees.

A user-friendly virtual booth will be created for each organization doing career recruitment on the CIES 2021 virtual conference hub. Organizations can customize this site and update it on the conference hub throughout the conference.

### **Career Recruitment Site in the virtual Gallery (\$200)**

**Deadline to submit materials for the virtual Career Recruitment Gallery:** March 15, 2021

**Deadline to submit payment:** March 15, 2021

All payments can be made through the CIES Reservations System. For any questions, email [oed@cies.us](mailto:oed@cies.us)

## Sponsorship Opportunities

Sponsorships are donations to CIES to support the Society and the conference. Collaboration with external organizations and institutions furthers the mission of CIES in advancing the field of comparative and international education and exposes our conference participants to the sponsors and their work. Sponsorships help to make our event more sustainable, especially during these challenging times.

### **Select from a variety of options:**

- Featured virtual exhibitor booth (including virtual meeting space)

- Logo displayed on the vCIES conference hub

- Logo displayed in final conference email to all participants

- Link to Sponsors' website from logo

- Custom Sponsorship options: If you do not see an opportunity that meets your needs or you wish to donate something in kind, we are happy to work with you to create a customized package.

**Deadline to submit materials for Sponsorship in the PDF Conference Program:** March 1, 2021

**Deadline to submit materials for Virtual Sponsorship:** March 15, 2021

**Deadline to submit payment:** March 15, 2021

All payments can be made through the CIES Reservations System. For any questions, email [oed@cies.us](mailto:oed@cies.us)

## Institutional Receptions

vCIES 2021 is scheduling virtual institutional receptions via Zoom from 5:30-7:00 PM PDT on Tuesday and Wednesday. Options include Zoom meeting rooms with or without professional hosts; hosts will attend to security and technical issues only. Your institution will have to provide a chair to manage breakout sessions, introductions, time management, screen sharing and so on. For further details please contact the Office of the Executive Director at [oed@cies.us](mailto:oed@cies.us).

**Institutional Reception without Professional Host (\$300)**

**Institutional Reception with Professional Host (\$400)**

**Deadline to submit payment:** March 15, 2021

All payments can be made through the CIES Reservations System. For any questions, email [oed@cies.us](mailto:oed@cies.us)

## Past Exhibitors, Sponsors and Advertisers

### **A**

Abt Associates

African Population & Health Research Centre

### **AIR**

All Children Reading: A Grand Challenge for Development

American Association of University Professors  
American Association of University Women  
American Institutes for Research (AIR)  
Arizona State University  
The Asia Foundation  
Asia Pacific Education Review  
Association for Canadian Studies (ACS)  
Association for Childhood Education International  
(ACEI)  
Association of Universities & Colleges of Canada  
(AUCC)

## B

Bank of Montreal (BMO)  
Basic Education Coalition  
Bloomsbury Academic  
Brill / Sense  
British Council  
Brookings Institution  
BurdaEducation

## C

Cambridge Education  
CARE  
Carnegie Corporation  
Catholic Relief Services (CRS)  
Center for Advanced Studies in Global Education,  
Mary Lou Fulton Teachers College ASU  
Center for Universal Education  
Centro De Investigación Y Docencia Económicas  
(CIDE)  
Chemonics International  
Cornell Africana Studies & Research Center  
Comparative Education Research Centre  
Counterpart International  
Creative Associates  
CREFAL

## D

DAI  
Devtech Systems, Inc.  
Dexis Consulting Group  
Diversophy

## E

ECCN  
Echidna Giving  
Edintersect  
Education Above All Foundation  
Education Development Center

Education Equity Research Initiative  
Education for All: Global Monitoring Report  
Education Sciences  
The Education University of Hong Kong  
Espirállica Research & Strategic Consulting

## F

FHI 360  
Florida International University, Office of Global  
Learning Initiatives (OGLI)  
Florida State University, College of Education  
Flowering Tree  
Frontiers of Education in China, Higher Education  
Press

## G

Global Book Alliance  
Global Centre for Pluralism  
Global Initiative for Economic, Social & Cultural  
Rights  
Global Partnership for Education  
The Global Reading Network  
Grand Canyon University

## H

Happy Readers  
Humana People to People

## I

IEA  
Impact Initiative for International Development  
Research  
Impaq International  
Instituto Nacional Para La Evaluación De La  
Educación (INEE)  
The International Academic Forum (IAFOR)  
International Association for the Evaluation of  
Educational Achievement  
International Baccalaureate (IB) Organization  
International Rescue CommitteeIREX

## J

Jameel Abdul Latif Poverty Action Lab (J-PAL) at  
MIT  
Juárez & Associates

## L

Lemann Foundation  
Loyola University Chicago

## M

Mathematica Policy Research  
McGill University  
Michigan State University

## N

Nal'ibali  
Nascent Solutions Inc.  
National Education Support Trust (NEST) USA  
National Research University Higher School of  
Economics  
Nepal Education Support Trust (NEST)—USA

## O

Ohio University  
Open Society Foundations  
Optimal Solutions Group  
Oslo & Akershus University College

## P

Palgrave Macmillan  
Pennsylvania State University  
Peter Lang Publishing  
Plan International  
Planet Aid Inc.

## R

Results for Development  
Room to Read  
Routledge  
Research Center (CERC)  
RTI International

## S

Save the Children  
Scholars at Risk  
School-to-School International  
Sheikh Saud Bin Saqr Al Qasimi Foundation for  
Policy Research  
SIL LEAD, Inc.  
SIT Graduate Institute  
Social Sciences & Humanities Research Council of  
Canada (SSHRC)  
Springer  
Stanford University Press  
Star Alliance  
Summa

SUNY Press  
Symposium Books

## T

Teach for All  
Teachers College, Columbia University  
Teachers College Press, Columbia University

## U

UNESCO Institute for Statistics (UIS)  
UNESCO International Bureau of Education (IBE)  
UNESCO International Institute for Educational  
Planning (IIEP)  
UNICEF  
University of Chicago Press  
University of Hong Kong, Comparative Education  
University of Massachusetts Amherst  
University of Minnesota, Comparative &  
International Development Education (CIDE)  
University of Pennsylvania Graduate School of  
Education  
University of Pennsylvania, International  
Educational Development Program  
University of Pittsburgh, International Institute for  
Studies in Education (IISE)  
University of Pittsburgh, School of Education  
University of Pittsburgh, University Center for  
International Studies (UCIS)  
University of San Francisco, School of Education  
University of Toronto—OISE Comparative  
International & Development Education Centre  
(CIDEDEC)  
University of Toronto Press  
University of Wisconsin—Madison  
USAID  
USAID Early Grade Reading Barometer  
USAID Education in Crisis & Conflict Network  
(ECCN)

## W

World Education, Inc.  
World Institute for Social Education Development  
(WISE ED)  
World Learning  
World Vision International

## Vendor Policies

### **Standards & 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 approximately 3,500 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 promotion by “VENDORS” (defined as sponsors, exhibitors, advertisers and/or partners) must relate to the professional interests of CIES membership and be in accordance with CIES’s commitment to ethical standards and to non-discrimination. CIES reserves the right to reject any advertisement which, in CIES’s 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 promotional materials that resemble editorial matter, or to reject or request redesign of any promotional materials too closely resembling editorial matter.

### **Liability & Indemnification**

Vendors assume total and complete liability for the copy in their promotional materials and warrant that same does not represent or contain false claims or infringe on the trademarks or copyrights of others. Vendors 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. Vendors assume complete responsibility for the copy and artistic content of their promotional materials. CIES’s liability to vendors 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.

### **Eligibility & Termination**

CIES reserves the right to determine the eligibility of any vendor to sponsor, exhibit, or advertise, or engage in career recruitment as part of vCIES 2021 and further reserves the right to reject any application and/or limit space assigned to any one company or product. CIES reserves the right to terminate without notice a vendor’s right to sponsor, exhibit, advertise, or recruit staff if the vendor or any of its representatives fail to observe the policies outlined in this prospectus, or if in the opinion of CIES, they conduct themselves in an unethical or unprofessional manner. Such vendors will be dismissed without refund.

### **Non-Endorsement**

The sponsorship, exhibition, or advertising of products or services at CIES 2021 does not constitute an endorsement by CIES. Vendors are not permitted to represent that their products or services have been endorsed by CIES unless express written endorsement has been provided.

**Photography & Video Recording**

Photography and video recording is generally not permitted without the written or recorded permission by every participant whose voice and image is visible in the photograph or recording.

**Payment Information**

Payment for sponsorships, virtual exhibit space, advertisements, institutional receptions and/or career recruitment must be received in full by 15 March 2021. The full balance is required in order to proceed as outlined in this prospectus. Please make payment online on the vCIES-2021 registration system. Please contact the OED for other payment options (wire transfers, or payments made over the phone).

**Cancellation Policy**

Vendors shall give written notice of cancellation. If a sponsor, exhibitor, advertiser, or career recruitment cancels prior to 15 March 2021 CIES will retain \$200 for handling and processing charges and return all other fees. Refunds will not be made after 15 March 2021 under any circumstance.