

ABED – BRAZILIAN ASSOCIATION FOR DISTANCE EDUCATION

16th CIAED – ABED International Congress on Distance Education

**“Content, Support to the Apprendice and Certification:
The Major Ingredients for Distance Education Effectiveness”**



August 31th to September 3rd, 2010 - Foz do Iguaçu - Paraná - Brazil
www.abed.org.br/congresso2010

COMMERCIAL PROJECT

Presentation:

In the last few years, DE has had an enormous expansion that has created a workforce of approximately 30,000 people in Brazil. Coming from the most diverse areas of graduation – from medicine to music; from mathematics to metrology – these professionals bring with them precious points of view regarding the teaching-learning process, a human activity in which almost everything is open to discussions and different perspectives.

Provided that opinions are based on real evidences, the greater the diversity of knowledge circulating among professionals, the better the DE practice. Fortunately, there are many ways to obtain successful results concerning the organization of DE programs.

We consider that the three basic ingredients that compose DE programs are: *content* (the knowledge itself and its effective arrangement); *support to the student* (support given by professionals, teachers, assistants and technology); and *knowledge certification* (a way to evaluate knowledge acquisition by students and to grant them with an evidentiary document). Therefore, the success lies on a wise and well-tested integration of these three ingredients. The organization of all elements, the importance, the emphasis and the value attributed to them, distinguish a program from all others. Ideally, every DE program should be a little different and distinct.

Teachers and coordinators that are responsible for elaborating these programs have to add a touch of originality and creativity that reflects their educative ideas. Although it can borrow characteristics from other national and international programs, it is really important to disclose the “philosophy of teaching and learning” of every institution and to re-evaluate them in order to ensure constant upgrade.

The 16th CIAED will be a unique opportunity to present scientific papers and to share practical experiences, reporting the integration of different elements that are part of a phenomenon called DE in different national and international approaches.

Prof. Dr. Fredric Michael Litto
President of ABED

Justification:

We believe that one of the most important activities performed by ABED is the disclosure of the “philosophy of teaching and learning” of every educational institution. This disclosure facilitates the constant re-evaluation of the institutions’ ways - through discussions in pairs - and enables upgrades.

The DE community appreciates the content of institutions’ DE programs, human and technological resources that support students, and ways of certification through the evaluation of the knowledge acquired. This appreciation allows the people in charge of DE, provosts and deans of universities, pedagogical coordinators of schools and teachers to exchange valuable experiences.

The presentation and exchange of experiences in an international congress promotes the exhibition of national institutions, and the production of scientific papers and essays has a significant contribution in the development of the institutions participating in the event.

Goals:

A unique opportunity to present scientific papers and to share practical experiences, reporting the integration of the different elements that are part of the phenomenon called DE in different national and international approaches.

Provided that opinions are based on real evidences, the greater the diversity of knowledge circulating among professionals, the better the DE practice. Fortunately, there are many ways to obtain successful results concerning the organization of DE programs.

It is really important to disclose the “philosophy of teaching and learning” of every institution and to re-evaluate it constantly through surveys in order to ensure constant upgrade.

Target Public:

Researchers and teachers who want to share experiences from their educational institutions, presenting innovations and developing DE practices;

Education professionals focused on Open Education and Adult Continuing Education; Technical Specialists in Communication and Industrial Technology and Education.

Consultants that offer training in Public and Private Companies and Institutions; representatives of Universities, Schools, Companies, NGOs, Museums and Libraries.

Public or private Secondary and Higher Education Institutions that aim at disclosing DE practices deployed, and at confronting their results with congener institutions.

Government Agencies and Federal, State and Municipal representatives that are interested in informing the development of politics and the long-term studies aimed at the development of education in the country.

Characteristics of the Event

The Event

Place and Date

From August, 31st to September, 3rd, 2010

Foz do Iguaçu is famous for its location in the Tri-border Area – Argentina, Brazil and Paraguay. Considered a stage for historical happenings, the Paraná River is projected in the internationally famous Iguazu Falls. The Itaipu Bi-Nacional power plant, which bears one of the world's largest artificial lakes, is also impressive. Cultural influences noticed in Foz do Iguaçu are also outstanding. There are Buddhist and Muslim influences that contrast with the historical roots from the region. In the Paraguayan side there is also a strong Chinese presence that influences their culinary. Well-known as a shopping center, there is always the opportunity of visiting the neighbor countries to experience diverse attractions that delight tourists.

Structure

Activities: Lectures in plenary sessions; Panel debates; roundtables; mini-courses; institutional presentations; Expo-EaD (DE exhibition); special presentation of sponsor companies; book launches; round of negotiations; editorial meeting of the Brazilian Magazine of Open and Distance Learning (RBAAD); ABED Scientific Magazine; Meeting with coordinators of ABED's Regional Poles; cultural and tourist programming; strategic meetings of groups of suppliers, tutors and Corporate Universities.

Meals: Coffee break and opening cocktail offered to participants free of charge;

Photographs – photographs are taken on site and are also available on the congress website

Support room – Internet access

Press room – Internet access

VIP room – Internet access

Slide Desk – support to speakers

Congress General Office – Receptive registering by our trained staff, wearing uniform and identification

Internet Cyber Point and Wi-Fi

Enrollments:

Via Internet on ABED's website: <http://www2.abed.org.br/congresso2010> - The complete mailing of enrollments will be available to sponsors.

Until JULY 30 th , 2010		
CATEGORY	Congress	Mini-course
ABED Associates	US\$ 300.00	US\$ 250,00
Non Associates	US\$ 600.00	US\$ 350,00
After July 30 th , 2010 – on site payment and pledge payment (commitment)		
Category	Congress	Mini-course
ABED Associates	US\$ 700,00	US\$ 450,00
Non Associates	US\$ 900,00	US\$ 550,00

For Pledge payments, the enrollment price will be that of table 2 (after July 30th, 2010). The enrollment will only be considered valid after the commitment note regarding the enrollment is sent to ABED containing the name, department and telephone of the responsible for the payment and the name of the person who will attend the congress.

Enrollments registration

For sponsors, the event allows the addition of details at the moment of enrollment that can be used for actions after the event. The registration must contain a declaration of acceptance indicating that the user acknowledges the process.

The sponsor can suggest the information request that is specific and useful and will receive the full list of participants.

We should remind that ABED counts on a list of 15 thousand people for the purpose of disclosure, all of them are related to education activities.

Specific messages from sponsors can be disclosed by email at the moment of enrollments.

Event Promotion

The Congress and the Expo-EaD will be broadly disclosed during the months preceding the event (started in November, 27th, 2009), what includes:

Printed and electronic direct mail for approx. 15,000 addresses;

Promotion, publicity and advertisements via Internet and in partner websites;

Digital newsletter;

Special website for the Congress;

Sponsorship Opportunities

The sponsors are our partners and co-responsible for the event. Because of this, we will work in close and permanent collaboration so that the specific goals of their participation can be fully achieved. The Congress is an exponential event in the sector. The quality and the number of participants make the event a unique opportunity of presenting your company or institution to a high level public in an exclusive and welcoming environment. Your presence there as a sponsor or exhibitor will draw the attention of the appropriate interlocutors regarding your products and services, as well as the perception of your involvement with education.

Expo-EaD Institutional Exhibition

Along with the event, there will be an exhibition with a total area of 935m² that will be available in modules of 9.0m². ABED will deliver the booths containing basically: Lined floor, TS panels in the back and sides, an overhead sign displaying the exhibitor's logo, a table, two chairs, display, Internet access, lighting and electric energy point. This area will be commercialized for those who are interested in exhibiting products and services.

Sponsorship Categories

There are multiple formats of sponsorship for promoting institutions in the event itself, as well as in the documents that the participants will receive and take with them, including exhibition areas, electronic and printed messages, documents, general and specific signage and special sessions. But even if you have any specific format that is more convenient to you, talk to us so that we can help you enable your participation project.

Gold Sponsor:

Investment of R\$ 64,000.00 – number of shares: 4

Silver Sponsor:

Investment of R\$ 32,000.00 – number of shares: 8

Bronze Sponsor:

Investment of R\$ 16,000.00 – number of shares: 22

Merchandising

Investment of R\$ 10,000.00 – number of shares: 20

Acquisition of group enrollments:

Progressive Discount

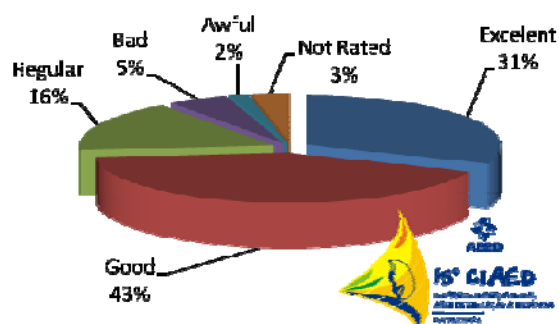
Number of Enrollments	Discount
10	8%
20	12%
30	17%
40	22%
Over 40	27%

Why should you sponsor this Event? Some reasons why you should sponsor this important event:

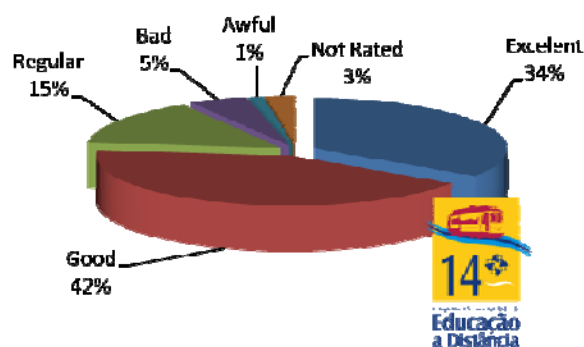
- Participation of the top-notch public present
- Important thematic content to the business community
- Direct actions for a high qualified public from all over Brazil
- Brand Association
- The spontaneous editorial media reached in previous events
- Strengthening of the Institutional Image
- Strong articulation with technologic instruments
- Presence and connection with social networks, involving high relevance subjects to society
- Important registration information

Benchmarking of the public evaluation about the last four editions of the event

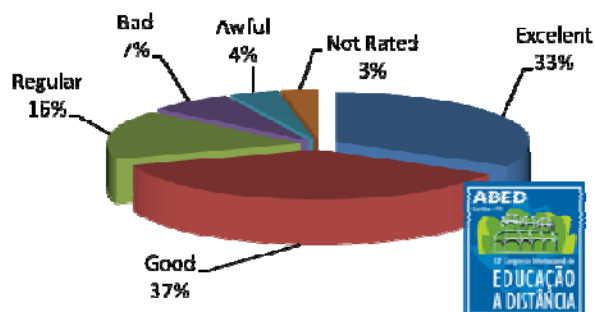
15º CIAED - Fortaleza - CE



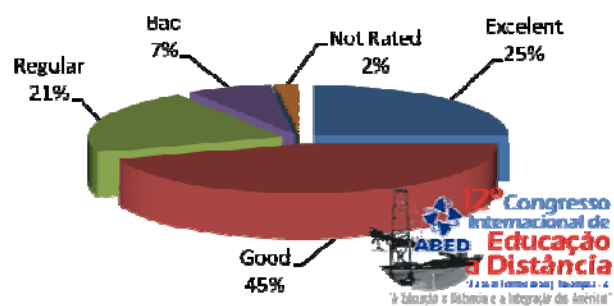
14º CIED - Santos – SP - 2008



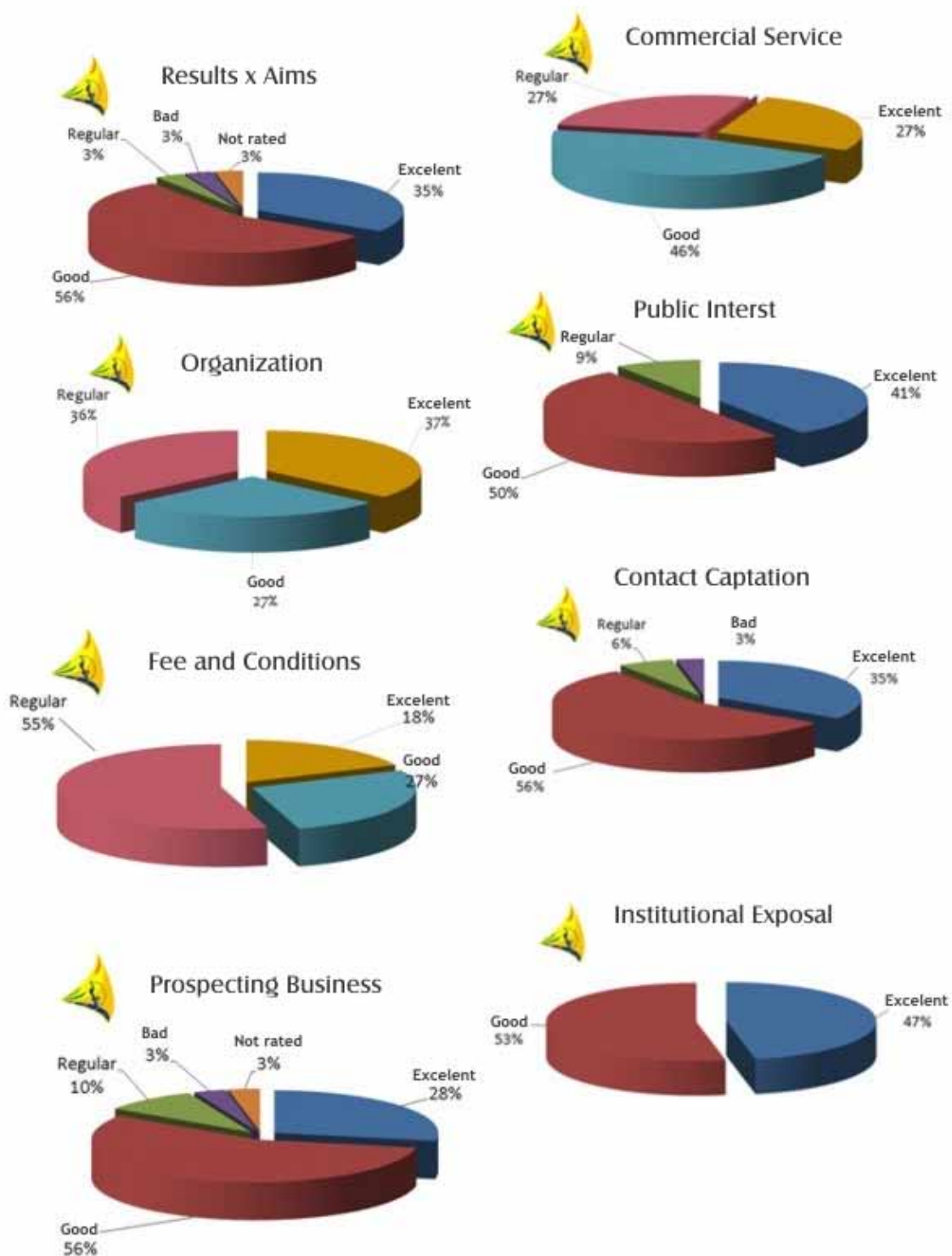
13º CIED - Curitiba - PR - 2007



12º CIED - Florianópolis - SC - 2005



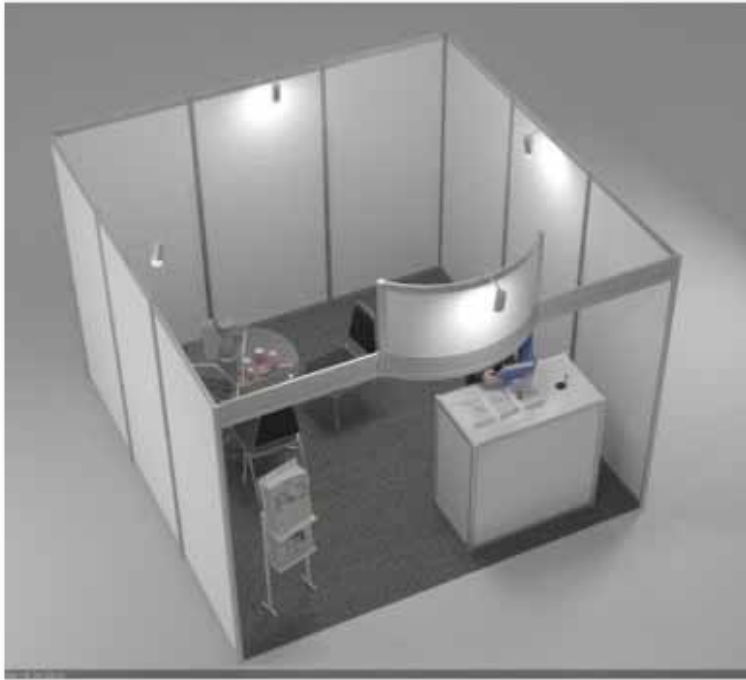
Evaluations of partners and exhibitors about the 15th CIAED held in 2009



Expo EaD



Basic TS booth model





16th CIAED - ABED International Congress on Distance Education

From August 31th to September 3rd, 2010 - Foz do Iguaçu - Paraná - Brazil



ASSOCIAÇÃO BRASILEIRA
DE EDUCAÇÃO A DISTÂNCIA

Counterpart Table for Investments in the 16th CIAED

	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Cyber Point	Opening Cocktail	Coffee Break	Official Program	Badges' Cords	VIP Room	Gifts
9 m ² exhibition booth (table, two chairs, a counter /cabinet, lighting, electric energy, Internet access and a banner stand)	3	2	1							
Logos are displayed in every advertising material produced for this event (hard copy and electronic). Materials are produced after the date of signature of the Sponsorship Agreement	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Insertion of the institutional and/or advertisement materials in the participants' folders (supplied by the sponsor)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo displayed in the certificate of the event	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Institutional lecture in one of the rooms of the event. The Event Organization will disclose this session. Simultaneous sessions will be happening during the presentation. Because of this, we suggest that the companies participating in the presentations make invitations to be inserted in the participants' folders	48'	32'	16'							
Institutional content of ABED's Digital Reports (DR), electronic messages sent to ABED's mailing with approx. 9,000 electronic addresses - the text to be published will be responsibility of the sponsor.	10 DR	8 DR	6 DR	2 DR	2 DR	2 DR	2 DR	2 DR	2 DR	2 DR
Exclusive credentials for the official activities of the event (social, cultural and tourist activities are not included, these will be offered by the event organization by means of purchase)	30	25	15	5	5	5	5	5	5	5
Application of the brand in banners produced by ABED. The banners will be standing out in all activity rooms, in the Expo-EaD (DE exhibition) and in the public circulation area.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Acknowledgement in the event's official opening and closing ceremonies held by the president of ABED	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo displayed in the opening audiovisual of sessions, alternating with the other sponsors (power point)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Access to the general mailing of participants of the event (20 days after the end of the event)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo displayed in the special website of the CONGRESS, hotlinking the sponsor's website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
The sponsor's logo is displayed in the environment especially developed to the cyber point (a minimum of 5 points to meet the participants of the event)				✓						
Banners (supplied by the sponsor) and decoration during the opening cocktail					✓					
Insertion of the sponsor's logo in the event's Official Program, in the places reserved for coffee break						✓				
4 colors advertisement in A4 format distributed in the official program. Creation and artwork of the advertisement are responsibility of the sponsor							✓			
Logo in the badges' cord of 12 mm								✓		
Banners of 0.90x1.20m (supplied by the sponsor) in the VIP room or environment									✓	
Sponsor's logo in the gift or in the package and acknowledgment card that will be offered to the participants of the event										✓

The FINAL PROGRAM is the most expected object of the event, and it is the first material to be handled by the congressperson.
Advertising your brand is a creative and effective way of being present in every moment experienced by the participants.
Innovate by advertising in the event's programming.

Term of Commitment

To: Associação Brasileira de Educação a Distância – ABED
Rua Vergueiro nº 875 12º Conjuntos 123/124
Edifício Manhattan Office Center – Bairro da Liberdade
ZIP CODE 01504-000 São Paulo – SP
CNPJ/MF: 00.975.548/0001-57
Telephone: + 55 11 3275.3561 Fax: + 55 11 3275.3724
email: beaoma@abed.org.br home page: <http://www.abed.org.br>

From: _____

Yes, I would like to participate as a **SPONSOR** of the event called 16th ABED International Congress on Distance Education “Content, Support to Students and Certification: The Major Ingredients for Effective DE” from August 31st to September 3rd, in Foz do Iguaçu – Paraná – Brazil.

Gold Sponsor () R\$ 64,000.00
Silver Sponsor () R\$ 32,000.00
Bronze Sponsor () R\$ 16,000.00
Merchandising () R\$ 8,000.00

Description: _____

Payment Method:

() cash – bank payment slip sent after the agreement is signed.

() ___ installments in the months of _____

Corporate Name: _____

Address: _____

City: _____

State: _____ ZIP

CODE: _____

Telephone: _____

Fax: _____

Email: _____

CNPJ/MF: _____

State Registration

Number: _____

Responsible for signing the agreement: _____

Responsible for the Payment: _____

Signature and Stamp _____

After receiving the acceptance, an agreement will be issued.

Note: Please, send logo in Corel Draw 13 curve mode to the following email address: marketing@abed.org.br

C/O: Mr. Sérgio Krambeck