

Digital, hybrid, and distance education in transformation

31ST CIAED PROJECT

31^o
CIAED



CONGRESSO INTERNACIONAL ABED
DE EDUCAÇÃO A DISTÂNCIA



Centro de Convenções
João Pessoa – PB
Brazil



April 27-30
2026



CIAED — Congress and Expo

The ABED International Distance Education Congress (CIAED), organized by the Brazilian Distance Education Association (ABED), is considered a benchmark in Distance Education (DE). Every year, it attracts participation from the DE community in Brazil and other countries, including educators, researchers, managers, professionals, business owners, and students from the sector.

For 31 years, CIAED has presented a rich and diverse program that has strengthened the DE community and inspired Higher Education Institutions (HEIs) to improve the student experience, the use of educational technologies, and the training of managers and professionals qualified for DE.

The event includes several activities, such as plenary sessions, dialogues and debates, round tables, lectures, DETalks, mini-courses, meetings and gatherings, podcasts, scientific paper presentations and poster sessions, institutional presentations, book launches and award ceremonies, with the addition of **business matchmaking sessions** in 2026, in addition to Expo-DE, our fair of products and services for Distance Education, an ideal environment for networking and getting to know ABED partners better, exchanging experiences and bringing news and trends from the Distance Education sector to institutions.

The success of the 31st CIAED starts with you. We look forward to your participation!

Digital, hybrid, and distance education in transformation

CIAED 2026 will be an international forum for discussing and reflecting on the profound changes shaping technology-mediated education. The review of Brazil's distance learning regulatory framework revisited key aspects, including delivery modalities and formats, teaching and pedagogical mediation, assessment, and learning centers and professional environments—topics that have also been discussed and reinterpreted in various countries.

In the context of global convergence in digital, hybrid, and distance learning, CIAED 2026 will promote the presentation of research, the proposal of solutions, the exploration of innovations, and the exchange of experiences. The goal is to build pathways for the future of education across multiple methodological, technological, cultural, and geographic contexts, while balancing inclusion and quality.

Participate in the 31st ABED International Distance Education Congress (CIAED) to discuss these and other issues related to the transformation of DE.

Furthermore, the 31st CIAED reinforces the event's internationalization, with calls in three languages (Portuguese, Spanish, and English — a trilingual event), and the consequent participation of representatives from various countries not only as keynote speakers, but also presenting scientific papers and posters, debating in round tables, in addition to other activities.

See you in João Pessoa!

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Participant profile

CIAED's audience is made up of a community of professionals in the field of technology-mediated education, from individuals, such as educators, researchers, managers, students, professionals and businesspeople in the sector, to legal entities, such as educational institutions at all levels, corporate universities and suppliers of products and services for distance learning.

+ 2,200
participants

+ 95%
of participants rated the event as excellent, very good, or good

+ 60
exhibitors and sponsors

Who participates in CIAED?

- Experts, researchers, and teachers who report experiences presenting innovations and development in distance learning practices.
- Educational technology companies interested in promoting their products and services.
- Professionals in education, open learning, and continuing education for adults.
- Training and development consultants for public and private institutions and companies.
- Managers and representatives of universities, colleges, technical schools, companies, NGOs, museums, and libraries.
- Higher, basic, vocational, and technical education institutions in the public and private sectors that aim to disseminate and understand distance learning practices.
- Government agencies and their federal, state, and municipal representatives interested in providing information on their policies for the development of education in the country.



Why participate?

The ABED International Distance Education Congress (CIAED) is an opportunity to connect people, institutions, corporations, businesses, academics, and researchers seeking to discuss innovative digital learning strategies. The event is rich in experiences, scientific papers, practices, and industry benchmarks. An essential event for learning about new models, technologies, and innovations in distance learning, whether for educational institutions or businesses.

Testimonials about CIAED 2025

An excellent event that contributed significantly to my career.

Daniel Guilherme Sanchez Pereira

It was all so wonderful, a great idea for CIAED to invite distance-learning students to participate.

Diane Placido Felix

I always leave CIAED events full of possibilities, opportunities for improvement, and knowledge.

Cynthia Santos de Oliveira

Incredible event, magnificent lectures that impart knowledge beyond expectations, and very well-positioned stands.

Marcos Paulo Santana Correa

Excellent event! It provides an exchange of experiences and discoveries about innovative educational technologies.

Aline de Souza Camargo

The event was very well organized, with incredible work and many new developments in distance learning technology.

Vanessa de Paula Correa

The event was wonderful, especially for those of us who lead distance learning at our institutions. Congratulations to the organizing team. Bring it on CIAED/26.

Lucia Helena Calegari Ribeiro

The Congress was very well organized and highlighted innovations and excellent practices in Distance Education, highlighting the growing relevance of this type of education in the educational landscape.

Marcia Gorett Ribeiro Grossi

I congratulate the entire 30st CIAED team for the perfect organization of the event and the leadership of all the work. Every effort to ensure that education and teaching are priorities in our country will always be honored. May God bless you, and may the 31st event be announced soon!

Eliane Fernandes Lemon

An extremely important event for Education, for Distance Education. It features: a presentation of the latest developments —legislation, processes, and procedures; new and existing partners; new solutions; and industry insiders, friends, and new friends. It's a unique moment for exchange and learning. I always try to be there.

Andrea Jardim de Sá

I participated in the CIAED event organized by ABED and would rate it excellent overall. All aspects of the organization, programming, physical structure (Viasoft Experience), plenary sessions, lectures, roundtables, mini-courses, and interaction spaces were delivered with a high level of quality and professionalism. I also highlight the excellent service in accreditation and support from the Media Desk, as well as the diversity of activities, including distance learning. Talks, book launches, institutional presentations, and debates with keynote speakers. I congratulate the organizers on this high-level event and its significant contribution to the discussion on Distance Education in Brazil.

Raphael Sapucaia dos Santos



Registration

Registration is online on the 31st CIAED website.

<https://www.abed.org.br/hotsite/31-ciaed>

There are tables with different prices for advanced registrations. Check it out!

*For payment by commitment, the registration values will always be those in Table 5. Registration by commitment will only be considered valid upon sending ABED a copy of the commitment note referring to the registration containing the name, department, and contact phone number of the person responsible for the payment, as well as the name of the person who will participate in the congress.

Table 2 — Registrations and payments from 09/10/2025 to 11/30/2025

ABED Members	R\$ 1,090.00
Non-members	R\$ 2,180.00

Table 3 — Registrations and payments from 01/12/2025 to 02/28/2025

ABED Members	R\$ 1,190.00
Non-members	R\$ 2,380.00

Table 4 — Registrations and payments from 03/01/2026 to 04/21/2026

ABED Members	R\$ 1,290.00
Non-members	R\$ 2,580.00

Table 5 — On-site registration

ABED Members	R\$ 1,390.00
Non-members	R\$ 2,780.00

Special discounts

One author of each accepted paper for presentation receives a fixed 50% discount on the table price.

Undergraduate students receive a 50% discount on the final price of the current table (if you have any questions or difficulties, please contact ABED).

Cancellation Policy

In the event of cancellation or no-show, the registration fee will not be refunded.

Group registrations: special conditions available upon consultation with the ABED secretariat.

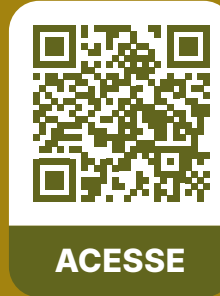
Included in the registration fee:

- all mini-courses and workshops, already included at no additional cost;
- participation in all academic activities of the event;
- support material;
- 1 copy of **CensoEaD.BR** ;
- 1 copy of a book organized by ABED;
- identification badge;
- coffee breaks during the event;
- access to **Expo-DE**;
- networking with the main leaders of the country's educational sector, educators, government, and political authorities;
- **online certificate.**

Not included in the registration fee:

- tickets and transfers;
- accommodation;
- meals.

Location



The 31st CIAED will take place from April 27 to 30, 2026, at the João Pessoa Convention Center (PB).

<https://cecon.pb.gov.br/pt-br/>

The João Pessoa Convention Center is one of the most modern in the country, designed for large-scale business, academic, and cultural projects. With a built area of 48,676 m², it comprises four main buildings: the Mirante Tower, the Trade Fair and Exhibition Pavilion, the Congress and Convention Pavilion, and the Pedra do Reino Theater.

Its structure is flexible and large, allowing up to 20 simultaneous events, with capacity for 20,000 people, 32,000 m² of exhibition area, parking for 2,000 cars and 22 buses, and a 900 m² helipad.

Committed to sustainability, it follows the Environmental Control Plan, preserving a 100-meter ecological corridor and offering a plaza with a sundial at the easternmost point of the Americas. It is also fully accessible, with ramps, elevators, and wheelchairs available.

The space is prepared for fairs, symposiums, conferences, and large shows, with customizable areas and loading and unloading logistics.

Why be an exhibitor?

Renowned speakers

+ 350

papers and discussion panels

+ 2,000

participants from all
over the country

Concentration of educational managers
and corporate leaders.

Expo-DE

Parallel to the Congress activities, the Expo-DE will take place, an exhibition spanning over 2,500 m² where educational institutions will showcase their distance learning programs and product and service providers will showcase their solutions, providing an ideal environment for partnerships and networking. The exhibition aims to showcase the importance of distance learning, expanding its credibility and recognition within the academic community.

**Map
(coming soon).**

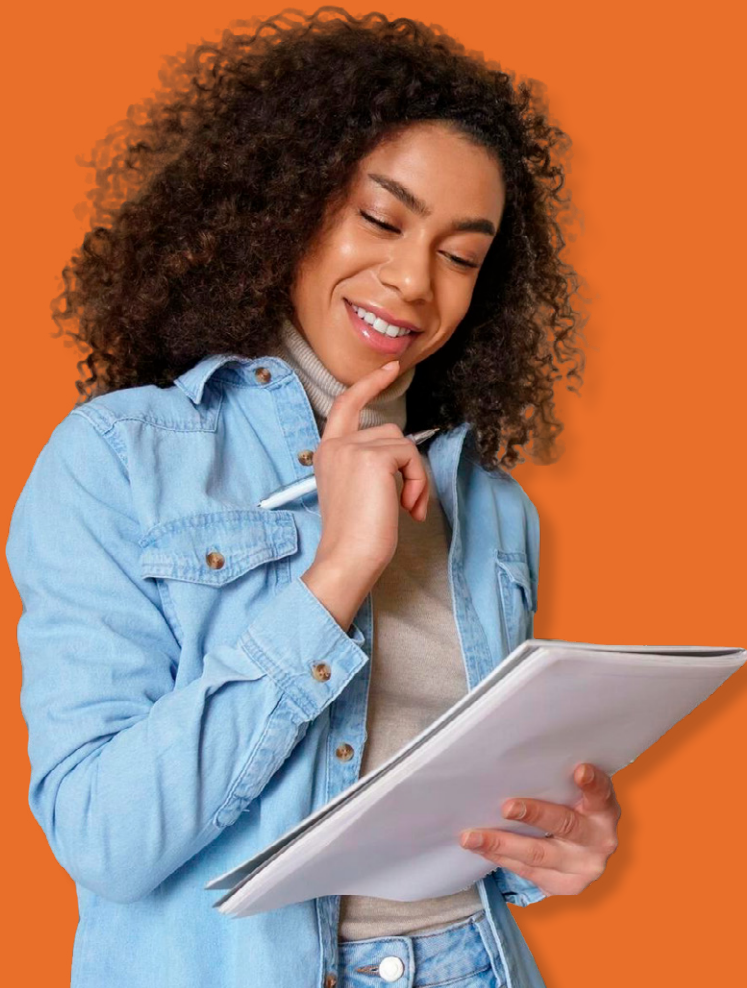




Imagem ilustrativa.

Basic stand assembly model

9 m² exhibition stand with: a table, three chairs, a counter cabinet, a waste bin, lighting, an electrical outlet, and a branded adhesive banner.

(image coming soon).

Innovation Lounge

Startups (innovative early-stage companies) will be present at Expo-DE: Exhibition of solution providers for Distance Education, as well as at the 31st CIAED program. To participate in the Innovation Lounge, the products, services, or solutions offered by startups must be of interest to the Distance Education sector and meet the needs of the event's audience. The 31st CIAED Organizing Committee and the ABED Innovation Committee will select the startups that will participate in the exhibition. Interested parties should request a specific form to submit their startup.

Sponsorship options

Our partners are jointly responsible for the event's success, and therefore we will work closely and continuously to ensure that the specific objectives of their participation are fully achieved. CIAED is a significant event in the sector. The quality and number of participants make the Congress a unique opportunity to present your company or institution to a high-level audience in an exclusive and welcoming environment. There, your presence as a partner or exhibitor will spark interest in your products and services and a perception of your involvement in education among the right stakeholders.

There are seven main partnership categories for the event. Below is a table of benefits. Compare the benefits between the categories to identify the one that best meets your needs. Contact us if you have another proposal for a specific partnership format. We'll help you make your participation project viable.

Diamond R\$ 185,000.00	Bronze R\$ 35,000.00	Official Program Announcement R\$ 22,000.00
Gold R\$ 95,000.00	Basic R\$ 15,000.00	
Silver R\$ 65,000.00	Lounge R\$ 9,900.00	

TABLE OF COMPENSATIONS

	Diamond	Gold	Silver	Bronze	Basic	Lounge	Announcement Official Program
9m ² exhibition stand with: a table, three chairs, a counter cabinet, a waste bin, lighting, and an electrical source.	6	3	2	1	No	No	No
4m ² exhibition stand with: two stools, a counter cabinet, a waste bin, lighting, and an electrical source.	No	No	No	No	1	No	No
Branding on all promotional materials produced for the event (print and digital). Produced after the partnership agreement is signed.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Insertion of institutional and/or promotional material in participants' folders (provided by the partner).	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Available on the ABED website: news, podcast, distance learning text, blog post, live on the YouTube channel (total units)	5	4	3	2	1	1	2
Video to be shown on the CIAED website	10m	5m	4m	3m	2m	1m	2m
Video to be shown on the CIAED website and during breaks in the main auditorium	60s	50s	40s	30s	20s	10s	20s

	Diamond	Gold	Silver	Bronze	Basic	Lounge	Announcement Official Program
Institutional lecture or workshop in one of the event rooms. The event organizers will publicize this session in the Official Program. Simultaneous sessions will be held during the activity.	60m	30m	20m	15m	10m	10m	No
Exclusive credentials for the event's official activities (social, cultural, and tourist activities promoted by the event organizers upon registration, and mini courses are not included).	120	60	40	20	10	5	10
Thanks at the official opening and closing ceremonies.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Access to the mailing list of participants who have authorized sharing (15 days after the end of the event).	Yes	Yes	Yes	Yes	Yes	Yes	Yes
A full-color, A4-format ad featured on the official CIAED program. The ad's creation and final artwork are the partner's responsibility.	No	No	No	No	No	No	1
A cabinet-counter built in carpentry and stickered with the brand, two stools, an electrical outlet.	No	No	No	No	No	1	No



Alternative sponsorships for the 31st CIAED

ABED innovative practices award

The brand you choose will be announced as a sponsor of the ABED Innovative Practices Award, which will be presented at the Closing Plenary of the 31st CIAED. Your sponsorship will also be featured in the CIAED printed program.

Value: R\$ 5,000.00.

ABED scientific research award

The brand you choose will be announced as a sponsor of the ABED Scientific Research Award, which will be presented at the Closing Plenary of the 31st CIAED. Your sponsorship will also be announced in the CIAED printed program.

Value: R\$ 5,000.00.

ABED journalism award

The brand you choose will be announced as a sponsor of the ABED Journalism Award, which will be presented at the Closing Ceremony of the 31st CIAED. Your sponsorship will also be featured in the CIAED printed program.

Value: R\$ 7,000.00.

Pôsteres

The brand you choose will be featured as a sponsor of the poster sessions during CIAED. Your sponsorship will also be featured in the CIAED printed program.

Value: R\$ 12,000.00.

Name in one of the CIAED rooms

The rooms where the 31st CIAED activities will take place will be named. Your chosen brand can be the name of one of these rooms throughout the event. Additionally, your sponsorship will be featured in the CIAED printed program, where the rooms will be identified.

Value: R\$ 22,000.00

Wi-Fi CIAED (network & password)

We will have Wi-Fi at the 31st CIAED for all participants!

For example, you can include your company name on the internet and a product name in the password. All participants who access the internet during CIAED will have these brands reinforced. Additionally, your sponsorship will be publicized in the CIAED printed program.

Value: R\$ 45,000.00

Stage

The brand you choose will be featured as a sponsor of the main auditorium stage throughout the CIAED, which will be a very special experience! Additionally, your sponsorship will be featured in the CIAED printed program.

Value: R\$ 38,000.00.

Plenary sessions

The brand you choose will be featured as a sponsor of a plenary session during CIAED. Additionally, your sponsorship will be featured in the CIAED printed program.

Value: R\$ 12,000.00.



Keynote speakers' sponsorship

ABED will select the Keynote Speakers for the 31st CIAED. You can sponsor one or more of these Keynotes, which will cover your transportation, food, and lodging costs. Your brand will be featured in all publications and communications, as well as in the plenary session, as the speaker's sponsor. Additionally, your sponsorship will be featured in the CIAED printed program.

Value: from R\$5,000.00 (national keynote speakers) to R\$15,000.00 (international keynote speakers).

Dinner with keynote speakers, talks, and/or other participants

The brand you choose will be announced as a sponsor of a dinner with keynote speakers, lecturers and/or other participants, with guests of your choice, during CIAED.

Value: R\$ 8,000.00 + dinner costs.

Marketing and promotion activities in the CIAED space

Your company can implement various merchandising initiatives for its brands and products during the 31st CIAED.

Value: R\$ 10,000.00 for each share.

Brand on chair covers in the main auditorium

The brand you choose will appear on the backs of the chairs in the main auditorium, where plenary sessions and other activities will take place throughout the 31st CIAED..

Value: R\$ 30,000.00

Cocktail

The brand you choose will be announced as a sponsor of a cocktail reception following the Opening Plenary Session at Expo-DE. Your sponsorship will also be featured in the CIAED printed program.

Value: R\$ 32,000.00.

Welcome coffees e coffee breaks

The brand you choose will be announced in a welcome message during coffee or coffee break at CIAED, served in the Expo-DE space. Additionally, your sponsorship will be publicized in the CIAED printed program.

Value: R\$ 32,000.00

Living space

The brand you choose will be promoted as a sponsor of a specific living space throughout the 31st CIAED.

Value: R\$ 12,000.00.

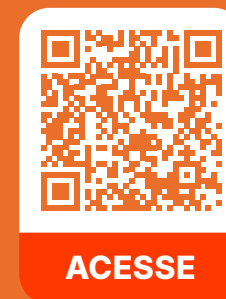
Your brand present at the 31st CIAED!

The Congress and Expo-DE will be widely publicized in the months leading up to the event, including:

- Electronic direct mail campaign to approximately 38,000 addresses.
- Promotion, advertisements, and calls for proposals in online publications on partner websites.
- Digital newsletters.
- Special website for the Congress.
- Disclosure on ABED social networks.
- Brand association.
- Spontaneous editorial media coverage achieved at previous events.
- Strengthening the institutional image.
- Strong articulation with technological instruments.

How was the last CIAED?

See details on the website





CORREALIZAÇÃO



Cruzeiro do Sul Virtual
Educação a distância



Universidade
POSITIVO

DIAMANTE



OURO



PRATA



BRONZE



BÁSICO



LOUNGE



APOIADORES



Companies
that had a
presence in
2025

Contacts

31st CIAED

ABED INTERNATIONAL CONGRESS ON DISTANCE EDUCATION

April 27-30, 2026 — João Pessoa – PB — Brazil

+55 11 3275 3561

WhatsApp +55 11 96602 3873

abed@abed.org.br

abed.org.br/congresso2026

Realization:



ABED

ASSOCIAÇÃO BRASILEIRA
DE EDUCAÇÃO A DISTÂNCIA