

SPONSORSHIP PLAN

Expanding Access, Inclusion
and Sustainability



CIAED

ABED INTERNATIONAL CONGRESS
ON DISTANCE EDUCATION

April 14-17, 2027

📍 **Manaus • Amazon • Brazil**

**Centro de Convenções do Amazonas
Vasco Vasques**



CIAED 2027: A UNIQUE OPPORTUNITY

The ABED International Conference on Distance Education (CIAED) is the main event in the sector in Brazil, bringing together institutions, companies, managers, professionals, and researchers in digital, hybrid, and distance education for over 30 years.

In 2027, CIAED arrives in Manaus, expanding its reach and connecting the sector to new territories, challenges, and strategic opportunities.

Held in the Amazon, CIAED 2027 will be a unique edition, associated with central themes of the present and future: inclusion, innovation, sustainability, and educational expansion.

For partners and sponsors, this is a unique opportunity to associate your brand with:

- **expansion** of education to new territories
- **inclusion** and democratization of access
- **innovation** with social impact
- **sustainability** and regional development
- a **historic edition** with national and international projection.



AUDIENCE AND REACH

CIAED brings together a **highly qualified audience, with a strong presence of national and international decision-makers:**

- managers and leaders of educational institutions
- representatives of public agencies and regulatory bodies
- companies, edtechs, and strategic organizations
- researchers, professors, and specialists



Relevance Indicators

+2000 national and international participants

95% positive evaluation

+60 sponsors and exhibitors



30° CIAED image

What Our Partners Say



“One of the main spaces for dialogue and coordination of professional and digital education in Brazil.”



“The most important distance education event in the country.”



“A qualified environment to present solutions and generate business.”

CIAED 2026 PARTNERS

Relevant brands in education, technology, and innovation that were present in 2026.



WHY SPONSOR?

Sponsoring CIAED 2027 means associating your brand with the main environment connecting education, technology, and innovation in Brazil.

Main Benefits

- direct access to decision-makers and sector leaders
- business generation, partnerships, and institutional relationships
- qualified visibility before a national and international audience
- brand association with strategic themes: inclusion, sustainability, and innovation
- presence at a historic edition held in the Amazon
- strengthening of institutional and reputational positioning



EXPO-EAD: THE BUSINESS HUB OF CIAED

Expo-EaD is the main environment for **relationship building, business generation, and brand visibility at CIAED.**

At Expo-EaD, the following take place:

- presentation of solutions, products, and services
- connections with managers and decision-makers
- qualified networking with strategic audiences
- brand activation and experience actions
- prospecting for new partners and clients

With continuous participant circulation throughout the entire program, Expo-EaD concentrates commercial and institutional opportunities during the event.

In 2027, the fair gains additional relevance by integrating an international edition held in the Amazon.

MANAUS • AMAZON • BRAZIL

Held in Manaus, the gateway to the Amazon, CIAED 2027 will provide a unique experience of connection between education, territory, and innovation.

The event will take place from **April 14 to 17** at the **Amazon Convention Center Vasco Vasques**, one of the main spaces for large conferences and exhibitions in the Northern region.

With modern infrastructure, ample capacity, and a strategic location, the space offers ideal conditions for a historic edition of CIAED.



SPONSORSHIP OPPORTUNITIES

CIAED 2027 offers different participation formats for brands seeking a qualified presence at the main digital education meeting in Brazil.

Participation opportunities

- institutional sponsorship quotas
- spaces at Expo-EaD
- special visibility and relationship actions
- *naming rights* for environments and experiences
- brand activations and exclusive opportunities

On the following pages, choose the alternative best suited to your positioning, objectives, and investment.

Associate your brand with an international edition held in the Amazon.

Sponsorship Packages

Choose the category best suited to your brand's objectives, with different levels of visibility, relationship building, and activation.

ABED corporate members who are up-to-date with their payments on the date of contract signing are entitled to special conditions:

- 3% discount for institutional members
- 9% discount for maintaining members¹

Not a member yet? Consult conditions for ABED corporate membership



QR Code site de associados

For customized formats, please contact our team.

Associate your brand with an international edition held in the Amazon.

Co-realization

Upon consultation

Diamond

R\$ 212.000,00

Gold

R\$ 109.000,00

Silver

R\$ 75.000,00

Bronze

R\$ 38.500,00

Standard

R\$ 17.500,00

Lounge

R\$ 11.000,00

¹ Discounts cannot be combined with other commercial offers that may be granted by the organization.

Counterpart

Progressive benefits according to the chosen category.

Counterpart	Diamond	Gold	Silver	Bronze	Standard	Lounge
Exhibition space ²	54 m ²	27 m ²	18 m ²	9 m ²	4 m ²	1 balcão
Guest credentials (non-presenting participants) ³	120	60	40	20	10	5
Institutional presentation in an event room	60 min	30 min	20 min	15 min	10 min	
Video screening during breaks of main auditorium activities	60 s	50s	40 s	30 s	20 s	10 s
Brand on promotional materials produced after contract signing	Yes	Yes	Yes	Yes	Yes	Yes
Insertion of partner's institutional material in participant folders ⁴	Yes	Yes	Yes	Yes	Yes	Yes
Video screening on the CIAED website	10 min	5 min	4 min	3 min	2 min	1 min
Institutional content on ABED's social media ⁵	5	4	3	2	1	
Acknowledgment during opening and closing ceremonies	Yes	Yes	Yes	Yes	Yes	Yes
Access to the mailing list of participants who opt in ⁶	Yes	Yes	Yes	Yes	Yes	Yes
The selection of booths on the Expo-EaD map will follow the order in which the contracts for the respective quotas were signed.						

² Shell scheme / Empty space. Assembly, customization, and operation are the exhibitor's responsibility, following the technical, operational, and visual guidelines defined by the organization.

³ Exclusively for participation as a non-presenting attendee (listener), without the right to present papers, participate in activities with names listed in the official event program, or receive specific activity certificates. Registrations already made remain valid in the originally contracted modality and will not be replaced by guest credentials.

⁴ Subject to prior approval by the organization.

⁵ Related to CIAED (examples: text, post, news, podcast, YouTube live).

⁶ Up to 30 days after the event.

Special Sponsorship Opportunities

Special opportunities do not automatically include the benefits of standard sponsorship packages unless expressly indicated.

OPENING COCKTAIL — CIAED 2027

Brand association with the opening cocktail of the 32nd CIAED, held after the inaugural plenary session, bringing together participants, speakers, and event guests. This is one of the main networking and interaction moments, with high audience concentration and an environment conducive to relationship building and brand visibility. The sponsor's brand will be associated with the cocktail space and communications, as well as highlighted in the official CIAED program, at an international edition held in the Amazon.

Value: R\$ 32,000.00

OFFICIAL COFFEE BREAKS — CIAED 2027

Brand association with the welcome coffees and coffee breaks of the 32nd CIAED, held in the Expo-EaD space. These moments concentrate high participant traffic, favoring interaction, networking among national and international participants, and dwell time in the fair environment. The sponsor's brand will be associated with the coffee break space and communications, with recurring visibility throughout the event, as well as mention in the official CIAED program. There is a possibility of inserting brand elements in the space, subject to alignment with the organization.

Value: R\$ 32.000,00

INSTAGRAMMABLE SPACE — CIAED 2027

Brand association with the Instagrammable space of the 32nd CIAED, developed for photo opportunities and sharing on social media. This is a visually appealing and attractive environment, with high participant interaction and extended reach potential through spontaneous posts. The sponsor's brand will be associated with the space, its communications, and official event materials.

Value: R\$ 20,000.00

LIVING AREA — CIAED 2027

Brand association with one of the living areas of the 32nd CIAED. The living areas are lounge spaces distributed throughout the event, used by participants for meetings, breaks, and interactions throughout the entire program. The sponsor's brand will be associated with the space, ensuring visibility in a high-traffic and dwell-time environment, with identification on the map and official event materials.

Value: R\$ 16.000,00

Special Sponsorship Opportunities

CHAIR COVERS — MAIN AUDITORIUM

Brand association with the chair covers in the main auditorium of the 32nd CIAED. The sponsor's brand will be applied to the covers, ensuring visibility during plenary sessions and other activities held in the space. This is a high visual impact action, with broad exposure in one of the event's highest-traffic and dwell-time environments. Production, transport, installation, and removal of the covers are the sponsor's responsibility, following the organization's guidelines.

Value: R\$ 25.000,00

RESTAURANT — CIAED 2027

Brand association with the restaurant of the 32nd CIAED, with naming rights for the space throughout the event period. This is a high-traffic and dwell-time environment, used by participants throughout the program, ensuring brand visibility, with identification on the map and official event materials.

Value: R\$ 18,000.00

EXPO-POSTERS

Brand association with the CIAED Expo-Posters space, one of the busiest and most visual environments of Expo-EaD. The sponsor will have their brand associated with the space throughout the entire program, with high participant traffic and visibility during the event. The brand will be featured in the official CIAED program and communications materials associated with the space.

Value: R\$ 12,000.00

EAD TALKS ARENA — CIAED 2027

Brand association with the 32nd CIAED EaD Talks Arena, a space dedicated to short, dynamic presentations and practical demonstrations throughout the entire Expo-EaD program. The Arena hosts EaD Talks and Demo sessions, with national and international presentations of up to 15 minutes focused on innovative ideas, educational solutions, and applied experiences, promoting direct interaction with the public. This is a high-traffic and dwell-time environment, with continuous programming and strong engagement potential, positioning the brand alongside innovation and transformation content in education. The sponsor's brand will be associated with the space, its programming, and highlighted in the official CIAED program.

Value: R\$ 35,000.00

Special Sponsorship Opportunities

PLENARY SESSION — CIAED 2027

Brand association with one of the plenary sessions of the 32nd CIAED. The sponsor will have their brand linked to the selected plenary, highlighted in the official CIAED program and present in communications associated with the session. During the plenary, the brand will be recognized in a moment of high audience concentration and qualified visibility.

Value: R\$ 13,000.00

ROOM NAMING — CIAED 2027

Brand association with one of the rooms of the 32nd CIAED, with continuous identification throughout the entire official event program. The brand will be present on the physical signage of the room and in all references to the program of activities held in this space, ensuring high frequency of exposure among participants. The sponsor will also have their brand featured in the official CIAED program, identifying the room.

Value: R\$ 25,000.00

MAIN AUDITORIUM NAMING — CIAED 2027

Brand association with the main auditorium of the 32nd CIAED, the space that concentrates the plenary sessions and main moments of the event. The sponsor's name will be attributed to the auditorium throughout the entire congress period, with prominent presence in the official CIAED program, space signage, and communications associated with activities held in the venue. This is one of the main opportunities for continuous brand exposure, in the key sessions of an international edition in the Amazon.

Value: R\$ 48,000.00

MAIN STAGE — CIAED 2027

Brand association with the main auditorium stage of the 32nd CIAED, the space that concentrates the plenary sessions and main moments of the event. The brand will be present in the stage's ambiance and identification throughout the entire program held in the main auditorium, ensuring high visibility during moments of greatest audience concentration. The sponsor will also have their brand featured in the CIAED program.

Value: R\$ 38,000.00

Special Sponsorship Opportunities

PODCAST ROOM — CIAED 2027

Brand association with the 32nd CIAED Podcast Room, a space dedicated to live recordings throughout the official event program. The sponsor's brand will be associated with the space, with identification in the official CIAED program and visibility during activities held in the venue.

Value: R\$ 18.000,00

PRESS ROOM — CIAED 2027

Brand association with the 32nd CIAED Press Room, a space dedicated to serving media outlets and producing content during the event. The brand will be associated with the space, with identification in the official CIAED program and venue signage, as well as linkage to the congress's communication initiatives. This is a strategic institutional environment, with potential for extended visibility in the context of event communications.

Value: R\$ 19,000.00

BOOKSTORE — CIAED 2027

Brand association with the 32nd CIAED Bookstore space, dedicated to book launches and dissemination throughout the official event program. The brand will be associated with the space, with identification in the official CIAED program and venue signage, ensuring qualified visibility among authors, researchers, and participants interested in academic and professional content.

Value: R\$ 16,000.00

OFFICIAL WI-FI — CIAED 2027 (network and password)

Brand association with the official Wi-Fi of the 32nd CIAED, used by all participants. The sponsor may define the network name and password, ensuring recurring exposure and continuous brand reinforcement throughout the congress period. This is one of the actions with the highest frequency of contact with the audience, with constant use by participants. The brand will also be featured in the official CIAED program.

Value: R\$ 49,000.00

Special Sponsorship Opportunities

REGISTRATION — CIAED 2027 (premium)

Brand association with the registration of the 32nd CIAED, the first point of contact between participants and the event. The sponsor will have prominence in the space's signage and associated materials, ensuring visibility at the beginning of the journey and high participant flow. This is a strategic opportunity for presence in one of the moments of highest traffic and dwell time.

Value: R\$ 25,000.00

MEDIA DESK — CIAED 2027

Brand association with the 32nd CIAED Media Desk, a support space for event presentations and activities. Used by authors and speakers throughout the entire program, the space ensures continuous presence alongside participants directly involved in the activities. This is a strategic support point for congress operations, with qualified participant traffic.

Value: R\$ 10,000.00

LUGGAGE STORAGE — CIAED 2027

Brand association with the 32nd CIAED luggage storage, a service used by participants. The brand will be present on space identification and service-associated communications, ensuring visibility alongside continuous participant flow.

Value: R\$ 8,000.00

CIAED PODCASTS — CONTENT SPONSORSHIP

Brand association with the production of podcasts for the 32nd CIAED, with content broadcast on ABED's YouTube channel and made available afterwards. The sponsor's brand will be associated with the produced content, inserted into videos and/or mentioned during recordings, as aligned with the organization. This is an opportunity to link the brand to relevant content production, with potential for extended reach beyond the event.

Value: R\$ 25,000.00

Special Sponsorship Opportunities

ABED INNOVATIVE PRACTICES AWARD

Brand association with the ABED Innovative Practices Award. The sponsor will have their brand associated on official channels and in all award communications, as well as publicity in the official event program. During the official 32nd CIAED ceremony, the sponsor will be recognized and may participate in the award presentation, in one of the event's highlight moments.

Value: R\$ 6,000.00

ABED SCIENTIFIC RESEARCH AWARD

Brand association with the ABED Scientific Research Award. The sponsor will have their brand associated on official channels and in all award communications, as well as publicity in the official event program. During the official 32nd CIAED ceremony, the sponsor will be recognized and may participate in the award presentation, in an academic highlight moment of the event.

Value: R\$ 6.000,00

ABED JOURNALISM AWARD

Brand association with the ABED Journalism Award. The sponsor will have their brand associated on official channels and in all award communications, as well as publicity in the official event program. During the official 32nd CIAED ceremony, the sponsor will be recognized and may participate in the award presentation, in a moment of prominence and wide visibility within the context of the event and its communications.

Value: R\$ 8.000,00

ABED LIFETIME ACHIEVEMENT AWARD

Brand association with the ABED Lifetime Achievement Award, granted in recognition of exceptional, continuous, and long-lasting contributions to the development of digital, hybrid, and distance education in Brazil. The sponsor will have their brand associated with the award's communications, with presence in the official CIAED program and recognition during its presentation at an official event ceremony.

Value: R\$ 8.000,00

Special Sponsorship Opportunities

CIAED BEST PAPERS AWARDS

Brand association with the 32nd CIAED Best Papers Awards, granted to outstanding productions presented at the event. The sponsor will have their brand associated with the awards' communications, with presence in the official CIAED program and recognition during their presentation at an event ceremony.

Value: R\$ 10,000.00

THESES AND DISSERTATIONS AWARDS — CIAED 2027

Brand association with the 32nd CIAED Theses and Dissertations Award, linked to the ABED Theses and Dissertations Symposium. The award recognizes outstanding research at the master's and doctoral levels in the field of digital, hybrid, and distance education, valuing academic production and the training of new researchers. The sponsor will have their brand associated with the award's communications, with presence in the official CIAED program and recognition during its presentation at a symposium session.

Value: R\$ 10,000.00

RAFFLE / STAMP CARD — CIAED 2027

Brand association with the raffle held among participants who complete the partner stamp card during the 32nd CIAED. The brand will be present on the stamp card and in communications associated with the action, as well as visibility during the raffle moment, scheduled in the official event program. The initiative encourages circulation through Expo-EaD and engagement with sponsors throughout the congress.

Value: R\$ 8,000.00

BRAND ACTIVATIONS — CIAED 2027

Possibility of carrying out brand activation actions during the 32nd CIAED, in spaces previously defined by the organization. Actions may include experiences, demonstrations, giveaways, or other audience interaction initiatives, subject to prior alignment with ABED. This is an opportunity for direct contact with participants, increasing brand visibility and engagement.

Value: starting at R\$ 10,000.00 per action

Special Sponsorship Opportunities

NETWORKING DINNER — CIAED 2027

Brand association with an exclusive networking dinner during the 32nd CIAED. The sponsor may organize a gathering with guests of their choice, including participants, speakers, keynotes, and national and international guests of the event, providing a qualified environment for networking and strengthening connections. ABED will support the coordination of institutional guests, subject to availability and prior alignment.

Value: R\$ 8,000.00 + dinner costs

AD IN THE OFFICIAL PROGRAM — CIAED 2027

Insertion of a full-page ad (A4 format, 4 colors) in the official program of the 32nd CIAED. The program contains the complete event schedule and is used by participants as a reference throughout the activities. Creation and final artwork of the ad are the partner's responsibility.

Value: R\$ 22.000,00

CIAED AMAZON EXPERIENCE

CIAED 2027 may feature complementary agendas and experiences inspired by the Amazon context, enhancing the experience of national and international participants.

Possibilities include initiatives such as technical visits, institutional itineraries, cultural experiences, and exclusive networking gatherings.

These are special brand association opportunities, to be developed in partnership with strategic partners, based on interest and feasibility.



Contacts

55 11 3275-3561

WhatsApp: 55 11 96602-3873

Email ABED: abed@abed.org.br

32° CIAED: abed.org.br/congresso2027

Organized by



ABED

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DE EDUCAÇÃO A DISTÂNCIA