2021 CGS Partnership Prospectus

2021 ANNUAL MEETING

DECEMBER 1–4 IN NEW ORLEANS, LA
About CGS

Since 1961, the Council of Graduate Schools (CGS) has been the only U.S. organization dedicated solely to the advancement of graduate education and research. When you reach CGS members, you reach graduate deans, major university decision-makers. CGS graduate deans represent approximately 500 universities in the U.S., Canada, and a diverse range of international institutions.

Who Attends the CGS ANNUAL MEETING?

The CGS Annual Meeting convenes over 650 high-influence representatives of CGS member institutions, organizations that serve graduate schools, and other thought leaders in the field.

The largest attendee category is graduate deans (~39%), senior university decision-makers with authority in admissions, benchmarking, curriculum, learning assessment, and online education. Approximately 37% of CGS Annual Meeting attendees are assistant or associate deans.

Approximately 24% of CGS Annual Meeting attendees serve some other university role such as director of admissions, director of diversity, or director of graduate studies in a department or are employed by a non-university organization.

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The 2019* CGS Annual Meeting attracted attendees from:

- 50 states, Puerto Rico, and the District of Columbia
- 11 countries
- 300+ universities
- 30 other organizations, companies, and federal agencies

*Most recent place-based meeting.

“The CGS Annual Meeting is simply the most important professional meeting for leaders of graduate education in the U.S. It helps me and my leadership team shape our graduate school’s agenda for the year ahead.”

LISA TEDESCO, Vice Provost for Academic Affairs—Graduate Studies and Dean of the James T. Laney School of Graduate Studies, Emory University
Graduate Enrollment Management (GEM) is a top priority for graduate deans and their staff, according to a recent CGS Pressing Issues Survey. The CGS Annual Meeting is a key outreach opportunity for companies that provide solutions supporting admissions, recruitment and retention of graduate students.

**Key Players in Recruiting and Retaining Graduate Students**

- 84% of CGS member deans say that it is likely or very likely that they will devote a significant portion of their time providing leadership in graduate enrollment management.

- 80% of CGS member deans say that it is likely or very likely that their institutions will adopt new student recruitment strategies to enhance diversity and inclusiveness.

**A Strong Interest in Creating New Degree Programs**

- 83% of CGS member deans say that it is likely or very likely that their institutions will create one or more graduate degree programs.

- 74% indicate that it is likely or very likely that their institutions will create one or more graduate degree programs for online delivery.

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**Benefits of SPONSORING & EXHIBITING**

**Exhibitors Receive**

- Registration for up to two representatives of your company. Includes full access to meeting sessions, all meal functions open to regular attendees, receptions, and refreshment breaks.

- Option to add one complimentary exhibit-hall only registration pass to your 2021 CGS Annual Meeting exhibitor registration, in addition to the two full registrations that are included with exhibiting (available only to sustaining members)

**NEW for SUSTAINING MEMBERS:** Option to select exhibit table location (available only to sustaining members)

- Company description and link to your website on the CGS website

- Mailing labels (pdf format) of all Annual Meeting participants as of November 8

- Acknowledgment in Annual Meeting mobile app and on the CGS website

- Six-foot skirted display table

- Internet access

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**Meeting Sponsors Receive**

- One complimentary ad in GradEdge newsletter

- Acknowledgment of your company in electronic mailing promoting the Annual Meeting

- Special thanks from the CGS President in her opening remarks to the meeting

- Projection of company logo via PowerPoint slide in general session room

- Acknowledgment in Annual Meeting mobile app and on the CGS website

- Additional benefits listed in individual sponsorship description

*See Exhibitor Registration form on page 15."

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**Social media promotion is part of the package**

All special event sponsorships (e.g., breakfasts, receptions) come with the guarantee of at least one dedicated “thank you” tweet from @CGSGradEd linked to the conference hashtag, #CGS61.

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**CGS Terms & Conditions**

**Right of Refusal**

CGS reserves the right to refuse to rent exhibit space, to release a sponsorship, or to deny membership in the Sustaining Membership Network to any applicant.

**Disavowal of Endorsement**

CGS’s acceptance of a contract with a potential exhibitor, sponsor, or Sustaining Membership Network member is not, and should not be construed as an endorsement by CGS of the organization or its products or services.

**Guarantee Policy**

Sponsorships and exhibit space are guaranteed once payment has been received. All payments are subject to the CGS refund policy as specified in the sponsorship agreement.
Propose a Session

Call for Proposals

Members of the non-profit and business communities help the Council of Graduate Schools fulfill its mission of advancing graduate education. To help our members benefit from the expertise of industry leaders, CGS invites proposals from companies and non-profits to propose Annual Meeting sessions of interest to the CGS membership. Companies and non-profits gain valuable opportunities to engage with leadership and staff from CGS’s 500 member universities. CGS members are national and international thought leaders in their fields, and at the Annual Meeting they share up-to-date information about needs and trends in graduate education.

Proposals will be evaluated according to the following criteria:

- Integration of relevant data or evidence
- Commitment of at least one graduate dean at a CGS member university
- Novelty (a creative or innovative approach)
- Addresses pressing issue in graduate education
- Knowledge and expertise of presenters

30-MINUTE SESSIONS

These 30-MINUTE SESSIONS are an opportunity to share, demonstrate, and discuss a recent innovation in graduate education with graduate deans and staff. While we welcome proposals on any topic, CGS gives particular priority to proposals focused on areas of special interest to graduate education administrators:

- Graduate enrollment management
- Supporting student retention and success
- Diversity and inclusion
- Online education
- Professional development for graduate students
- Business analytics for graduate schools and programs
- International student recruitment

Benefits

- Visibility among attendees at the largest national meeting of graduate deans and staff
- Opportunity to share recent innovations in your field
- Opportunity to present meaningful content to CGS community
- Recognition as the session sponsor in the CGS Annual Meeting mobile app
- Recognition as an Annual Meeting sponsor in Annual Meeting mobile app and on the CGS website

Proposal Guidelines

- Panel may endorse a particular product or service
- Panel should not serve as a focus group
- Submit proposals via the online form or a single pdf attachment to jkent@cgs.nche.edu
- If proposal is selected, proposer agrees to pay all costs within 30 days of selection notice

Lightning Sessions

FRIDAY, DECEMBER 3, 2021, 1:15-1:45 P.M. | 4 SPOTS AVAILABLE
$4,500 MEMBERS; $6,000 NON-MEMBERS

Concurrent Sessions

THURSDAY, DECEMBER 2 AND FRIDAY, DECEMBER 3, 2021. | 4 SPOTS AVAILABLE
$7,000 MEMBERS; $9,500 NON-MEMBERS

These ONE-HOUR SESSIONS are integrated into CGS’s regular programming of concurrent sessions. Your company is invited to collaborate with clients or colleagues to demonstrate its thought leadership on pressing issues in graduate education.

Benefits

- Visibility among attendees at the largest national meeting of graduate deans and staff
- One-hour concurrent session led by representatives of your company
- Opportunity to demonstrate thought leadership
- Opportunity to present meaningful content to CGS community
- Recognition as the session sponsor in the CGS Annual Meeting mobile app
- Recognition as an Annual Meeting sponsor in Annual Meeting mobile app and on the CGS website

Proposal Guidelines

- Proposal should not exceed two pages, single spaced.
- Proposal should include contact information for primary contact as well as the names and affiliations of potential speakers
- Proposals will be evaluated according to the following criteria:
  - Potential interest to graduate deans and staff
  - Integration of relevant data and/or case studies
  - Established record of success with the innovation(s) you plan to share
  - Knowledge and expertise of presenters

Session Guidelines

- Panel content should not exceed 45 minutes, to allow ample time for questions (2-3 speakers is optimal)
- Panel should not serve as a focus group
- Submit proposals via the online form or a single pdf attachment to jkent@cgs.nche.edu
- If proposal is selected, proposer agrees to pay all costs within 30 days of selection notice

Session Guidelines

- Panel should not exceed two pages, single spaced.
- Panel should not serve as a focus group
- Panel should not be focused on a particular product or service
- Panel content should not exceed 45 minutes
- Please submit proposals via the online form or a single pdf attachment to jkent@cgs.nche.edu
- If proposal is selected, proposer agrees to pay all costs within 30 days of selection notice

COUNCIL OF GRADUATE SCHOOLS | PARTNERSHIP PROSPECTUS 2021
Sponsorship Opportunities

Lanyards - RESERVED
Your company’s name and logo will be prominently featured on the lanyards that meeting attendees will use to wear their name tags throughout the meeting. An added benefit of this sponsorship is that lanyards are often visible in meeting photos.
MEMBERS: $6,000; NONMEMBERS: $7,500

Hotel Room Key Cards - RESERVED
Reach nearly all the meeting registrants with your company’s name and logo printed on the back and front of hotel room key cards. Presented at check-in to each attendee, key cards ensure that your company’s name will be encountered early and repeatedly throughout the meeting.
MEMBERS: $7,000; NONMEMBERS: $8,500

Charging Stations
Meeting participants rely upon the convenience of the charging stations to charge their mobile devices between sessions. Located in the Refreshment/Exhibit area, the high-top charging tables will prominently display your company’s logo on the base and top of the tables. In addition, your sponsorship includes the option to place printed marketing materials (i.e. case studies, brochures, etc.) on the tables and verbal recognition of the sponsorship during the meeting.
MEMBERS: $6,000; NONMEMBERS: $7,500

Conference Mobile App - RESERVED
Prominently feature your company’s brand and expertise by sponsoring the Annual Meeting mobile app. Your company’s banner ad will appear at the top of the mobile app main navigation screen. The ad can link to an external webpage featuring a white paper, case study or other online marketing materials you would like to feature. In addition, your sponsorship will be recognized with a sign at the registration desk, the top position in the Sponsors section of the mobile app, and verbal recognition of the sponsorship during the meeting.
PLEASE INQUIRE ABOUT PRICING.

Assistant & Associate Deans’ Breakfast - RESERVED
Thursday, December 2
Create brand recognition for your company and connect with emerging leaders in graduate education at this annual breakfast for assistant and associate deans. Receive recognition from the CGS leadership at the opening to this breakfast and provide materials at every table.
PLEASE INQUIRE ABOUT PRICING.

Breakfast Presentations for All Attendees
Thursday, December 2 - RESERVED
Friday, December 3 - RESERVED
Saturday, December 4 - RESERVED
In sponsoring a breakfast open to all meeting attendees, a spokesperson from your organization will give a 30-minute presentation, followed by a question-and-answer session with CGS deans. This is an opportunity to offer expertise on a trend in graduate education, present a new product or service, and gain valuable insights and feedback from decision-makers in the graduate school. During the breakfast, the @CGSGradEd Twitter account will tweet a “thank you” to your company that will be linked to the meeting hashtag (#CGS61).
PLEASE INQUIRE ABOUT PRICING.

Evening Reception for All Attendees
Thursday, December 3
After a busy day of panel sessions, the Thursday evening reception offers Annual Meeting attendees an opportunity to relax, network, and discuss ideas shared in meeting sessions. By sponsoring this well-attended event, your company will be acknowledged by the CGS President and a representative of your organization will be invited to deliver a brief welcoming remarks. During the reception, @CGSGradEd will acknowledge your company in a thank-you tweet linked to the meeting hashtag (#CGS61).
PLEASE INQUIRE ABOUT PRICING.

Propose a Sponsorship
Don’t see your ideal sponsorship opportunity listed here? Propose a unique sponsorship that brings value to your company as well as to CGS member institutions. Please note that proposals are subject to approval by CGS and pricing is determined on a case-by-case basis.

Members Receive Exclusive Benefits
Companies and organizations are invited to apply to join the CGS Sustaining Membership Network. Membership provides access to discounted pricing, insider information, and more. To learn about becoming a member, please contact Julia Kent at jkent@cgs.nche.edu.
Engagement BEYOND the Meeting

Become a Member

CGS invites organizations with an interest in promoting graduate education to apply for membership in the CGS Sustaining Membership Network. Membership gives companies and organizations:

- Exclusive opportunities for visibility with CGS institutions at the Annual Meeting and throughout the year.
- Timely access to graduate education data and insider knowledge.
- Discounts on CGS meeting registrations, exhibitor fees, webinars, workshops, print publications, and more.
- Additional benefits accrue with increased levels of investment.

$1,000 – $25,000

To learn more about applying for membership, please contact Julia Kent at jkent@cgs.nche.edu.

Sponsor A Webinar

Interact with the graduate education community in real time: submit a proposal to lead a webinar on a pressing graduate education issue, or cosponsor a planned CGS webinar. Recent CGS webinars have drawn 100–200 participants, and popular archived webinars have been viewed over 200 times.

Members $2,000 – $6,000
Nonmembers $2,500 – $7,000

To learn more about the CGS sponsored webinar program, please contact Julia Kent at jkent@cgs.nche.edu.
Advertise in GradEdge

The quarterly GradEdge newsletter brings the latest in graduate education news to its members. With a distribution list of over 1,600 individuals, GradEdge reaches the top decision-makers in graduate education. Use the newsletter to place advertisements for products, services, events, and ideas relevant to the graduate education community. Your ad will appear on the landing page and at the end of every article.

Members $600
Nonmembers $1,200

For more information about advertising in GradEdge, please contact Katherine Hazelrigg at khazelrigg@cgs.nche.edu.

CGS Members

ALABAMA
Alabama A&M University
Alabama State University
Auburn University
The University of Alabama
The University of Alabama at Birmingham
The University of Alabama in Huntsville
University of North Alabama
University of South Alabama

ARIZONA
Arizona State University
Northern Arizona University
University of Arizona
University of Arizona Global Campus

ARKANSAS
Arkansas State University
Arkansas Tech University
Henderson State University
University of Arkansas
University of Arkansas at Little Rock
University of Central Arkansas

CALIFORNIA
Azusa Pacific University
California Institute of Integral Studies
California Institute of Technology
California Polytechnic State University
California State University, Bakersfield
California State University, Dominguez Hills
California State University, Fresno
California State University, Fullerton
California State University, Los Angeles
California State University, Sacramento
California State University, San Bernardino
California State University, Stanislaus
Chapman University
International Technological University
Loma Linda University
Loyola Marymount University
National University
Northcentral University
Saint Mary’s College of California
San Diego State University
San Jose State University
Stanford University
The Claremont Graduate University
University of California, Berkeley
University of California, Davis
University of California, Irvine
University of California, Los Angeles
University of California, Merced
University of California, Riverside
University of California, San Diego
University of California, San Francisco
University of California, Santa Barbara
University of California, Santa Cruz
University of Southern California
University of the Pacific

COLORADO
Colorado School of Mines
Colorado State University
Colorado State University, Denver
Colorado State University, Fort Collins
Colorado State University, Pueblo
Colorado State University, San Francisco
Colorado Technical University
Colorado University
University of Colorado
University of Colorado, Boulder
University of Colorado, Denver/Anschutz Medical Campus
University of Colorado, Colorado Springs
University of Denver
University of Northern Colorado

CONNECTICUT
Sacred Heart University
Southern Connecticut State University
University of Bridgeport
University of Connecticut
University of Hartford
University of New Haven
Wesleyan University
Yale University

DELWARE
University of Delaware

FLORIDA
Florida A&M University
Florida Atlantic University
Florida Gulf Coast University
Florida International University
Florida State University
Florida Tech University
Florida University

GEORGIA
Augusta University
Clark Atlanta University
Columbus State University
Emory University
Georgia Institute of Technology
Georgia State University

U.S. and Canadian Member Universities
CGS Members in the U.S. Award...
 Aggregate Enrollment (master’s & doctoral students)

Members as of March 1, 2021
Exhibitor Registration Form

61ST ANNUAL MEETING
DECEMBER 1-4, 2021, NEW ORLEANS, LA

STEP 1: PROVIDE YOUR CONTACT INFORMATION

PRIMARY CONTACT

COMPANY NAME

ADDRESS

CITY STATE ZIP

EMAIL ADDRESS

You will receive an acknowledgment from CGS after your form has been processed. In August 2021, you will receive a request to submit an additional form with the names of your two on-site representatives.

STEP 2: SELECT YOUR RATES

- $3,000 Member Rate
- $5,000 Non-Member Rate

STEP 3: INDICATE YOUR EXHIBIT SPACE PREFERENCES

Please list any categories of exhibitors you do not wish to be near:

- 
- 

STEP 4: SELECT YOUR PAYMENT METHOD

- Check, payable to Council of Graduate Schools
- MasterCard* Visa* Discover* AmEx*

STEP 5: SUBMIT YOUR REGISTRATION

Questions?
Please contact Julia Kent, jkent@cgs.nche.edu.

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Members as of March 1, 2021
Save the Date

2021 CGS New Deans Institute & Summer Workshop

July 9-13, 2022

Hyatt Regency Minneapolis