2021 CGS Partnership Prospectus

2021 ANNUAL MEETING

DECEMBER 1–4 IN NEW ORLEANS, LA
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.

About CGS

Who attends the CGS Annual Meeting?
Top Priority: Enrollment Management
Benefits of Exhibiting and Sponsoring
Propose a Session
Sponsorship Opportunities
Engagement Beyond the Meeting
CGS Members
Exhibitor Registration Form

Contents

1. Who attends the CGS Annual Meeting?
2. Top Priority: Enrollment Management
3. Benefits of Exhibiting and Sponsoring
4. Propose a Session
5. Sponsorship Opportunities
6. Engagement Beyond the Meeting
7. CGS Members
8. Exhibitor Registration Form

“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

*Most recent place-based meeting.
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.

Source: Recent CGS Pressing Issues Survey

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
- Six-foot skirted display table
- Internet access

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.

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.

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.

See Exhibitor Registration form on page 15.
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.

Lightning Sessions

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

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

Session Guidelines

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

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

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

Session Guidelines

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

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. At least one graduate dean at a member university should present at the session.
- Proposals will be evaluated according to the following criteria:
  - Addressing pressing issues in graduate education
  - Knowledge and expertise of presenters
  - Commitment of at least one graduate dean at a CGS member university to participate
  - Integration of relevant data or examples
  - Novelty (avoids overlap with other sessions likely to be held at this year’s Annual Meeting)
Sponsorship Opportunities

Lanyards
Your company’s name and logo will be prominently featured on the lanyards that meeting attendees will use to wear their nametags 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
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
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
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
Friday, December 3
Saturday, December 4
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 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 Adrienne Vincent at avincent@cgs.nche.edu.
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 Adrienne Vincent at avincent@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 Adrienne Vincent at avincent@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.
| INDIANA | Ball State University  
Indiana State University  
Indiana University  
Purdue University  
University of Notre Dame  
Western University of Southern Indiana  
Valparaiso University |
|---------|--------------------------------------------------|
| MARYLAND | Bowie State University  
Capitol State University  
Hood College  
Loyola University Maryland  
Morgan State University  
Salisbury University  
The Johns Hopkins University  
Towson University  
University of Maryland, Baltimore  
University of Maryland, Baltimore County  
University of Maryland, College Park  
University of Maryland, Eastern Shore |
| MICHIGAN | Andrews University  
Central Michigan University  
Eastern Michigan University  
Ferris State University  
Grand Valley State University  
Kettering University  
Michigan State University  
Michigan Technological University  
Northern Michigan University  
Oakland University  
University of Michigan  
University of Michigan–Flint  
Wayne State University 
Western Michigan University |
| MASSACHUSETTS | Boston College  
Boston University  
Brandeis University  
Bridgewater State University  
Clark University  
Fitchburg State University  
Harvard University  
Massachusetts Institute of Technology  
Merrimack College  
Northeastern University  
Salem State University  
Springfield College  
Tufts University  
University of Massachusetts Amherst  
University of Massachusetts Boston  
University of Massachusetts Lowell  
University of Massachusetts Medical School  
Wentworth Institute of Technology  
Woods Hole Oceanographic Institution  
Worcester Polytechnic Institute |
| MISSISSIPPI | Alabama State University  
Mississippi State University  
University of Mississippi  
University of Southern Mississippi |
| MISSOURI | Kansas City University  
University of Medicine and Biosciences  
Missouri State University  
Missouri University of Science and Technology  
Missouri Western State University  
Saint Louis University |
| NEBRASKA | Creighton University  
University of Nebraska at Kearney  
University of Nebraska at Omaha  
University of Nebraska Medical Center  
University of Nebraska-Lincoln |
| NEVADA | University of Nevada, Las Vegas  
University of Nevada, Reno  |
| NEW HAMPSHIRE | Dartmouth College  
University of New Hampshire |
| NEW JERSEY | Caldwell University  
Monmouth University  
Montclair State University  
New Jersey Institute of Technology  
Princeton University  
Rowan University  
Rutgers University, Newark  
School of Graduate Studies at Rutgers University  
Seton Hall University  
Stevens Institute of Technology  
Stockton University  
The College of New Jersey  
The William Paterson University  
NEW MEXICO  
New Mexico Institute of Mining and Technology  
New Mexico State University  
University of New Mexico  
University of New Mexico  
University of New Mexico |
| NEW YORK | Albert Einstein College of Medicine  
City College of CUNY  
City University of New York Graduate Center  
Clarkson University  
Columbia University  
Cornell University  
Fordham University  
Hofstra University  
Nazareth College  
New York Institute of Technology  
New York Medical College  
New York University  
Rensselaer Polytechnic Institute  
Rochester Institute of Technology  
Sarah Lawrence College  
St. Bonaventure University  
St. John's University  
State University of New York at Binghamton  
State University of New York at Oswego  
State University of New York Upstate Medical University  
Stony Brook University  
SUNY Buffalo State  
SUNY College of Environmental Science and Forestry  
Syracuse University  
The New School for Social Research  
The Rockefeller University  
The University at Albany  
The State University of New York  
The University at Buffalo, SUNY  
The University of Rochester |
| NORTH CAROLINA | Appalachian State University  
Duke University  
East Carolina University  
Fayetteville State University  
North Carolina Agricultural & Technical State University  
North Carolina Central University  
North Carolina State University  
University of North Carolina at Chapel Hill  
University of North Carolina at Charlotte  
University of North Carolina at Greensboro  
University of North Carolina at Pembroke  
University of North Carolina at Wilmington  
Wake Forest University  
Western Carolina University |
| NORTH DAKOTA | North Dakota State University  
University of North Dakota |
| OHIO | Bowling Green State University  
Case Western Reserve University  
Cleveland State University  
John Carroll University  
Kent State University |
| PENNSYLVANIA | Arcadia University  
Bryn Mawr College  
Bucknell University  
California University of Pennsylvania  
Carnegie-Mellon University  
Chatham University  
Drexel University  
Duquesne University  
Indiana University of Pennsylvania  
International Institute for Restorative Practices  
Kutztown University of Pennsylvania |
| OKLAHOMA | Langston University  
Oklahoma State University  
The University of Central Oklahoma  
The University of Oklahoma–Tulsa  
The University of Tulsa  
University of Oklahoma  
University of Oklahoma Health Sciences Center |
| ORANGE | Orange Health and Science University  
Oregon State University  
Portland State University  
University of Oregon |
| PENNSYLVANIA | Arcadia University  
Bryn Mawr College  
Bucknell University  
California University of Pennsylvania  
Carnegie-Mellon University  
Chatham University  
Drexel University  
Duquesne University  
Indiana University of Pennsylvania  
International Institute for Restorative Practices  
Kutztown University of Pennsylvania |
La Salle University
Lehigh University
Millersville University of Pennsylvania
Shippensburg University
Temple University
The Pennsylvania State University
Thomas Jefferson University
University of Pennsylvania
University of Pittsburgh
University of Scranton University of the Sciences in Philadelphia
Villanova University
West Chester University
RHODE ISLAND
Brown University
University of Rhode Island
SOUTH CAROLINA
Clemson University
College of Charleston
Furman University
Medical University of South Carolina
University of South Carolina
SOUTH DAKOTA
 Dakota State University
South Dakota School of Mines and Technology
South Dakota State University
University of South Dakota
 TENNESSEE
Austin Peay State University
East Tennessee State University
Lipscomb University
 Meharry Medical College
Middle Tennessee State University
Tennessee State University
Tennessee Technological University
The University of Tennessee at Chattanooga
The University of Tennessee Health Science Center
The University of Tennessee, Knoxville
University of Memphis
Vanderbilt University
TEXAS
Baylor College of Medicine
Baylor University
Lamar University
Midwestern State University
Rice University
Sam Houston State University
Southern Methodist University
Texas A&M International University
Texas A&M University
Texas A&M University–Commerce
Texas A&M University–Corpus Christi
Texas A&M University at Galveston
Texas A&M University–Central Texas
Texas Christian University
Texas Southern University
Texas State University
Texas Tech University
Texas Woman’s University
The University of Texas at Arlington
The University of Texas at Austin
The University of Texas at Dallas
The University of Texas at San Antonio
The University of Texas at Tyler
The University of Texas MD Anderson Cancer Center
UTHealth Graduate School of Biomedical Sciences
The University of Texas Rio Grande Valley
University of Houston
University of Houston–Clear Lake
University of North Texas
University of North Texas Health Science Center at Fort Worth
University of Texas Grad School of Biomedical Sci at Galveston
University of Texas Health Science Center at San Antonio
University of Texas Southwestern Medical Center
West Texas A&M University
UTAH
Brigham Young University
University of Utah
Utah State University
VERMONT
University of Vermont
VIRGINIA
College of William and Mary
George Mason University
Hampton University
James Madison University
Longwood University
Norfolk State University
Old Dominion University
Radford University
University of Virginia
Virginia Commonwealth University
Virginia Polytechnic Institute and State University
WASHINGTON
Central Washington University
Eastern Washington University
University of Washington
University of Washington–Western Washington University
WASHINGTON, DC
 Gallaudet University
Georgetown University
Howard University
The Catholic University of America
The George Washington University
University of the District of Columbia
WEST VIRGINIA
American Public University
Fairmont State University
West Virginia University
WISCONSIN
Herzing University
Marquette University
Medical College of Wisconsin
University of Wisconsin–Whitewater
University of Wisconsin–Madison
University of Wisconsin–Milwaukee
WYOMING
University of Wyoming
PUERTO RICO
Inter American University of Puerto Rico
Polytechnic University of Puerto Rico
Universidad Ana G. Méndez, Campus of Gurabo

CGS Members

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 Adrienne Vincent, at 202-461-3868 or avincent@cgs.nche.edu.

This application reserves exhibit space for your company at the Council of Graduate Schools’ 61st Annual Meeting. Exhibit space is guaranteed once payment has been received. All payments are subject to CGS’s refund policy.

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Save the Date

2021 CGS New Deans Institute & Summer Workshop

July 9-13, 2022

Hyatt Regency Minneapolis