Conference on Instruction & Technology
Vendor Partnership & Participation Levels

Established in 1992, the Conference on Instruction & Technology (CIT) is the State University of New York's (SUNY's) largest and most prominent event on instructional technology in education, providing a forum for faculty, instructional support professionals, and policymakers to present, discuss, and explore innovative avenues for integrating technology into the teaching and learning environment.

CIT is held annually on a SUNY campus. The on-campus environment creates an informal atmosphere of sharing and networking among colleagues. The resulting camaraderie promotes a collaborative environment within and across disciplines for faculty from all campus types–university centers, four-year campuses, technology/specialized colleges, and community colleges. Scholarships offered by the SUNY Faculty Advisory Council on Teaching and Technology (FACT2) encourage broad participation. Historically, CIT has drawn between 350 to 500 attendees, all of whom are actively involved in researching, developing, promoting, and incorporating technology in education.

For more information regarding partnership contact Nancy Motondo at **nancy.motondo@suny.edu**

Raising the Bar to Take Education Higher

The State University of New York's annual Conference on Instruction and Technology, sponsored by the Faculty Advisory Council on Teaching and Technology, announces keynote Barbara Oakley PhD

Cortland, New York— New York Times best-selling author and American Institute for Medical and Biological Engineering Fellow Barbara Oakley will be this year's keynote speaker at the State University of New York's (SUNY) annual Conference on Instruction and Technology (CIT) on Thursday, May 24th at 10:45am. CIT is SUNY's largest, most prominent event on instructional technology in education and will take place from May 22 to 25, 2018 at SUNY Cortland.

Barbara Oakley, PhD, PE is a Professor of Engineering at Oakland University in Rochester, Michigan; the Ramón y Cajal Distinguished Scholar of Global Digital Learning at McMaster University; and Coursera's inaugural "Innovation Instructor." Her work focuses on the complex relationship between neuroscience and social behavior. Dr. Oakley's research has been described as "revolutionary" in the Wall Street Journal— she has published in outlets as varied as the Proceedings of the National Academy of Sciences, the Wall Street Journal, and The New York Times. She has won numerous teaching awards, including the American Society of Engineering Education's Chester F. Carlson Award for technical innovation in engineering education. Together with Terrence Sejnowski, the Francis Crick Professor at the Salk Institute, she co-teaches Coursera – UC San Diego's "Learning How to Learn," the world's most popular

Barbara Oakley, PhD, PE

massive open online course with over two million registered students. Barb is a New York Times best-selling author—her upcoming book Learning How to Learn is geared to give kids aged ten on up neuroscientific tools to help their learning.

In addition to her keynote address, Dr. Oakley will be facilitating a hands-on workshop called "Lights, Camera, Action...Cut!" that will take participants through the design of a short video on a topic of his or her choice. Throughout this workshop, participants will gain experience sketching out a short video, and learning about the software and hardware needed to edit the final cut.

This year's conference, Elevate Learning: Taking Education Higher, is expected to attract nearly 500 faculty, instructional support professionals, librarians and administrators from across the 64-campus SUNY system, as well as public universities and private colleges around the nation. The four-day event begins on Tuesday, May 22 with afternoon pre – conference workshops.

The conference officially opens that evening with a Welcome Reception featuring remarks from SUNY Cortland President, Dr. Eric J. Bitterbaum. The remaining three days offer more than 100 diverse, faculty and staff-led presentations, panels, and hands-on demonstrations in the following tracks: Immersive Learning, Designing for the Future, Sustainable Innovation, Leveraging Evidence, and Opening Doors.

CIT is sponsored by the Faculty Advisory Council on Teaching and Technology (FACT2) Committee, Center for Professional Development (CPD), Faculty Council of Community Colleges (FCCC), and University Faculty Senate (UFS).

For further information or to register for CIT, visit http://cit.suny.edu/

SUNY Conference on Instruction and Technology (CIT 2018)

Vendor Partnership & Participation Levels

Platinum Sponsor – $7,000

- Address participants for 10 minutes prior to the introduction of a featured keynote in a conference wide setting.

- Participate in a 75-minute professionally-moderated Focus Group of 6-8 key educators/administrators to gather feedback and discuss your product roadmap.

- Attend the annual FACT2 (Faculty Advisory Council and on Teaching and Technology) luncheon as our guest. This exclusive event is attended by SUNY Administration leadership, including the Provost, the FACT2 Council, and the FACT2 Campus Representatives. The FACT2 Council serves in an advisory role to the SUNY system Provost. The FACT2 Representatives represent faculty and IT staff from each of the 64-campuses in the SUNY system.

- Premium booth placement at the Technology Showcase. Includes double-wide Booth (8' x 20') with 2 – 6 ft. tables and 4 chairs, wireless internet, and 110 electrical outlet

- 30-minute presentation time slot during conference

- Logo to appear in the attendee mobile app –

- Full-page ad in Conference Program

- Recognition as a Platinum Sponsor in Conference Program advertising and during Welcome and Keynote Addresses

- Website Sponsor and direct link from conference home page to sponsor's web page

- Company contact information included on the 'Vendors' pages of the conference program

- Conference Badges and meals for four (4) company representatives.

- Complete list of all CIT 2018 conference attendees

Gold Sponsor – $5,000

The Gold Sponsorship level includes your choice of:

- The opportunity to address participants for 5 minutes at the Tuesday evening Welcome Reception or at one of three Featured Speaker sessions on Friday morning (your choice)

- Single Booth (8' x 10') with 1 – 6 ft. table, 2 chairs, wireless internet, and 1-110 electrical outlet

- Logo to appear in the attendee mobile app

- 30-minute presentation time slot during conference

- Priority booth placement

- Half-page ad in Conference Program

- Recognition as a Gold Sponsor in Conference Program and at either Welcome Reception or Featured Speaker session.

- Direct link from conference sponsor page to sponsor's web page

- Company contact information included on the 'Vendors' pages of the conference program

- Conference Badges and meals for three (3) company representatives

- Complete list of all CIT 2018 conference attendees

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SUNY Conference on Instruction and Technology (CIT 2018)

Vendor Partnership & Participation Levels

Silver Sponsor – $3,000

- Single Booth (8' x 10') with 1 – 6ft. table, 2 chairs, wireless internet, and 1-110 electrical outlet
- 30-minute presentation time slot during conference
- Priority booth placement
- Quarter-page ad in Conference Program
- Recognition as a Silver Sponsor in Conference Program and at the Technology Showcase Dinner
- Direct link from conference web page to sponsor's web page
- Premium sign placement (vendor must provide)
- Company contact information included on the 'Vendors' pages of the conference program
- Conference Badges and meals for three (3) company representatives
- Complete list of all CIT 2018 conference attendees

Bronze Sponsor (in person or virtual) – $2,000

In Person

- Single Booth (8' x 10') with 1 – 6 ft. table, 2 chairs, wireless internet, and 1-110 electrical outlet
- Recognition as a Bronze Sponsor in Conference Program
- Direct link from conference sponsor page to sponsor's web page
- Company contact information included on the 'Vendors' pages of the conference program
- Conference Badges and meals for two (2) company representatives
- Complete list of all CIT 2018 conference attendees

Virtual Only

- 30-minute live webinar presentation. This will be advertised in advance of the broadcast via listservs and SUNY Workplace. Online sessions will be done using the SUNY web conferencing system and supported by the SUNY Center for Professional Development
- Presentation will be recorded and linked
- *Direct link from conference sponsor page to sponsor's web page Company contact information included on the 'Vendors' pages of the conference program*
- *Complete list of all CIT 2018 conference attendees*

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SUNY Conference on Instruction and Technology (CIT 2018)

Vendor Partnership & Participation Levels

Pre-Conference Workshop – $2,000

- Provide a workshop from 1.5 to 3 hours in length offering a hands-on experience with your product or service for Conference Attendees at no cost to the attendees.

- Workshop descriptions must include an articulation of Learning Objectives for workshop participants.

- Recognition as a Workshop Sponsor in Conference Program

- Direct link from conference workshop page to sponsor's web page

- Company contact information included on the 'Vendors' pages of the conference program

- Conference Badge and meals for two (2) company representatives

- Complete list of all workshop registrants and all CIT 2018 conference attendee

- For an additional $1,000 you may record the session and/or provide a video linked to from the conference website after the session concludes.

Product Sponsor

- Donation Value = Value of Product for 300+ attendees

- Recognition as a product sponsor during the Technology Showcase – Wednesday and/or Logo placement in conference materials

- Logo prominently displayed at the reception

- Direct link from conference web page to sponsor's web page

- Opportunity to build a relationship with SUNY, as we seek to feature NY State products and highlight businesses located in the communities near our college and university campuses, both at this event and future SUNY events

- Company contact information included on the 'Vendors' pages of the conference program

- Conference Badge and meals for two (2) company representatives

- Complete list of all CIT 2018 conference attendees

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SUNY Conference on Instruction and Technology (CIT 2018)

Vendor Partnership & Participation Levels

Exhibitor Booth – $1,000

- Single Booth (8'x10') with 1 – 6ft. table, 2 chairs, wireless internet, and 1-110 electrical outlet
- Company contact information included on the 'Vendors' pages of the conference program
- Conference Badge and Meals for two (2) company representatives
- Complete list of all CIT 2018 conference attendees

Merchandise and Marketing Opportunities

- Conference Bags – $2,000 Orders must be placed by February 28th 2018
  - Let your logo shine! Tote bags are provided to all conference attendees and include your logo, along with the CIT logo. These reusable totes are produced by CIT.
  - One Vendor Representative may attend the conference to network with conference attendees
- Conference Shirt/Sweatshirt for All Participants – $2,000 Distribution Fee
  - Sponsor designs, produces and pays for conference T-Shirt or Sweatshirt.
  - Imprint to included both sponsor and event logos.
  - Sponsor to produce sufficient quantity for all participants.
  - A standard size distribution should be chosen.
  - Conference staff will distribute at a table in the conference check-in area
  - One Vendor Representative may attend the conference to network with conference attendees

Bundle your merchandise with a sponsorship at or above $2000 and get a discount of 15%

Promotional item (brochure, flyer, etc.) – $500.00

- Send a promotional item to put into conference attendees bags.

Vendor Participant – $1,000

- One individual may attend as a regular conference participant only.
- Additional Representatives (over what is allowed for your level of sponsorship) – $300.00

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