



# Conference on Instruction & Technology

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## Sponsor & Exhibitor Opportunities

**SUNY Oswego**  
**May 26 – 29, 2020**

### **About CIT**

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 from across the 64-campus system, all of whom are actively involved in researching, developing, promoting, and incorporating technology in education.

### **CIT 2020**

CIT 2020 will take place on the campus of SUNY Oswego, located on the shores of Lake Ontario in Oswego, NY. The city of Oswego is approximately 45 minutes from the Syracuse International Airport.

# Working Together to Prepare all Students for a Lifetime of Learning

## Preliminary Schedule

Exhibitor times in bold

### Tuesday, May 26, 2020

11:00 am – 7:00 pm	Conference Check-in
2:00 pm – 5:00 pm	Pre-Conference Workshops
4:00 pm – 7:00 pm	Welcome Reception

### Wednesday, May 27, 2020

7:00 am – 8:30 am	Breakfast
<b>8:00 am – 2:00 pm</b>	<b>Exhibitor Area Set-up</b>
8:45 am – 10:00 am	Session 1
10:00 am – 10:30 am	Break
10:30 am – 11:30 am	Welcome Speakers
11:45 am – 1:00 pm	FACT2 Committee Luncheon / Attendee Lunch
1:15 pm – 2:30 pm	Session 2
2:30 pm – 3:00 pm	Break
3:00 pm – 4:15 pm	Session 3
4:30 pm – 5:30 pm	Special Interest Groups
<b>4:30 pm – 8:00 pm</b>	<b>Technology Showcase/Posters/Dessert Reception</b>
6:15 pm – 7:15 pm	Dinner

### Thursday, May 28, 2020

7:00 am – 8:30 am	Breakfast
8:45 am – 10:00 am	Session 4
10:00 am – 10:30 am	Break
10:30 am – 12:00 pm	FACT2 Chair/Platinum Sponsor/Keynote Speaker - Jesse Stommel
12:15 pm – 1:30 pm	Recognition Lunch
1:45 pm – 3:00 pm	Session 5
3:00 pm – 3:30 pm	Break
3:30 pm – 4:45 pm	Session 6
5:00 pm – 6:00 pm	Special Interest Groups
<b>5:00 pm – 7:30 pm</b>	<b>Technology Showcase/Posters/Dessert Reception</b>
5:30 pm – 6:30 pm	Dinner
<b>7:30 pm</b>	<b>Exhibitor Area Breakdown</b>

### Friday, May 29, 2020

7:00 am – 8:30 am	Breakfast
8:45 am – 10:00 am	Session 7
10:00 am – 10:30 am	Break
10:30 am – 11:45 am	Closing Speaker - Michelle Miller

## Additional Info

\*Sponsor presentations are held during concurrent session times.

\*See below for additional opportunities

## Important Dates

**Friday, April 17, 2020**  
Ads, session descriptions, logos due

**Friday, May 1, 2020**  
Conference registration ends

**Friday, May 8, 2020**  
Registration fees due

# SUNY Conference on Instruction and Technology (CIT 2020)

## Sponsor & Exhibitor Opportunities

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### ■ 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 FACT<sup>2</sup> (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 FACT<sup>2</sup> Council, and the FACT<sup>2</sup> Campus Representatives. The FACT<sup>2</sup> Council serves in an advisory role to the SUNY system Provost. The FACT<sup>2</sup> Representatives represent faculty and IT staff from each of the 64-campus 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 displayed on the arena center scoreboard, in the conference program and 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
  - Direct link from conference home page to sponsor's web page
  - *Company contact information included on the 'Vendors' pages of the conference program and in Mobile App*
  - *Conference Badges and meals for four (4) company representatives.*
  - *Complete list of all CIT 2020 conference attendees*
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### ■ Gold Sponsor \$5,000

Choice of one:

- Address participants for 5 minutes at the Tuesday evening Welcome Reception **or**
- Address participants at the Friday Closing Speaker session

Plus:

- Single Booth (8' x 10') with 1 – 6 ft. table, 2 chairs, wireless internet, and 1-110 electrical outlet
  - Priority booth placement
  - 30-minute presentation time slot during conference
  - Logo to appear in the attendee Mobile App
  - Half-page ad in Conference Program
  - Recognition as a Gold Sponsor in Conference Program and at either Welcome Reception or Closing 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 and in Mobile App*
  - *Conference Badges and meals for three (3) company representatives*
  - *Complete list of all CIT 2020 conference attendees*
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### ■ Silver Sponsor      \$3,000

- Single Booth (8' x 10') with 1 – 6ft. table, 2 chairs, wireless internet, and 1-110 electrical outlet
  - Priority booth placement
  - 30-minute presentation time slot during conference
  - 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
  - *Company contact information included on the 'Vendors' pages of the conference program and in Mobile App*
  - *Conference Badges and meals for three (3) company representatives*
  - *Complete list of all CIT 2020 conference attendees*
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### ■ 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 and in Mobile App*
- *Conference Badges and meals for two (2) company representatives*
- *Complete list of all CIT 2020 conference attendees*

#### Virtual

- 30-minute live webinar presentation
  - 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
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### ■ 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 and in Mobile App*
  - *Conference Badge and meals for two (2) company representatives*
  - *Complete list of all workshop registrants and all CIT 2020 conference attendees*
  - 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.
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### ■ Product Sponsor

- Donation Value = Value of Product for 300+ attendees
  - Recognition as a product sponsor during the Technology Showcase/Dessert Reception with company logo prominently displayed
  - 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 and in Mobile App*
  - *Conference Badge and meals for two (2) company representatives*
  - *Complete list of all CIT 2020 conference attendees*
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### ■ 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 and in Mobile App*
  - *Conference Badge and Meals for two (2) company representatives*
  - *Complete list of all CIT 2020 conference attendees*
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### ■ Vendor Participant \$1,000

- One individual may attend as a regular conference participant only
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### ■ Additional Representatives \$300 (over number of representatives allowed under your level of sponsorship)