



Sponsor & Exhibitor Opportunities

SUNY Oneonta

May 20 – 23, 2025

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 2025

Theme: Human-Centered Learning: Cultivating Empathy and Inclusion in the Future of Education

CIT 2025 will be held on the campus of SUNY Oneonta, located in the hills of Central New York, approximately 90 minutes from Albany.

For more information visit the CIT website at cit.suny.edu or contact Nancy Motondo at nancy.motondo@suny.edu



Sponsor & Exhibitor Opportunities

Platinum Sponsorship (\$7,000)

- Address participants for 10 minutes preceding the introduction of the Conference Keynote Speaker in a conference-wide setting.
- Participate in a 75-minute Focus Group of 6-8 key educators/administrators to gather feedback and discuss your product roadmap.
- Attend the annual FACT² (Faculty Advisory Council on Teaching and Technology) luncheon as our guest. (This exclusive event is attended by SUNY Administration leadership, including the Provost, the FACT² Council and 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.)
- Two Six-foot, skirted tables with 4 chairs set in the area outside of conference session rooms to be available to participants throughout the day on Wednesday, May 21 and Thursday, May 22. Wireless internet and a 110 electrical outlet will be available to you.
- 30-minute presentation time slot during the conference.
- Logo displayed on Conference website, Mobile App, and printed materials.
- Recognition as the Platinum Sponsor during general sessions (Welcome, Keynote, Closing)
- Direct link from conference home page to sponsor's web page
- Your Company contact information in Mobile App
- Conference Badges and meals for four (4) representatives
- List of CIT 2025 attendees



Sponsor & Exhibitor Opportunities

Gold Sponsorship (\$5,000)

- **Choice of one of the following speaking opportunities:**
 - Address participants for 5 minutes Tuesday at the Welcome Reception **OR**
 - Address participants for 5 minutes at the Friday Closing Speaker session
 - Six-foot, skirted table with 2 chairs set in the area outside of conference session rooms to be available to participants throughout the day on Wednesday, May 21 and Thursday, May 22. Wireless internet and a 110 electrical outlet will be available to you.
 - 30-minute presentation time slot during the conference.
 - Logo displayed on Conference website, Mobile App, and printed materials
 - Recognition as the Gold Sponsor during Welcome and Closing
 - Direct link from conference home page to sponsor's web page
 - Your Company contact information in Mobile App
 - Conference Badges and meals for three (3) representatives
 - List of CIT 2025 attendees
-

Silver Sponsorship (\$3,000)

- Six-foot, skirted table with 2 chairs set in the area outside of conference session rooms to be available to participants throughout the day on Wednesday, May 21 and Thursday, May 22. Wireless internet and a 110 electrical outlet will be available to you.
 - 30-minute presentation time slot during the conference.
 - Logo displayed on Conference website, Mobile App, and printed materials.
 - Direct link from conference home page to sponsor's web page.
 - Your Company contact information in Mobile App.
 - Conference Badges and meals for three (3) representatives.
 - List of CIT 2025 attendees.
-



Sponsor & Exhibitor Opportunities

Bronze Sponsorship (\$2,000)

- Six-foot, skirted table with 2 chairs set in the area outside of conference session rooms to be available to participants throughout the day on Wednesday, May 21 and Thursday, May 22. Wireless internet and a 110 electrical outlet will be available to you.
 - Direct link from conference home page to sponsor's web page
 - Your Company contact information in Mobile App
 - Conference Badges and meals for two (2) representatives
 - List of CIT 2025 attendees
-

Pre-Conference Workshop (\$2,000)

- Provide a pre-conference workshop (Tuesday) 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.
 - Listing in the Mobile app
 - Direct link from conference workshop page to sponsor's web page
 - Your Company contact information in Mobile App
 - Conference Badges and meals for two (2) representatives
 - List of CIT 2025 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.
-

Exhibitor Booth (\$1,000)

- Six-foot, skirted table with 2 chairs set in the area outside of conference session rooms to be available to participants throughout the day on Wednesday, May 21 and Thursday, May 22. Wireless internet and a 110 electrical outlet will be available to you.
- Your Company contact information in the Mobile App
- Conference Badge and Meals for two (2) company representatives
- List of all CIT 2025 conference attendees



Sponsor & Exhibitor Opportunities

Vendor Participant (\$1,000)

- One individual may attend as a regular conference participant.
-

Product Sponsor

- Donation Value = Value of Product for 300+ attendees
- Recognition as a product sponsor 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
- Your Company contact information in the Mobile App
- Conference Badge and meals for two (2) company representatives
- List of all CIT 2025 conference attendees

Additional Representatives - \$300 (over number of representatives allowed for your level of sponsorship)

PAYMENT AND CANCELLATION POLICY:

Payment is due by May 1, 2025. **All debts to CIT must be paid prior to participation in the conference.** Cancellations must be received in writing. Any cancellations prior to May 1, will be assessed a 10% service fee. No refunds will be given after **May 1, 2025.**