

Sponsor & Exhibitor Opportunities

University at Buffalo

May 21 – 24, 2024

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 2024

Theme: **Creating Inclusive Innovation in Higher Education**

CIT 2024 will be held on the campus of the University at Buffalo, located near the shores of Lake Erie in Buffalo, NY.

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

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.)
- Premium semi-private, glassed-in area outside of conference session rooms. This area can be used to engage with participants on an informal basis or to hold more formal discussions. This area is available to you beginning Wednesday, May 22nd and through the end of the day on Thursday, May 23. Permanent table and seating, and electrical outlets are included in this area.
- 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 2024 attendees

Gold Sponsorship (\$5,000)

- **Choice of one of the following speaking opportunities:**
 - Address participants for 5 minutes at the Tuesday evening Welcome Reception **OR**
 - Address participants for 5 minutes at the Friday Closing Speaker session
 - Semi-private, glassed-in area outside of conference session rooms. This area can be used to engage with participants on an informal basis or to hold more formal discussions. This area is available to you beginning Wednesday, May 22nd through the end of the day on Thursday, May 23. Permanent table and seating, wireless internet, and electrical outlets are included in this area.
 - 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 2024 attendees
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Silver Sponsorship (\$3,000)

- Six-foot, skirted table with 2 chairs set in area outside of conference session rooms to be available to participants throughout the day on Wednesday, May 22 and Thursday, May 23. 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 2024 attendees.
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Bronze Sponsorship (\$2,000)

- Six-foot, skirted table with 2 chairs set in area outside of conference session rooms to be available to participants throughout the day on Wednesday, May 22 and Thursday, May 23. 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 2024 attendees
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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 2024 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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Exhibitor Booth (\$1,000)

- Six-foot, skirted table with 2 chairs set in area outside of conference session rooms to be available to participants throughout the day on Wednesday, May 22 and Thursday, May 23. 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 2024 conference attendees

Vendor Participant (\$1,000)

- One individual may attend as a regular conference participant only
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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 2024 conference attendees

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