# Sponsor & Exhibitor Opportunities
## SUNY Oswego

## May 31 – June 3, 2022

## 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 2022

**Theme:  Sustaining the Momentum: Building on what we've learned**
The past two years have been a rapid adoption of new educational technologies and practices.  During this conference we can reflect on what we have learned and evaluate what future directions we should take.

CIT 2022 will be a hybrid event that will provide both an in-person and virtual component.  The in-person component will be held 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.

The virtual component will be via the OnAir platform.  Our sponsorship opportunities will include in-person and virtual components.

# SUNY Conference on
# Instruction and Technology (CIT 2022)
**Sponsor & Exhibitor Opportunities**

## Platinum Sponsorship ($7,000) – *includes both In-Person and Virtual*

**In-Person**

- 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 FACT[2] (Faculty Advisory Council on Teaching and Technology) luncheon as our guest. (This exclusive event is attended by SUNY Administration leadership, including the Provost, the FACT[2] Council and FACT[2] Campus Representatives. The FACT[2] Council serves in an advisory role to the SUNY system Provost. The FACT[2] Representatives represent faculty and IT staff from each of the 64 campuses in the SUNY system.)
- Premium booth placement at the Technology Showcase. Booth is 8'x20' with two 6 ft. tables, 4 chairs, wireless internet and 110 electrical outlet. Technology Showcase days/times are: Wednesday, June 1, 4:30-8:00 pm and Thursday, June 2, 5:00-7:30 pm.
- 30-minute presentation time slot during the conference.
- Logo displayed on the arena center scoreboard
- Logo displayed on Conference website, Mobile App, other printed materials
- Recognition as the Platinum Sponsor during general sessions (Welcome, Keynote, Closing)
- Direct link from conference home page to sponsor's web page
- Company contact information in Mobile App
- Conference Badges and meals for four (4) representatives
- List of CIT 2022 attendees

**Virtual (*in OnAir platform)*

- Logo and profile text
- Welcome video and brochures
- Preschedule brief demos within your stand
- Preschedule or have instant meetings with attendees
- Queue management system that allows multiple exhibitors to work the stand
- Share slide deck or videos in presentation
- Create connections with attendees for future meetings and contact exchange
- Participation in gamification events

# SUNY Conference on Instruction and Technology (CIT 2022)

**Sponsor & Exhibitor Opportunities**

## Gold Sponsorship ($5,000) – *includes both In-person and Virtual*

**In-Person**
- **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
- Priority booth placement
- Single booth at the Technology Showcase.  Booth is 8'x10' with one 6 ft. table, 2 chairs, wireless internet and 110 electrical outlet.  Technology Showcase days/times are: Wednesday, June 1, 4:30-8:00 pm and Thursday, June 2, 5:00-7:30 pm.
- 30-minute presentation time slot during the conference.
- Logo displayed on Conference website, Mobile App, other printed materials
- Recognition as the Gold Sponsor during Welcome and Closing
- Direct link from conference home page to sponsor's web page
- Company contact information in Mobile App
- Conference Badges and meals for three (3) representatives
- List of CIT 2022 attendees

**Virtual (*in OnAir platform*)**
- Logo and profile text
- Welcome video and brochures
- Preschedule brief demos within your stand
- Preschedule or have instant meetings with attendees
- Queue management system that allows multiple exhibitors to work the stand
- Share slide deck or videos in presentation
- Create connections with attendees for future meetings and contact exchange
- Participation in gamification events

# SUNY Conference on
# Instruction and Technology (CIT 2020)
**Sponsor & Exhibitor Opportunities**

## Silver Sponsorship ($3,000) – *includes both In-person and Virtual*

**In-Person**
- Priority booth placement
- Single booth at the Technology Showcase.  Booth is 8'x10' with one 6 ft. table, 2 chairs, wireless internet and 110 electrical outlet.  Technology Showcase days/times are: Wednesday, June 1, 4:30-8:00 pm and Thursday, June 2, 5:00-7:30 pm.
- 30-minute presentation time slot during the conference.
- Logo displayed on Conference website, Mobile App, other printed materials
- Direct link from conference home page to sponsor's web page
- Company contact information in Mobile App
- Conference Badges and meals for three (3) representatives
- List of CIT 2022 attendees

**Virtual (*in OnAir platform)*
- Logo and profile text
- Welcome video and brochures
- Preschedule brief demos within your stand
- Preschedule or have instant meetings with attendees
- Queue management system that allows multiple exhibitors to work the stand
- Share slide deck or videos in presentation
- Create connections with attendees for future meetings and contact exchange
- Participation in gamification events

# SUNY Conference on
# Instruction and Technology (CIT 2020)

**Sponsor & Exhibitor Opportunities**

## Bronze Sponsorship ($2,000) – *includes both In-Person and Virtual*

**In-Person**
- Single booth at the Technology Showcase.  Booth is 8'x10' with one 6 ft. table, 2 chairs, wireless internet and 110 electrical outlet.  Technology Showcase days/times are: Wednesday, June 1, 4:30-8:00 pm and Thursday, June 2, 5:00-7:30 pm.
- Direct link from conference home page to sponsor's web page
- Company contact information in Mobile App
- Conference Badges and meals for two (2) representatives
- List of CIT 2022 attendees

**Virtual (*in OnAir platform)**
- Logo and profile text
- Welcome video and brochures
- Preschedule brief demos within your stand
- Preschedule or have instant meetings with attendees
- Queue management system that allows multiple exhibitors to work the stand
- Share slide deck or videos in presentation
- Create connections with attendees for future meetings and contact exchange
- Participation in gamification events

## Pre-Conference Workshop ($2,000) ~ *In-person Only*

- 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
- Company contact information in Mobile App
- Conference Badges and meals for two (2) representatives
- List of CIT 2022 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.

# SUNY Conference on
# Instruction and Technology (CIT 2020)

**Sponsor & Exhibitor Opportunities**

## Exhibitor Booth ($1,000) ~ *In-person Only*

- Single Booth at the Technology Showcase.  Booth is 8'x10' with one – 6ft. table, 2 chairs, wireless internet, and 1-110 electrical outlet.  Technology Showcase days/times are:  Wednesday, June 1 4:30-8:30 pm and Thursday, June 2, 5:00-7:30 pm.
- Company contact information in the Mobile App
- Conference Badge and Meals for two (2) company representatives
- List of all CIT 2022 conference attendees

## Vendor Participant ($1,000) ~ *In-Person Only*

- One individual may attend as a regular conference participant only

## 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 in the Mobile App
- Conference Badge and meals for two (2) company representatives
- List of all CIT 2022 conference attendees

## Additional Representatives - $300
(Over number of representatives allowed for your level of sponsorship)