

SUNY's technology professionals invite you to participate in the premiere New York State higher education technology conference and exhibition, **STC 2021** (SUNY Technology Conference.) This packet contains the information your company or organization will need to become an exhibitor at this year's conference. You are encouraged to promptly review these materials to avoid missing out on participating in this great conference. The demand for exhibit space always exceeds what's available resulting in a waiting list of organizations who are shut out of the event. Please do not hesitate to contact Hailey Ruoff ([hailey.ruoff@cortland.edu](mailto:hailey.ruoff@cortland.edu)) for clarification or additional information.

## What is this year's Conference About?

### **Theme 2021:    *Disruption, Engagement, Accomplishment***

In a year unlike any other, SUNY technologists faced many challenges on campus, in the classroom, in the office, and at home. STC will focus on how we leveraged our skills, creativity, and tools to help faculty engage with students and help the college workforce engage with each other. It wasn't always perfect and sometimes it wasn't pretty, but we can be proud of what we accomplished.

Join us to reflect on how we adapted and overcame these challenges and steep learning curves all while sitting at the kitchen table. Let's share our successes and accomplishments. What did we learn along the way, what worked, what didn't? As we begin to return to a more normal, in-person college environment, what changes will remain and how has this pandemic prepared us for our next disruptive challenge?

In 1993 the members of SUNY's three technical Communities of Practice: COA, EdTOA and TOA got together for the first time to hold the SUNY Technology Conference. Each group has a unique focus and members who share interests, challenges, and objectives. By 1993 advances in technology were rapidly creating intersections and interdependencies between (and among) all three service areas. The organizers of that first STC understood that bringing their members together would help them all to see different perspectives, solve common challenges, and learn from each other to improve what they do in their own environment.

This year as we celebrate 28 years of fellowship and collaboration, we look to the future. Where is technology going? Which of our colleagues will we work with next? How do we build the best IT infrastructure and services? STC is proud to facilitate networking and collaboration among technologists across SUNY. Come to Lake Placid, help answer the question ... what's next?

## Who Attends?

Conference participants will arrive with specific expectations about what will happen over the three days of the conference. They will explore new technologies, search for best practices from colleagues, share solutions and grow professionally. Presentations by industry experts and SUNY peers, professional development workshops, a keynote address centered on emerging technologies and a virtual technology exhibition will deliver experiences and opportunities to accomplish these goals.

The Computing Officers Association (COA), the Telecommunications Officers Association (TOA) and the Educational Technology Officers Association (EdTOA), three prominent State University of New York technology organizations convene the SUNY Technology Conference annually. Assisting with the planning are the Counsel of CIO's (CCIO), SUNY Systems Administration, and the Alliance for Strategic Technologies (AST). These organizations are comprised of computing professionals, educators, telecommunication professionals, and media specialists from within SUNY. The institutions represented include SUNY System Administration and sixty-four campuses comprised of; four major university centers, nine doctoral granting institutions, thirteen university colleges, eight technology colleges and thirty community colleges. Together they serve over 500,000 students, faculty and staff.

SUNY attendance in the past have exceeded of 350, with overall participation in excess of 575.

## Benefits of being an Exhibitor

The conference will explore a broad range of technologies and issues relating to administrative and academic computing, policy, infrastructure, educational technology, media, telecommunications, leadership and management. Professional development activities augment a strong program of presentations, expert panels and round table discussions.

Participation of many of the university's business partners in this event has in the past, made the conference a valuable component of technology planning for campuses and SUNY wide decision makers. In the hope that *STC 2021* will offer the same benefit, we are calling upon our partners to participate this year and to demonstrate how their solutions have evolved to help SUNY to enhance innovation, resources and services.

Technology Exhibition Information, Exhibitor Levels, Terms and Conditions are all attached. You can also find all of this information on the conference web site. To secure your spot at *STC 2021* please register online at: [www.stc.suny.edu](http://www.stc.suny.edu).

Please submit your registration by *May 1, 2021*. Exhibitors will be invoiced upon receipt of their online registration. Payment must be received within **30 days of the invoice (registration) date**. Exhibitor registration and booth assignments for the Technology Exhibition will not be confirmed until payment is received

## Conference/Exhibition Information

**Location:** Virtual technology portal

**Sessions:** Exhibitors are welcome and encouraged to attend any *open* session or social event of the conference as long as they do not bring any of their brand equipment into these sessions or use the opportunity for promotional purposes. Exhibitors are strictly prohibited from audio and/or video recording of ANY session. The presenter will inform the audience if the session is a *closed* session. Exhibitors are *not* permitted to attend *closed* sessions individually or as guests of SUNY employees.

**Exhibitor Demos:** Exhibitors should plan any scheduled demonstrations in their virtual booth.

**Offerings at Booths:** Exhibitors are free to hold prize drawings open to all conference attendees.

**Exhibitor Representatives:** Since most of the conference attendees are computing professionals, exhibitors are encouraged to have technical representatives present in their virtual booth.

**Exhibitor Directory:** Each SUNY attendee will be located on the STC website, within the virtual portal, and in all social media platforms being used.

**Exhibitor Levels:** Exhibitors have an opportunity to become a "metal" level exhibitor. Additional information is available in the "*Exhibitor Opportunities*" document located on the official STC conference website.

**Exhibitor Speaking Opportunities:** There will be an *exhibitor* presentation track for Platinum and Gold Level Exhibitor's. Sessions in this track will be scheduled on Tuesday and Wednesday of the conference. Instructions for reserving a timeslot will be provided upon receipt of each exhibitor's payment.

**SUNY Speakers Track:** Exhibitors may *not* be speakers on the SUNY general session speaking tracks.

**NOTE:** *Conference details may change at the discretion of the Conference Planning Committee.*