

Booth: Manufacturer Reseller Agreement (MRA)

A booth can be occupied by one primary vendor/reseller and one manufacturer only if the two entities can provide the STC Review Team with an official SUNY, statewide or National Channel Partner (NCP) partnership agreement. The primary booth registrant must be the entity that is inviting and submitting this partnership request. No requests will be considered if the request doesn't originate from the primary exhibitor. If approved all payments including the secondary vendor must be coordinated through the primary vendor's registration. It will also be up to the discretion of the primary if they are going to allow their partner's signage to be displayed in their booth. Only the primary company name and information will be listed in any conference publications (ex: website, app, social media) The STC Review Team has the right to deny any request if it is deemed that there is no evidence of a partnership or business relationship between the two entities.

Steps to follow:

1. All requests ***MUST*** be made no later than ***May 1st***.
2. The Primary booth registrant offers the invite to their reseller/partner. The reseller/partner cannot be the entity submitting the request to the STC Review Team.
3. The Primary booth registrant makes request to the STC Review Team via the online request form located on the STC website.
4. The request must be accompanied by an official reseller/partnership/channel partner agreement as specified above
5. If the Primary is a Platinum or Gold Exhibitor, all presentations will only be listed under the primary
6. STC Review Team evaluates the request and responds back to the primary with their final decision
7. If approved, all payments must be coordinated by the primary booth registrant
8. If not approved, the primary informs the invited partner of the review teams decision
9. The primary determines what signage and literature the partner can display in their booth