

*SUNY's technology professionals invite you to participate in the premiere New York State higher education technology conference and exhibition, **STC 2020** (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 Dan Sidebottom for clarification or additional information. Contact information appears at the end of this package.*

What is this year's Conference About?

Theme 2020: Climbing the High Peaks of Technology

Day-to-day operations are the well-worn trails we hike each day, but projects are the mountains we climb. Some are long and challenging, surrounding you with colleagues from RFP to implementation; some are quick easy wins; some are steep and involved; but they all come with a certain level of risk.

Learn how to be prepared, even over prepared for your next project. Find out how your colleagues around SUNY track the work that needs to be done, keep the team on task, and communicate with stakeholders. The weather can change during the climb, and you will most definitely have to fight against scope creep and shifting deadlines. And when you've reached the peak, how do you evaluate success and celebrate the accomplishment?

There are more projects on a SUNY campus than high peaks in the Adirondacks. Before one is finished the next one has already begun. At STC you can gaze at the mountains and learn about project management from the best trail guides around, technology professionals from SUNY who have seen it all.

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 27 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 2-day 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. This year will be no exception.

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 2020** 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 if this information on the conference web site. To secure your spot at **STC 2020** please register online at: www.stc.suny.edu.

Please submit your registration by **April 1, 2020**. 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: This year's conference will be held at the Conference Center at Lake Placid in Lake Placid, NY

Lodging: A block of hotel guest rooms will be available to all conference exhibitors *until 5:00 p.m. June 1, 2020*. To reserve a room please go to the STC Conference website. For any special requirements, contact the hotel directly and please specify that you are an exhibitor participating in the *SUNY Technology Conference*.

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 at their booths only during the Technology Exhibition hours indicated.

Offerings at Booths: Exhibitors are free to offer giveaway items available to all attendees. They may also hold prize drawings open to all conference attendees. Exhibitors may not serve alcoholic beverages or food at their booths.

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

Exhibitor Directory: Each SUNY attendee will be provided with a directory of participating exhibitors.

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.

Exhibitor Booth Assignment: Booths will be assigned after *receipt of payment*. The "best"; "high traffic" and/or "front and center" locations will be assigned to our metal exhibitor's and those who pay first. Assignments will work further away with each subsequent payment. *Registration does not equal payment*, so regardless of registration date; those who pay first get their assignment first.

Hospitality rooms/offerings: There are no additional arrangements or sponsorships opportunities available to exhibitors beyond those offered as part of the Conference. Exhibitors are *not* permitted to set up independent hospitality suites, or arrange any exhibitor sponsored customer appreciation event (including dinner) that *is not* directly related to or sanctioned by the conference committee, if one does the exhibitor may be asked to leave the conference.

Display setup and breakdown Hours:

- Display setups will begin at *9:00 a.m.* and must be completed by *2:00 p.m.* on *Tuesday, June 16th*.
- Tear down will begin immediately following the Technology Exhibition closing at *4:00 p.m.* on *Wednesday June 17th*, and must be completely shipped out by midnight unless prior arrangements are made with the Decorator (see "Equipment Shipping" below for contact information) or the conference center. **NOTE:** Exhibitors *are not* permitted to breakdown during exhibit hours.

Security: Security will be provided from *9:00 a.m. Tuesday, June 16th* through *4:00 p.m. Wednesday, June 17th*.

Technology Exhibition Activities:

- Planned activities in the Technology Exhibition area include a major social gathering on Tuesday evening.
- Prize drawings are handled by individual exhibitors. Each day(s) winner should be posted at your booths.

Signs: Exhibitors are asked/encouraged to bring their own booth signs. We do not provide booth signs. Please note that the booth size is: *8'x 10'*. Signs, tables, etc. may not exceed these dimensions and interfere with neighboring booths.

Phone Lines: Phone lines (landlines) are not provided. Contact and coordinate with the Conference Center directly if one is required

Network: Wireless communications will be available throughout the Exhibit Hall and is included with all booth purchases. Hardwire connections are not included and need to be coordinated with the Conference Center directly.

Electricity: A 110-volt single receptacle will be available in each booth. If additional power is required it is the exhibitor's responsibility to work with the Conference Center to ensure that there is sufficient power to their display booth. Additional charges will be billed directly to the exhibitor

Equipment Shipping: Equipment being shipped in may not arrive at the Conference Center before *Thursday, June 11th*. Exhibitors having equipment shipped in for their display booths, and/or out afterwards, are strongly encouraged to make arrangements through Northeast Decorating & Exhibit Services, Inc. ("the Official Decorator"). *SUNY, STC, Northeast Decorating & Exhibit Services, and the Conference Center at Lake Placid are not responsible for equipment shipments sent to or from the Conference Center directly.* For further information, contact: Bill Newman at;

Northeast Decorating & Exhibit Services Inc.
P.O. Box 607
Syracuse, New York 13209
Phone: (315) 471-9989
Fax: (315) 471-0237

Northeast Decorating & Exhibit Services information packet and order form will be located on the STC website. The packet will contain information regarding services available for your booth. It will also contain information about shipping equipment to and from the Conference Center at Lake Placid. Please complete all required forms and return them to Northeast Decorating & Exhibit Services as soon as possible. Please note the following:

- Although the forms request the exhibitor's booth number, you may not have that information at the time you are completing them. The Planning Committee will provide the Decorator with a list of all exhibitors and their booth numbers shortly before the Conference.
- If you have ordered an additional table through the online Conference registration, you should not request one again on Northeast Decorating & Exhibit Services forms. The Planning Committee will provide the Decorator with the relevant information.
- If you have any questions regarding shipping, please contact Northeast Decorating & Exhibit Services directly (*see contact information above*).

Other Arrangements: Any additional arrangements must be made at the exhibitor's expense. Exhibitors will be solely responsible for making arrangements for anything they need outside of the basic display setups detailed here. This includes travel, sleeping rooms, drop off and pick up of shipments, etc.

Booth Information

Each display booth: (see exhibitor level opportunities below for additional details)

- 8 ft. deep by 10 ft. wide
- 8 ft. high back and 3 ft. high sides
- One 6 ft. table with top and skirt
- Two folding chairs
- One wastebasket
- One standard 110 electrical socket

Technology Exhibit Hours

The **tentative** open hours for the Technology Exhibition are:

- Tuesday, June 16th - 3:00 p.m. to 7:00 p.m.* (includes a 2 hour Exhibitor Appreciation Reception from 5:00-7:00)
- Wednesday, June 17th - 1:00 p.m. to 4:00 p.m.*

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