



STC 2017 Exhibitor Responsibilities & Checklist

Conference Registration

- a. **Registration period:** **February 2nd – Until Full**
- b. **Official Invoice:** Upon successful completion of the online registration process, a confirmation email will be sent to the Primary Contact. This email will serve as your **Official Invoice**.
- c. **Additional Representative Rate (MUST HAVE A BOOTH):** Conference Rate: \$575.00 / Early-Bird Rate: \$475.00 (Until June 5, 2017)
- d. **Exhibitor Representative names:** Required during online registration
- e. **Cancellation policy:** 100% owed by exhibitor within 20 calendar days of conference start date

Payment

- a. **Full Payment Due:** **30 days of invoice (Date Registered)**
- Only full payment confirms your participation in the Exhibit Showcase
 - Payment is required **30 days** from **date registered**
- b. **Booths Assignments:**
- Are based on the date payment is received, not date registered
- c. **Checks Payable To:**
- SUNY Computing Officers Association (COA)
- d. **Mail Check To:**
Daniel Sidebottom
SUNY Cortland
Administrative Computing Services
Winchell Hall, Room 106
Cortland, New York 13045

Metal Sponsors

- a. **Program Ad (Send to: Dan Sidebottom: daniels@cortland.edu)** **By: ASAP, no later than May 1st**
- File type:** eps (with fonts included), tiff file, or pdf file.
The files/images should use RBG color and be at 300 dpi
 - Platinum Exhibitor**- full page ad - fit to 8.5w x 11h inch page (portrait orientation) with .5 inch margin
 - Gold Exhibitor** - half page ad - fit to 8.5w x 5.5h inch size (landscape orientation) with .5 inch margin
 - Silver Exhibitor** - quarter page ad - fit to 4.25w x 5.5h inch size (portrait orientation) with .5 inch margin
- b. **Logo for STC website (Send to: Dan Sidebottom: daniels@cortland.edu)** **By: ASAP, or when payment is received**
- Platinum Exhibitor:** 200 x 150px
 - Gold & Silver Exhibitor:** 200 x 45px
- c. **Platinum & Gold Exhibitor Track Session(s) (Send to: Peter Houghton: houghtpi@sunysccc.edu)** **By: ASAP, no later than May 1st**
- Must have paid in full before submitting
 - Need: presenters name, presentation title and description

Technology Exhibit Hours

- a. **Tuesday, June 20th** - 3:00 p.m. to 7:00 p.m.
- b. **Wednesday, June 21st** - 1:00 p.m. to 4:00 p.m.

Booth Information

- a. **Specifications:**
- 8' x 10'
 - Drape – back 10', side 6'
 - 1 – 6' Table
 - 2 – folding chairs
 - 1 – standard 110 electrical outlet
 - Wireless Internet
- b. **Setup**
- Begins 9:00 a.m. on Tuesday
 - Completion by 2:00 p.m.
- c. **Breakdown**
- Immediately following the exhibit, 4:00 p.m. Wednesday
 - Completed by midnight

Hotel Room Reservations: Go to: <http://www.stc.suny.edu/>, Click on the Exhibitors tab and then Hotel Reservations

Full Sponsor Information Document: Go to: <http://www.stc.suny.edu/>, Click on the Exhibitors tab and then Exhibitor Information