We would like to take this opportunity to invite you to participate in the premiere New York State higher education technology conference and exhibition, STC 2013 (SUNY Technology Conference). Contained in this packet is the information your company or organization will need to become a sponsor and/or exhibitor at this year’s conference. As the Exhibitor / Sponsor Coordinators for STC 2013, we encourage you to review these materials. 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?**

The theme for STC 2013 is "Services in the Cloud:"

As more universities begin taking advantage of external cloud services, realizing their elastic processing power and high flexibility, a shift is occurring, which will reinvent the paradigm in which universities deliver technology, information and media services. Many believe that cloud concepts will change and realign the role and focus of higher education IT functions. Cloud services offer unique opportunities to encourage collaborative activities that extend far beyond any one institution or individual. These services are being considered as a strategic element in technology planning and implementation. STC 2013 will be a venue where the evolution to various cloud services will be explored and discussed in an effort to identify how this emerging platform can best serve the students, faculty and staff of SUNY and Higher Ed. in general.

Attendance at STC 2013 will help universities answer lingering concerns about services in the cloud - How secure is it? Is it reliable and stable? What happens when service is interrupted? Does the cloud vendor now have some ownership of our data?

Seven basic questions will guide all aspects of STC 2013 as attendees improve their understanding of the various service layers of the cloud - Software-as-a-Service (SaaS), Platform-as-a-Service (PaaS), and Infrastructure-as-a-Service (IaaS): What is this “thing” called the “cloud”? Who is doing it, How does it work, Why is it significant, What are the risks and downsides, What are the implications for higher education, and Where is it going?

**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 has been in excess of 300, with overall participation in excess of 500. This year will be no exception.

**Benefits of Exhibiting/Sponsoring**

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 2013 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, Sponsorship Levels, Terms and Conditions are all attached. You can also find all if this information on the conference website. To secure your spot at STC 2013 please register online at: [www.stc.suny.edu](http://www.stc.suny.edu).

Please submit your registration by April 15, 2013. Exhibitors will be invoiced upon receipt of their online registration. Payment must be received within 30 days of the invoice date. Exhibitor registration and booth assignment for the Technology Exhibition and sponsorships 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. 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. Vendors 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 in the program.

**Offerings at Booths:** Exhibitors are free to offer inexpensive items. 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 Sponsorships:** Exhibitors have an opportunity to become a “metal” sponsor. Additional information is available in the Technology Exhibition Prices/Conference Metal Sponsorship Levels attachment, as well as on the conference web site.

**Exhibitor Speaking Opportunities:** There will be an exhibitor presentation track for Platinum and Gold Sponsors. Sessions in this track will be scheduled on Monday and Tuesday 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 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 sponsors 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/offering:** There are no additional arrangements or sponsorship available to exhibitors beyond those offered as part of the Conference. Exhibitors are not permitted to set up independent hospitality suites, or arrange any vendor sponsored customer appreciation event 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 18th.
- Tear down will begin immediately following the Technology Exhibition closing at 4:00 p.m. on Wednesday June 19th, and must be completely shipped out by midnight unless prior arrangements are made with the Decorator (see “Equipment Shipping” below for contact information). **NOTE:** Vendors are not permitted to break down during exhibit hours.

**Security:** If necessary security will be provided from 9:00 a.m. Tuesday, June 18th through 4:00 p.m. Wednesday, June 19th.

**Technology Exhibition Activities:**
- Planned activities in the Technology Exhibition area include a major social gathering on Monday 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

Wireless: Wireless communications will be available throughout the conference site.

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 13th. 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 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 will send all registered exhibitors a packet of information regarding display plans. We will also have the information 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 after you receive them. 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 or do not receive a packet by May 1st, please contact Northeast Decorating & Exhibit Services directly.

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 sponsorship opportunities below for additional details)
☐ 8 ft. deep by 10 ft. wide
☐ 10 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 Exhibit are:
☐ Tuesday, June 18th - 3:00 p.m. to 7:30 p.m. (includes a 2 hour attendee/exhibitor reception)
☐ Wednesday, June 19th - 1:00 p.m. to 4:00 p.m.

NOTE: Conference details may change at the discretion of the Conference Planning Committee.
Services in the Cloud

STC Conference Terms and Conditions

By registering for the SUNY Technology Conference, exhibitors accept and agree to abide by these terms and conditions as well as all other Conference information and instructions provided by the STC Planning Committee.

Confirmation: Exhibitor participation in the Technology Exhibition and sponsorships is confirmed only when:

1. Exhibitor has submitted its online registration, agreeing to the STC Conference Terms and Conditions
2. Payment has been received by STC for all expenses associated with the Technology Exhibition and sponsorships, as well as for any outstanding debts for participation in previous STC conferences
3. A confirmation email confirming receipt of payment will be sent to the Primary Contact.

No Hospitality Suites or Conflicting Activities: The SUNY Technology Conference requires that exhibitors refrain from providing hospitality suites or other private/individual offerings that would conflict in any way with Conference sessions, exhibitor presentations, the Technology Exhibition, or any other Conference activities. **Alcoholic beverages may not be served at Technology Exhibition booths.**

Marketing Activities: Exhibitor agrees that the use and distribution of promotional materials at or around the convention center and Conference hotels prior to and during STC 2013, including but not limited to demonstrations, flyers, circulars, and souvenirs, is subject to approval by STC.

Damage to Convention Center/Insurance: Exhibitor shall be responsible for all damage to the Convention Center that is caused from Exhibitor’s booth display or the acts and omissions of its representatives, agents or contractors. All Exhibitors must be fully insured against any and all personal injury to others, as well as damage they might cause to any personal and/or real property during their participation in SUNY Technology Conference 2013.

Prices, Payment: Prices for booths and sponsorships are as indicated in attached documents. Payment is due within 30 days of invoice date. **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.** Registration and sponsorship are not confirmed until payment is received. Payment can be in the form of Check only, payable to “SUNY Computing Officers Association”. Credit cards are not accepted for exhibitor sponsorships.

Booth Space and Restrictions: Except for Platinum sponsors, all booth spaces are 8 ft. deep and 10 ft. wide with 10 ft. high backs and 3 ft. high sides. Booths are equipped with one 6 ft. table with top and skirt, two chairs, one wastebasket, one 110 volt electric receptacle. Wireless communications will be available throughout the exhibit hall, and limited exhibitor support will be provided. Exhibition displays must not obstruct the view of adjacent booths or project into the aisles. Booths may not have portable roofs, canopies or tents. Other than standard draping provided by the decorator, no walls may be put up by an exhibitor.

Booth Fees: All fees are indicated on the online Exhibitor Registration site.

☐ Each exhibitor participating in the Technology Exhibition will be charged the display booth fee, even if providing speakers for the program. There are no in-kind arrangements available.
☐ There is a charge for each additional exhibitor representative.

Exhibitor Badges: All representatives of exhibitors participating in the Technology Exhibition must wear Exhibitor badges. Exhibitor badges will be provided to all paid Exhibitor Representatives whose names are provided at least two weeks before the Conference. After that time, exhibitor badges may be requested at the Registration desk during the Conference. There will be an additional charge for exhibitor representatives beyond those already identified and paid for by the exhibitor.

Booth Assignment: Booth assignment is based on a priority system that recognizes the Conference sponsorships associated with the Exhibitor. STC reserves the right to decline participation or to change any booth assignment for any exhibitor whose products or services do not contribute to STC’s goals for the Conference or who have failed to comply with the terms and conditions for previous conferences.

Official Conference Decorator: The official Decorator for STC 2013 is Northeast Decorating & Exhibit Services and Exhibit Services, Inc. Shipping and other services not covered under the booth fee are available from the Decorator at additional charge.
Shipping: All exhibitors registered for the Technology Exhibition will receive a packet from the Decorator regarding shipping of equipment and other items to the Conference Center. Items being shipped for the Conference may not arrive at the Conference Center at Lake Placid before Thursday, June 13th, 2013. Shipping arrangements must be made with the Decorator identified by STC. SUNY, STC, Northeast Decorating & Exhibit Services, and the Conference Center at Lake Placid are not responsible for shipments to or from the facility by any service or individual other than the official Decorator.

Move-In/Move-Out: Exhibitors must set up their display booths between 9:00 a.m. and 2:00 p.m. on Tuesday, June 18th. Exhibitors may begin dismantling their display booths immediately following the closing of the Technology Exhibition at 4:00 p.m. on Wednesday, June 19th. All items must be shipped out by midnight on Wednesday, June 19th unless prior arrangements are made with the Decorator and Conference Center. The Decorator shall have control of all inbound and outbound freight to prevent congestion in the loading and unloading area, in the aisles, and in any freight traffic area.

Late Move-In/Early Move-Out: Exhibitors, who set up late and interfere with the traffic in the Technology Exhibit Show, may be denied the opportunity to fully set up on Tuesday in accordance with local fire code. Exhibitors who break down their booth or move-out prior to the end of the full technology exhibition may be denied future opportunity to register at STC. Exhibitors are not permitted to breakdown during Exhibit Show hours. If an Exhibitor requires an early departure, they are required to breakdown outside of Exhibit Show hours. No refund is available to vendors who choose to breakdown and leave the conference early.

Exhibitor Property: Neither STC, SUNY, the Convention Center, nor the Decorator will be liable for loss or damage to any exhibitor property and/or the property of exhibitor’s subcontractor(s) in storage, in transit to or from the exhibition building, or while in the Convention Center building or premises. All property of the exhibitor and/or of its subcontractor(s) shall be deemed to remain under the exhibitor’s custody and control in storage, in transit to or from, and within the confines of the exhibition hall even though it may at times be under the temporary control or direction of STC or the Decorator.

Unclaimed Property: Any exhibitor property remaining in the exhibition hall or Conference Center after midnight on Wednesday, June 19th may be removed by STC, the Decorator, or the Convention Center. Exhibitor will be responsible for all costs to remove and store such property. If such property is not claimed within five (5) calendar days of removal, STC will have the right to dispose of such property in any manner it deems appropriate. Neither STC, SUNY, the Decorator, nor the Convention Center will be liable for any casualty, theft, damage, or other loss that may occur to such property during removal, storage, disposal or otherwise. Please do not leave leftover brochures, software, literature, or trinkets.

Security: STC may, at its sole discretion, provide security for the exhibit hall. Such security is provided solely for the purpose of preventing unauthorized access into the exhibit hall. Exhibitor understands and agrees that STC is not liable for the acts or omissions of any security service and its employees which is alleged to be the cause of any theft, damage or other loss to the Exhibitor’s property.

Endorsement: Unless expressly indicated otherwise, STC does not endorse or assume responsibility for any exhibitor and/or its products and services. Participation in the Technology Exhibition does not imply such endorsement. Exhibitors may not advertise or otherwise represent that STC endorses its products and services.

Right to Eject Exhibitors: Exhibitor understands and agrees that its attendance and participation at the Technology Exhibition must comply with these Terms and Conditions. If STC determines that an exhibitor is not in compliance with these Terms and Conditions, STC may eject the exhibitor from the Technology Exhibition without refund and without liability to STC, inclusive of denying participation in future conferences.

Audio, Visual, Sound Effects and Decorations: Exhibitors using sound, lighting effects or other devices that STC deems objectionable will be required to discontinue use of such effects. STC reserves the right to require changes in the placement, arrangement, and appearance of booth decorations. STC is not responsible for any costs incurred by the Exhibitor resulting from compliance with this provision.

Performance of Music; Intellectual Property: Exhibitors are responsible for all costs and licenses associated with the use of any live or recorded music for their participation at the Conference, as well as for any other licensed, patented or copyrighted materials used at the Conference. Exhibitor agrees to indemnify, hold harmless and defend STC and SUNY, its officers, trustees, employees and agents from and against any and all claims, liabilities, damages, losses, governmental fines or penalties, and costs or expenses (including court costs, interests and attorney’s fees) of any kind whatsoever arising from Exhibitor’s breach of this provision.

Food: Unless permission is received from STC and the Convention Center, Exhibitors may not bring food into the Technology Exhibition or the Convention Center with the intention of offering it to SUNY attendees.
**Cancellation by Exhibitor:** If Exhibitor cancels its sponsorship and/or participation in STC 2013 less than ten (10) calendar days before the start of the Conference, Exhibitor will be charged 100% of the fees that would have been due for its participation in the Conference. However, liability for such fees will be reduced in whole or in part if STC is able to replace such participation with that of another exhibitor.

**Cancellation, Termination or Postponement by STC:** If, in the event of any unforeseen occurrence, STC 2013 is canceled, postponed, or terminated early, exhibitor hereby waives any claim against STC or SUNY for damages or expenses. No monies will be returned if the dates and/or location are changed by STC, but exhibitor will be assigned space to be used under these same terms and conditions at the new dates and/or location. Neither STC nor SUNY shall be financially liable in the event the Conference is interrupted, canceled, moved, or dates changed.

**Americans with Disabilities Act:** Exhibitor warrants that its exhibition design, product/service information, and use of booth space at STC 2013 will be in compliance with the Americans with Disabilities ACT (ADA) and accepts full responsibility for compliance with the ADA and shall indemnify, defend and hold harmless STC, SUNY, its trustees, officers, employees and agents from and against any and all claims and expenses, including attorney’s fees and costs, arising out of or related to Exhibitor’s violation of this term or noncompliance with any provision of the ADA. Exhibitor will notify STC and the Convention Center in writing of any disabled person(s) affiliated with Exhibitor who may be attending STC 2013 and specify the special needs of such person(s) should they exist. Such notice will be given no later than fourteen (14) calendar days before the start of the Conference.

**Indemnification/Limitation of Liability:** Exhibitor assumes full responsibility for the acts, omissions and conduct of its representatives, agents and contractors and agrees to indemnify, hold harmless and defend STC, SUNY, its officers, trustees, employees and agents from and against any and all claims, losses, damages, governmental fines or penalties, and costs or expenses (including court costs, interest and attorney fees) of any kind whatsoever arising from such acts, omissions, and conduct except to the extent that such claims, losses and damages are the direct result of STC’s gross negligence or intentional acts. In any event, STC’s liability to Exhibitor in connection with Exhibitor’s participation in the Conference shall be limited to the amount of booth fees paid by Exhibitor.

**Compliance with Applicable Rules and Laws:** Exhibitor agrees to abide by all applicable rules, regulations, and state and local laws that may be applicable, including rules of the Convention Center and fire and safety regulations.

**Severability/Waiver:** If any of these Terms and Conditions are held to be invalid, illegal or unenforceable, the validity, legality and enforceability of the remaining provisions shall not be affected or impaired thereby. Waiver by STC of any Term or Condition shall not constitute a waiver of any other Term or Condition or of that same Term or Condition at another time.

**Mediation:** In the event of any dispute, controversy or claim arising out of or relating to these Terms and Conditions, or the breach or validity of them, the parties shall first attempt to resolve the matter over a period of at least 30 days before resorting to formal dispute resolution, except that equitable remedies may be sought immediately.

**Choice of Law:** These Terms and Conditions will be construed under the laws of the State of New York.

**Disclaimers:**
- Exhibitor conference participation and sponsorship have no relationship to or effect on SUNY product evaluation, selection processes, or contracting.
- SUNY COA/TOA/EDTOA makes no expressed or implied guarantees of levels of conference and showcase attendance.
- SUNY COA/TOA/EDTOA reserves the right to refuse registration for future conferences to any exhibitor that violates the Conference/Exhibition Information and Terms and Conditions specified for this Conference.
- By submitting a registration, exhibitor agrees to comply with all Conference/Exhibition Information and Terms and Conditions specified for this Conference.
The 2013 SUNY Technology Conference (STC 2013) offers our exhibitors the opportunity to participate in the conference event via various sponsorship levels. The following will help you determine which sponsorship level may be right for your organization.

**Conference Sponsorship Levels**

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<thead>
<tr>
<th>Sponsorship Level</th>
<th>Price</th>
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<tr>
<td>Platinum Sponsor</td>
<td>$9,000</td>
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<tr>
<td>Gold Sponsor</td>
<td>$6,000</td>
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### Platinum Sponsor

*Includes:*
- 4 – Complimentary Exhibitor Representatives *(conference meals included)*
- Double booth (2 - 8’ x 10’ booths)
- 2 – tables
- 4 – chairs
- 2 – 110 electrical outlets
- Wireless Internet
- Full-page color ad in the conference program
- Sponsorship mentioned in all other conference publications and communications
- Sponsor’s web page will have direct link from STC Conference page
- Exhibit space for National Conference Exhibit or 2 Technology Exhibition booths
- Premier booth placement
- Preferred scheduling for presentation during exhibitor track
- 2 - 45 minute presentations during vendor track
- 5-10 minutes at a conference meal to speak to all attendees

### Gold Sponsor

*Includes:*
- 2 - Complimentary Exhibitor Representatives *(conference meals included)*
- Single booth (8’ x 10’)
- 1 – table
- 2 – chairs
- 1 – 110 electrical outlet
- Wireless Internet
- Half-page color ad in the conference program
- Sponsorship mentioned in all other conference publications and communications
- Sponsor’s web page will have direct link from STC Conference page
- Prime booth placement
- 1 - 45 minute presentation during vendor track
## SUNY Technology Conference 2013
### Technology Exhibition Prices

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<tr>
<th>Silver</th>
<th>$4,000</th>
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<tr>
<td><strong>Includes:</strong></td>
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<tr>
<td>2 - Complimentary Exhibitor Representatives (conference meals included)</td>
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<tr>
<td>Single booth (8’ x 10’)</td>
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<td>1 - table</td>
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<td>2 - chairs</td>
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<td>1 - 110 electrical outlet</td>
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<td>Wireless Internet</td>
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<td>Quarter-page color ad in the conference program</td>
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<td>Sponsor’s web page will have direct link from STC Conference page</td>
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<table>
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<tr>
<th>Display Booth</th>
<th>$2,000</th>
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<td><strong>Includes:</strong></td>
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<tr>
<td>2 - Complimentary Exhibitor Representatives (conference meals included)</td>
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<tr>
<td>1 - 8’ x 10’ booth</td>
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<td>1 - table</td>
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<tr>
<td>2 – chairs</td>
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<td>1 - 110 electrical outlet</td>
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<tr>
<td>Wireless Internet</td>
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<tr>
<td>Listing in Exhibitor Directory to be distributed to attendees (Special terms for metal sponsors)</td>
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### Options (for Platinum, Gold, Silver, and Booth)

- Additional Exhibitor Representatives: $350
  
  **Includes all meals, receptions, breaks**

- Additional Tables (Maximum 1 additional table): $50

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If you are interested in participating in STC 2013, or you have any additional questions, please contact:

**Daniel Sidebottom**

Daniels@Cortland.edu