*SUNY's technology professionals invite you to participate in the premiere New York State higher education technology conference and exhibition, **STC 2019** (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 2019:   ***Transitions and Transformations - In Leadership and Technology***

Leadership is the key to creating proactive, successful, and customer-oriented Information Technology organizations. Making transitions and transformations in higher education effective and efficient requires more than technical skill and a big budget, it takes leadership.

With SUNY campuses dealing with the retirements of longtime leaders with deep institutional knowledge and broad contacts on and off campus, new leaders need to take the helm. Prepare yourself and your colleagues to be the next generation of leaders in a complex and constantly changing technical and higher education landscape.

The theme of this year's SUNY Technology Conference is Transitions and Transformations in Leadership and Technology. Whether you lead projects, teams, helpdesks, services, have just started to manage people, or are a CIO, leadership and technology is at the core of what we do. You cannot change the laws of physics, but you can become a better leader.

In 1993 the members of SUNYs 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 25 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 has been in excess of 325, with overall participation in excess of 550. 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 2019* 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 2019* please register online at: www.stc.suny.edu.

Please submit your registration by *April 1, 2019*. 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 3, 2019*. 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 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 Levels: Exhibitors have an opportunity to become a "metal" exhibitor. Additional information is available in the Technology Exhibition Prices/Conference Metal Levels attachment, as well as on the conference web site.

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 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 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)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 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 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 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 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 Exhibit are:
☐ _Tuesday, June 18th - 3:00 p.m. to 7:00 p.m._ (includes a 2 hour Exhibitor Appreciation Reception from 5:00-7:00)
☐ _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._