



CITE SPONSORSHIP GUIDE

2020-2021

Maximize your marketing efforts with CITE members.

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Partnership and Sponsor Opportunities

Corporate Affiliate Program

CITE's Corporate Affiliate Program (CAP) is the best way to partner with the leading professional membership organization for IT professionals working in schools. These benefits offer many ways for your company to interact with members and get your name recognized.

Level 1 – Exabyte - \$25,000

- Annual Conference Benefits - the following benefits will apply to the 2021 conference provided in-person events are possible:
 - Complimentary Standard Booth at annual conference with option for a paid upgrade.
 - Booth assignment preference at exhibitor's show at annual conference.
 - Complimentary access to private meeting space at the annual conference on exhibit day. As available.
 - Complimentary Conference Mobile App options as available.
 - Branded item to be handed out to each attendee at registration. Item to be approved by CITE.
 - Prominent identification and recognition as a sponsor at the annual conference.
 - Up to three breakout sessions during the annual conference.
- Virtual Conference Benefits - the following benefits will apply to the 2020 annual conference which is being held virtually with no in-person events. These benefits only available prior to September 30, 2020:
 - Up to three breakout sessions or a post conference webinar.
 - Up to four appointments with attendees – as available.
 - 10 full conference registrations for your staff or to give away.
 - First priority booth selection for 2021
 - Full page ad in the post-conference publication.
 - Add approved item to backpack.
 - Complimentary article in post-conference publication.
 - Keynote commercial.
 - Virtual happy hour promoted.
- Year-round Benefits:
 - Priority inclusion and sponsorship opportunities at all other CITE events.
 - Promotion of up to 2 events with CITE staff participation either on site or online.
 - Discounts on ad space and articles in publications.
 - Live link and logo from the CITE website.
 - 8 full registrations to the annual conference which includes online community membership.
 - Opportunity to use CITE in your marketing.
 - Followed by CITE on your company's social media accounts.

Level 2 – Petabyte - \$15,000

- Annual Conference Benefits - the following benefits will apply to the 2021 conference provided in-person events are possible:
 - Booth assignment preference at exhibitor's show at annual conference.
 - Complimentary Conference Mobile App options as available.
 - Complimentary access to private meeting space at the annual conference on exhibit day, as available.
 - Priority sponsorship opportunities.
 - Prominent identification and recognition as a sponsor at the annual conference.
 - Option to add one item to the conference bag. Item to be approved by CITE.
 - Up to two concurrent sessions during the annual conference.
- Virtual Conference Benefits - the following benefits will apply to the 2020 annual conference which is being held virtually with no in-person events. These benefits only available prior to September 30, 2020:
 - Up to two breakout sessions or a post conference webinar.
 - Up to three appointments with attendees – as available.
 - 10 full conference registrations for your staff or to give away.
 - First priority booth selection for 2021
 - Full page ad in the post-conference publication.
 - Add approved item to backpack.
 - Complimentary article in post-conference publication.
 - Breakout commercial.
- Year-round Benefits:
 - Priority inclusion and sponsorship opportunities at all other CITE events.
 - Promotion of up to 2 events with CITE staff participation either on site or online.
 - Discounts on ad space and articles in publications.
 - Live link and logo from the CITE website.
 - 5 full registrations to the annual conference which includes online community membership.
 - Opportunity to use CITE in marketing.
 - Followed by CITE on your company's social media accounts.

Level 3- Terabyte - \$7,500

- Annual Conference Benefits - the following benefits will apply to the 2021 conference provided in-person events are possible:
 - Booth assignment preference at exhibitor's show at annual conference.
 - Priority sponsorship opportunities.
 - Prominent identification and recognition as a sponsor at the annual conference.
 - One breakout session during the annual conference.
 - Complimentary Conference Mobile App options as available.
 - Virtual Conference Benefits – the following benefits will apply to the 2020 annual conference which is being held virtually with no in-person events. These benefits only available prior to September 30, 2020:
 - One breakout session or a post conference webinar.
 - Up to two appointments with attendees – as available.
 - 10 full conference registrations for your staff or to give away.
 - First priority booth selection for 2021
- (continued on next page)

- Full page ad in the post-conference publication.
 - Add approved item to backpack.
- Year-round Benefits:
 - Priority inclusion and sponsorship opportunities at all other CITE events.
 - CITE promotion of 1 event annually.
 - Discounts on ad space in publications.
 - Logo on the CITE website.
 - 3 full registrations to the annual conference which includes online community membership.
 - Opportunity to use CITE in marketing.
 - Followed by CITE on your company's social media accounts.

Level 4 - Gigabyte - \$2,500

- Annual Conference Benefits
 - Booth assignment preference at exhibitor's show at annual conference.
 - Priority sponsorship opportunities.
 - Identification and recognition as a sponsor at the annual conference.
 - Complimentary Conference Mobile App options as available.
- Virtual Conference Benefits – the following benefits will apply to the 2020 annual conference which is being held virtually with no in-person events:
 - One appointment with attendees – as available.
 - 10 full conference registrations for your staff or to give away.
 - First priority booth selection for 2021
 - Full page ad in the post-conference publication.
- Year-round Benefits
 - Priority inclusion and sponsorship opportunities at all other CITE events.
 - CITE promotion of 1 event annually.
 - Discounts on ad space in publications.
 - Logo on the CITE website.
 - 1 full registration to the annual conference which includes online community membership.
 - Opportunity to use CITE in marketing.
 - Followed by CITE on your company's social media accounts.

Explanation of Benefits

Annual Conference Benefits for CAP Members

DISCLAIMER: In 2020, a global pandemic disrupted CITE's normal operations and we were forced to go online with our 2020 Annual Conference. Some of the benefits listed below may be moved to the 2021 Annual Conference.

CITE's Annual conference is held in the Fall, usually November. It is the only conference in California that specifically targets the IT Professionals working in schools. Attendees are Chief Technology Officers and Directors, Network Managers and Engineers, Technicians, Data Base Administrators, Data Coordinators, Instructional Technologists, and others. They are the decision makers and influential staff for the use of technology in their organizations. Check with CITE staff for current attendee numbers.

The Exhibit show is unique to other trade shows in that all other conference activity ceases during show hours, giving you access to a high percentage of the attendee population throughout the day. Lunch is included so there is no need for attendees or exhibitors to leave the hall.

Level 1 = Exabyte
Level 2 = Petabyte
Level 3 = Terabyte
Level 4 = Gigabyte

Benefits list:

- **Exabyte Only - Complimentary Standard Booth at annual conference with option for a paid upgrade** - Standard booths are 10x10 unless otherwise specified in the conference materials. The cost of a standard booth would be deducted from the total for a large sized booth space. (Level 1 only)
- **Booth assignment preference at exhibitor's show at annual conference** – CAP members will have the option to choose your booth location before the public. (assignments are made in order based on level starting with Level 1 and ending with Level 4)
- **Complimentary access to private meeting space at the annual conference on exhibit day** – meeting rooms are usually the same rooms in which breakout sessions are scheduled. Companies wishing to take advantage of private meeting space will work directly with the location staff for setup once a room is assigned. (Level 1 only)
- Complimentary Conference Mobile App options. Some *typical* options that may be available are:
 - **Exhibitor list with logo** (All levels)
 - **Exhibitor list with a live link** (Level 1 and Level 2 only; all others are listed without a link)
 - **Sponsor list with a live link** (Level 1 and Level 2 only; all others are listed without a link)
 - Other options will be provided once the app capabilities are determined.
- **Prominent identification and recognition as a sponsor at the annual conference** - All sponsors are identified on conference signage, during general sessions, and in the Mobile App.
- **Concurrent sessions during the annual conference** - Sponsors will have the option for one or more sessions to be scheduled during regular conference concurrent session (breakouts) schedules. Sessions are typically 50 minutes. CITE reserves the right to schedule sessions as needed. Company is responsible for the content and delivery of a presentation appropriate to the attendee audience. (Levels 1, 2, and 3 only)

Other Benefits for CAP Members

- Priority inclusion and sponsorship opportunities at all other CITE events. As a CAP member, you will have the opportunity to participate in other CITE events before those companies who are not CAP members. (Level 1, 2, 3, 4)
- Cohosted or promoted webinars during the term of the agreement. Level 1 and 2 have the opportunity to cohost webinars with CITE staff. Level 3 has the opportunity to have CITE promote two webinars by adding them to our event calendar and promote via social media. Topics are up to the sponsor. (Level 1, 2, 3)
- Discounts on ad space in publications. You will work with CITE's contracted publisher on the details of your ad space. (Level 1, 2, 3, 4)
- Live link and logo from the CITE Sponsor website. (Level 1, 2, 3, 4)
- Affiliate Memberships that include full registration to the annual conference. (12 month membership). This membership includes all of the member benefits as well as complimentary annual conference registration which allows you to attend the full conference instead of the exhibit show only. (Level 1, 2, 3, 4)
- Opportunity to use CITE in your marketing. CITE will provide its logo in both print and web format so you can let your customers and potential customers know you are a valued CITE partner. (Level 1, 2, 3, 4)
- Followed by CITE on your Company's Twitter account and friended on your Company's Facebook account. (Level 1, 2, 3, 4)