2024 - 2025

CITE™
CALIFORNIA IT IN EDUCATION

CORPORATE AFFILIATE PROGRAM (CAP)
Year Round Sponsorship Benefits

CITE AT A GLANCE

MISSION
To lead, develop, and support technologists and education organizations to foster student success.

VISION
Shaping the Future of Education Through Technology

VALUES
Leadership
Advocacy
Learning
Community

OUR BACKGROUND

California IT in Education is a not-for-profit, professional membership association supporting IT Professionals working in schools. We comprise over 1,700 professionals who support digital equity in schools. Specifically, our members are the dedicated individuals supporting hardware, software, help desk, data, wired/wireless, IoT, and all other aspects of technology leadership and support.

We are dedicated to providing high quality resources, professional learning, and a strong support community to our members. CITE was established in 1960 as the California Educational Data Processing Association (CEDPA). In 2003, the name was changed to California Educational Technology Professionals Association (CETPA). The organization has refocused on the IT Professionals, at all levels, working in California schools. To that end, we renamed again in 2019 to California IT in Education (CITE).

CITE is a California non-profit 501(c)6 organization as recognized by the Internal Revenue Service. Our Board of Directors are elected by ballot at the association's Annual Conference and are working professionals in California schools.

CITE is governed by a 12-member Board of Directors consisting of officers including President, President-elect, Past President, Secretary and Treasurer, along with seven other Directors At-Large.

OUR CORE VALUES EXPLAINED

Leadership - We believe that technology leadership is essential.
Advocacy - We believe Advocacy facilitates and accelerates change.
Learning - We believe technology can enhance learning. Learning is ongoing and lasts a lifetime.
Community - We believe a strong community enables the abilities of all of its members. There exists in our community the talent to solve any problem.

ABOUT CITE

ANNUAL SPONSORSHIP OPPORTUNITIES

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.

CAP PROGRAM DETAILS

- Our CAP year runs from July 1 - June 30.
- Conference benefits are applicable between July 1 and our Annual Conference in November.
- Additional Conference benefits for individual purchase are available in late summer.
- Our CAP program is structured into three parts. We offer you several options to create a custom sponsorship to support your needs.
    - Part I: Year-Round Benefits
    - Part II: Annual Conference Benefits
    - Part III: Customized Benefits

FOR FURTHER INFORMATION

Contact
Touda Bentatou, Director of Member Experience
touda.bentatou@cite.org
(916)917-3873

PART I: YEAR-ROUND BENEFITS

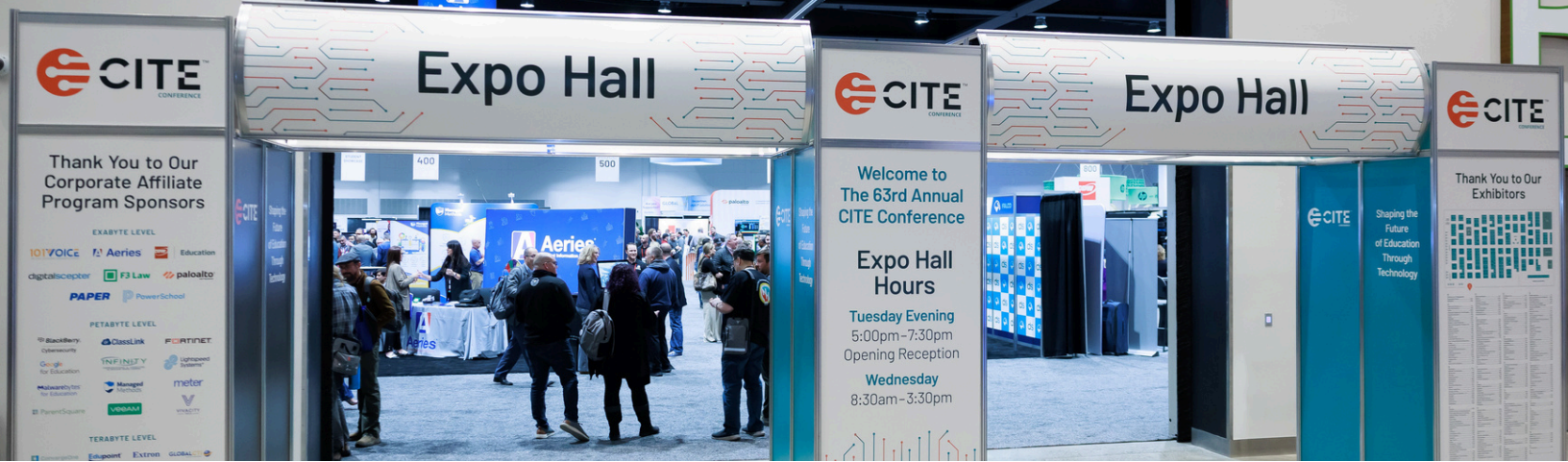| BENEFIT	EXABYTE	PETABYTE	TERABYTE	GIGABYTE
Discount on Media	25%	20%	15%	10%
Dedicated Social Media Posts or Shares *Blackout Dates: 11.16 to 12.1, 2024*	4	3	2	1
Events Sent to CITE Added to Community Calendar	✓	✓	✓	✓
Logo on CITE e-Newsletter	✓	✓	N/A	N/A
Priority Participation or Invitation to Additional CITE Activities	✓	✓	✓	✓
Eligibility for Creation of CITE Member Resource Program or Discount Program	✓	✓	N/A	N/A
Post-a-Webinar	✓	✓	N/A	N/A

PART II: ANNUAL CONFERENCE BENEFITS

BENEFIT	EXABYTE	PETABYTE	TERABYTE	GIGABYTE
Booth Credit	10X10 or Kiosk	N/A	N/A	N/A
Pre-Selection of Booth	✓	✓	✓	✓
CAP Full Conference Passes (Includes access to keynotes, sessions, and meals)	10	6	3	1
SWAG	Logo on Bag Item in Bag	Item in Bag	N/A	N/A
Use of CITE Logo on Conference SWAG in Bag (Design must be pre-approved)	✓	✓	N/A	N/A
Meeting Room at Exhibitor Show (Includes power, small table, two chairs, and wastebasket)	✓	$1,500 Discounted Price	$1,500 Discounted Price	$1,500 Discounted Price

PART II: ANNUAL CONFERENCE BENEFITS CONTINUED

BENEFIT	EXABYTE	PETABYTE	TERABYTE	GIGABYTE
Logo on Expo Hall Entrance Unit	✓	✓	✓	✓
Logo on Expo Hall Banners and Opening Keynote Presentation	✓	✓	✓	✓
Conference Breakout Session (Details must be sent to CITE by May 31 for guaranteed inclusion)	1	1	N/A	N/A
Extended Consideration for Additional Sessions (Must have co-presenter from the field and be sent to CITE by May 31)	✓	✓	N/A	N/A
Mobile App Map	✓	✓	N/A	N/A
Conference Game Mission	✓	✓	N/A	N/A

PART III: CUSTOMIZED BENEFITS

BENEFIT	Choose 4 EXABYTE	Choose 3 PETABYTE	Choose 2 TERABYTE	N/A GIGABYTE
Virtual Roundtable			N/A	N/A
30 Second Podcast Ad**				N/A
Blog Article**				N/A
Blog Company Spotlight				N/A
Blog Ad (one week)**				N/A
Two Additional Dedicated Social Media Posts**				N/A
Hosted Roundtable on Expo Day	With Breakout Room	With Breakout Room		N/A

** Must provide copy (and graphics where applicable) to be reviewed and approved by CITE

PART III: CUSTOMIZED BENEFITS CONTINUED

BENEFIT	Choose 4 EXABYTE	Choose 3 PETABYTE	Choose 2 TERABYTE	N/A GIGABYTE
Additional Signage at Select Conference Meals (Limited quantity available, meal signage at the discretion of CITE)			N/A	N/A
Coordinated SWAG Distribution at Plated Lunch		N/A	N/A	N/A
Signage at Exhibitor Breakfast in Expo Hall				N/A
Poster Session Opportunity at Conference (Limited opportunities available. Requires 20-30 min of content including Q&A. Includes table only, no power or AV)			N/A	N/A

JOINING THE CAP PROGRAM

PRICING

Level 1	Exabyte	$28,000
Level 2	Petabyte	$17,000
Level 3	Terabyte	$8,000
Level 4	Gigabyte	$3,000

If you would like to join CITE's CAP program, and benefit from the many opportunities that come with it, reach out to us via the channels below to get more information and start the process.

CONTACT

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Member Experience
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