



CITE Exhibitor Prospectus

Thank you for your interest and participation in the California IT in Education Exhibit show. Our show is 100% online this year. Please see the information below for details. We look forward to having you join our 2020 show online starting November 16, 2020.

The CITE Exhibit Show is very popular —[book your space now!](#)

Who Are Your Attendees?

CITE (formerly CETPA) supports over 1,600 members across the state of California along with hundreds of non-members who attend the show each year. Our attendees are very tech-savvy and will be able to navigate the online conference with ease.

The 1,400+ school, district, and county office of education attendees who participated in our 2019 show represented over 500 unique public organizations, 99% located in California. With greater than 640 unique job titles, those most commonly represented include:

- Director of Technology/Chief Technology Officer
- Information Technology Administrator or Manager
- Network Administrator, Engineer, or Manager
- Systems Analyst
- Instructional or Educational Technologist
- Technician

When is the Exhibit Show?

The Exhibit Show will be open starting the week of November 16th - November 20th, 2020. We are planning to keep the exhibit hall open and available to attendees through December 31, 2020. While the exhibit hall is open 24 hours per day, you are not required to staff the booth. There will be live chat and appointment schedule capabilities, but you can schedule staff time as needed. Once you have registered for your booth package, we will contact you regarding how to access your online booth and provide instructions for uploading resources.



What Do We Get with a Booth?

The following booth packages are available in addition to exposure to all attendees, our exhibitors are provided the following benefits:

	Basic \$1,300	Premium \$3,300
No travel costs for staff	✓	✓
No shipping costs	✓	✓
One virtual booth with logo and branding includes:		
Company welcome and overview	✓	✓
Ability to add documents, such as product brochures, spec sheets, etc.	✓	✓
Ability to add videos to virtual booth for download	✓	✓
Ability to add product solution presentations to booth for download	✓	✓
The opportunity to interact with attendees “live” with booth hours and/or scheduled meetings.	✓	✓
Full data analytics of who visited your booth, downloaded video's and handouts, etc.	✓	✓
Show floor open 24/7 and booth space active till December 31, 2020	✓	✓
Option for Showdown Participation	✓	✓
Attendee Appointment Show Participation (Number of Appointments to be Determined)		✓
Listed in pre-conference (in)CITE Magazine issue	Company name and live link	Name, live link, and company description
Attendee Lists pre and post conference	✓	✓
Post Conference Ad space in (in)CITE Magazine issue		½ page
Full Conference Registrations	2	5
Pre-roll logo placement before virtual sessions		✓
Ad space on daily emails sent to attendees		✓
Premier placement on virtual show floor		✓
Priority booth selection for 2021 after CAP Sponsor selections		✓
Priority booth selection for 2021 after Premium booth selections (before public release)	✓	



How Do I Register for a Booth?

Please go to the [registration link](#) and select a booth package. You will be required to provide payment via credit card at the end of the registration process. We accept Mastercard, Visa and American Express.

Who Has Exhibited in the Past?

The 2019 list of exhibitors can be seen [here](#).

How Do I Get Attendee Info?

Lists of attendees who have not opted out to have their information shared will be emailed to the booth registrant of record three (3) times: three weeks prior to the event, one week prior, and within one month after the show. No additional lists will be produced.

You may send up to two electronic communications before the show and one electronic communication within three weeks of our sending the post-conference list. All communications must include required opt-out/unsubscribe links. We also ask you to consider the number of inquiries our attendees get immediately following the show when planning your outreach. In addition, we encourage you to check local school district calendars so that your outreach efforts do not conflict with scheduled holidays or testing windows.

Can I Do a Vendor Session?

Our attendees have historically eschewed vendor sessions, except as part of our competitive Showdown. Other breakout session opportunities are listed below:

- Showdowns (formerly Shootouts): If you are interested in highlighting your product as part of a Showdown, please contact Laurel Nava, Director of Education & Partnerships at exhibit@cite.org.
- Sponsorship: If you are interested in joining our group of sponsors, please contact Andrea Bennett, Executive Director, at sponsors@cite.org



- Call for Speakers: Please check the website for submission deadlines. If you have been working with staff from one or more schools, districts, or other non-profit educational agency AND your topic applies beyond a single product or company, please submit a session as part of our Call for Speakers. Please note the names and contact information for your school district presenters in the submission. We will follow up with these individuals; we encourage you to reach out to these district presenters prior to including them in a breakout submission.

Can Exhibitors Attend The Full Conference?

Exhibitors who register as attendees will have full conference access. The Basic Booth package includes two (2) full conference registrations and the Premium Booth package includes five (5) full registrations. More information about how to register will be provided after payment is received.

Are There Other Ways I Can Advertise?

Yes! Contact publications@cite.org for more information.

Can We Hold a Raffle in Our Booth?

Yes, you can hold a raffle at your online booth. You can gather names and contact information and provide one or more prizes to those who visit your booth. Please note that many of our attendees are public employees and must abide by state gift reporting laws. If you would like to donate a prize to CITE, we will be happy to raffle it off for you. Please email conference@cite.org us of your prize if you would like us to raffle off something for you. You will be responsible for shipping any physical items to the winners.

We offer the following suggestions for prizes. Our attendees are true “techie” and appreciate the geekiest, nerdiest items you can devise. Popular items include equipment (monitors, projectors, etc.), devices (tablets, watches, etc.), gift cards/gift baskets, protective cases, and live opportunities such as event tickets, conferences passes and free professional development.