



CITE Exhibitor Prospectus

Thank you for your interest and participation in the California IT in Education (CITE) Exhibit Show. Our show is unique in that we reserve the majority of a single day for vendors to share news about their products with our attendees. We look forward to having you join our 2021 show at the Sacramento Convention Center.

Information in this document will be updated periodically to inform potential exhibitors of the policies, rules, and regulations in place due to the ongoing COVID-19 pandemic. Check our website for more information.

The CITE Exhibit Show always sells out and has a significant waitlist—[book your space now!](#)

Who Attends?

CITE supports over 1,500 members across the state of California along with hundreds of non-members who attend the show each year. We find that due to school district budgets, a good portion of our attendees are only able to attend in alternate years, therefore we encourage you to plan to participate in the exhibit show multiple years in order to reach the largest audience.

The 1,300+ school, district, and county office of education attendees who participated in our 2017 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?



We open the show with a lively reception at 5:00 pm the night before the main show day. On Thursday, the show opens at 8:30 am and closes at 3:30 pm. Breakout sessions on Thursday are scheduled for 8:00-8:45 am. The rest of the day is dedicated to the exhibit show with no other conference events scheduled.

What Do We Get with a Booth?

In addition to exposure to attendees, our exhibitors are provided the following amenities. All booths include access to wireless internet.

Booth Type	Pipe & Drape	Show Badges	Breakout Session	Meals	Attendee Lists
Kiosk, 3.5 ft x 5 ft	No	3	No	<i>President's Reception on Tuesday evening, Box lunch on day of show</i>	<i>3 weeks prior, 1 week prior, and within 1 month after show.</i>
Regular, 10 ft x 10 ft	Yes	3	No		
Double, 10 ft x 20 ft	Yes	6	No		
EndCap, 10 ft x 20 ft	Yes	8	No		
Large, 20 ft x 20 ft	Yes	10	No		
Sponsorship	Yes	Inquire	Inquire		

Kiosk booth are pre-designed and include two stools, power, and lighted graphics. No additional pipe, drape, or furniture items are allowed.

Additional furniture, hard-wired internet, electrical, internet, and other items may be purchased through Tricord event services (see conference website for more details later this year).

If you would like to purchase additional badges beyond those supplied with your booth purchase, you may register online and purchase additional show badges for \$120.

How Do I Register for a Booth?



Please go to the [registration link](#) and select an available booth on the floor plan to begin the registration process. You will be required to provide payment via credit card at the end of the registration process. You may indicate a primary attendee/contact now, and go in later to modify registration and provide information on other booth staff members.

Available booths are noted in green. Reserved booths are noted in red.

Who Else Has Exhibited in the Past? Who is Coming This Year?

Visit [this link](#) to see who exhibited in our virtual conference last year. Due to the pandemic, some companies did not exhibit last year. To see who exhibited in 2019, [visit this link](#). You may view current 2021 booth locations by hovering over the floor plan when registering for a booth.

When and Where Can I Move In/When Do I Need to Move Out?

Below is a summary of the event schedule. For more detail, please review the TriCord exhibitor kit. Dates and times will be finalized later this year.

Tuesday, November 16, 2021

- 8:00 am-6:00 pm Exhibitor Move-In

Wednesday, November 17, 2021

- 8:00 am-12:00 pm Exhibit Hall Move-In, aisles must be clear by 12:00 pm
- 12:00 pm-5:00 pm Exhibit Hall final set-up
- 5:00 pm-7:30 pm Opening Reception

Thursday, November 18, 2021

- 8:30 am-3:30 pm Exhibit Show (boxed lunch provided)
- 3:30 pm-8:00 pm Move-out

Note: The Exhibit Show will be held at the Sacramento Convention Center. Please **do not ship any items to the exhibit hall**; please coordinate all shipments with Tricord Event Services.



Can I Combine or Sublease Booth Space?

No, CITE does not allow exhibitors either to combine smaller booths to create a larger space nor sublease booth space to another exhibitor.

How Do I Get Attendee Info?

Lists of attendees who have not opted out to have their information shared will be emailed to the primary attendee on 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: If you are interested in highlighting your product as part of a Showdown, please contact the exhibit team 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: 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 (open until April 30, 2021). 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 Keynotes, Breakout Sessions, and Other Meals?

Exhibit badges grant access to the show, Thursday morning sessions, and include a boxed lunch. In addition, we invite exhibitors to attend the President's Reception on Tuesday evening, located at the Hyatt Regency Sacramento (more details will be announced on the website closer to the event date). To attend additional conference activities, purchase a One Day or Full Conference registration.

Where Can I Get My Badge?

Badges for exhibitors will be available at the Sacramento Convention Center. You may not print badges for other booth staff; you may only print your own badge. Any badge that needs to be reprinted (usually because someone else tried to be helpful and print their colleague's badge) will be charged \$50 payable immediately via credit card.

What About Off-Site Hospitalitys?

We ask that you please refrain from scheduling hospitalitys or specialized vendor appointments during breakout sessions, the President's Reception on Tuesday evening, and the raffle immediately following the exhibit show. If you have scheduled a hospitality reception, we encourage you to let us know by emailing exhibit@cite.org

Are There Other Ways I Can Advertise?

We will be providing additional sponsorship opportunities later this year.



Can We Hold a Raffle in Our Booth?

We do not allow live raffles in the booths. This creates too much noise and crowding in one area. Exhibitors are allowed to collect business cards or have games in their booths that qualify the attendee for a prize that is awarded at a specific time. Because our attendees are public employees and must abide by state gift reporting laws, we encourage you to submit an item to the CITE-hosted raffle, held immediately after the exhibit show. Information on raffle details will be sent to exhibitors later this year.

CITE is defined by the IRS as a 501(c)(6) organization and as such please note that these items are not tax deductible as a donation but can be written off as a business expense if your organization's standard operating procedure allows it. ERate gifting rules apply.

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.

I Have a Problem...Where Do I Go?

The Tricord exhibit services desk will be located in the exhibit hall. For registration or other conference issues, please visit our registration desk. For any other questions or concerns prior to the event, please contact the conference team at exhibit@cite.org