



# NDASSP MID-WINTER CONFERENCE INSTRUCTIONS

**SECONDARY  
PRINCIPALS**

*Annual Conference*

**FEBRUARY 5-6, 2023**

*Baymont Hotel*

*12611 Old Red Trail, Mandan, ND*



# EXHIBITOR BOOTH PRACTICALS

Baymont Inn & Suites  
12611 Old Red Trail, Mandan, ND  
February 5-6, 2023

The schedule of this conference has moved to a Sunday night, Monday all-day format. Sunday evening vendor time will be at the **social only**. This is the BEST opportunity you will have to network with attendees. Please consider attending the social.

February 5 2PM - 5 PM

Optional Vendor Show During Social 7:30PM - 9PM

February 6 - 9 AM - 4 PM

- Expecting 100 attendees
- Exclusive networking time with Secondary Principals from across the state
- Opportunity to give out product, swag, giveaway
- Pass out information and share with attendees how they can benefit from your offered services
- New schedule/conference format
- Scheduled exhibitor visitations on Monday

## Booth Details:

- 1 8ft table, covered with linen
- Pipe and Drape
- 2 chairs
- Access to power
- Free wifi
- 8ft x 10ft Booth space

## Set up:

Sunday, February 5, 2023:

2pm-5pm - Early Registration and Set Up  
7:30pm - Social - Vendors should attend  
(2 tickets included)

Monday, February 6, 2023:

9am - Exhibitor Visitation Begins  
12pm - Awards Luncheon (2 tickets included)  
4pm - Exhibitor Visitation Over

## Details:

- Optional Exhibitor attendance at the Social on Sunday evening
- 2 name badges included, 2 tickets to lunch, 2 tickets to the conference social
- Exhibitors are welcome both days. If you only want to be there one day, no problem!



# Tips for working with North Dakota secondary principals



First of all, thank you for being with us.

If we could give you only one piece of advice, it would be this: **Do not stay behind your booth all day.** Our exhibitors with the greatest success make their contacts by walking around and being the ones to approach the superintendent.

**Conferences and booths are what you make it, the more engaging you and your booth are, the more engaged the attendees will be with you!**

You are invited to the NDASSP Social. This is a great time to mingle with the attendees and buy them a drink (the keg will be on the house). Do not miss out on this! You are also invited to the breakfast and the luncheon. **Take advantage of all of the opportunities and sit with the attendees.**

**It usually will take a couple of times of seeing an administrator for them to gain trust in you.** This is part of the North Dakota culture. It is important to send consistent representatives to conferences and to greet the administrators you know when you see them.

Conference  
Dates:

**NDASSP  
(Secondary  
Principals)**  
*February 5-6, 2023*  
*Baymont Inn &  
Suites*  
12611 Old Red Trail,  
Mandan, ND

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Enter through the  
main entrance off  
of Old Red Trail.

We will be in the  
hallway as you  
walk in to assist  
you.

Cutty Sark is the  
exhibitor show  
room.

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Questions?

Email  
sammy.vanderwal@ndcel.org  
or call 701-258-3022



Our by-laws don't permit NDCEL to hand out mass attendee contact information. **Gather contacts at your booth and as you go around meeting attendees.** A great way to do this is by hosting a prize drawing at your booth. Make slips or cut out paper for attendees to write their information on. Then draw a person and contact them yourself or give NDCEL the prize and the winner (with two backups) to give away at the close of the conference. Although we cannot give out mass lists of contacts, we are happy to give you a contact of someone you met. If you remember their name or school but misplaced or forgot to ask for their contact information, Sammy can do a warm transfer email to connect you. This is also a more effective and authentic way to contact attendees versus them receiving countless marketing emails.

## **2023 NDASSP CONFERENCE PROGRAM**

### **BAYMONT INN & SUITES, MANDAN, ND**

#### **Sunday, February 5, 2023 - Baymont Inn & Suites**

**11:00am** – NDASSP Board Meeting and Lunch *Nautilus*  
**11:00am** – Early Registration *Lobby*  
**1:00pm – Conference Begins** *Pier 7 Ballroom*  
**1:00pm - 2:30pm** – Andrew Marotta *Pier 7 Ballroom*  
Keynote: The School Leader, Surviving and Thriving  
**2:00pm - 5pm** – Vendor Set up *Cutty Sark*  
**2:30pm - 3:00pm** – Break/Meet the Keynoter/Networking  
**3:00pm - 4:00pm** – Andrew Marotta *Pier 7 Ballroom*  
– Above the Line: Living your best life above the line  
**4:00pm - 4:15pm** – Break / Q&A Andrew Marotta  
**4:15pm - 5:00pm** – Dr. Gabriel Dahl *Pier 7 Ballroom*  
*ND Assistant Principal of the Year 2023*  
Plenary: *What makes GFC Special?*  
**7:30pm** – Social and Entertainment *Seven Seas Lounge*  
*Entertainment by Dr. J Entertainment (Andrew Jordan)*

#### **Monday, February 6, 2023**

**7:00am** – Registration Begins *Lobby*  
**7:00am** – Vendor Set Up *Cutty Sark*  
**8:00am** – Welcome by xxxx *Pier 7 Ballroom*  
**8:15am – 9:15am** – Keynote: Ronn Nozoe, NASSP Representative  
*The Work of NASSP.* *Ballroom*  
**9:15am – 9:30am** – Vendor Visitation *Cutty Sark*

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**9:30am – 10:20am** – Breakout 1

- *Nautilus, Executive 1, Executive 2*

**10:30am – 11:20am** – Breakout 2

- *Nautilus, Executive 1, Executive 2*

**11:20am – 12:00pm** – Vendor Visitation *Cutty Sark*

**11:45am** – Luncheon/NDASSP Business Meeting *Ballroom*

-Awards Presentations:

Principal of the Year 2022: Tonya Hunskor

Assistant Principal of the Year 2023: Gabe Dahl

**1:30pm – 2:20pm**– Regional Meetings

*Region 1 - Pier 7*

*Region 2 - Nautilus*

*Region 3 - Executive 1*

*Region 4 - Executive 2*

*Region 5 - Lobby*

*Region 6 - Breakfast area*

**1:30pm – 2:20pm** – Vendor Visitation *Cutty Sark*

**2:20pm 3:10pm** – Breakout 3

- *Nautilus, Executive 1, Executive 2*

**3:20pm – 4:10pm** – Plenary: Tonya Hunskor and Kathy Wensloff

*If I knew then what I know now... Lessons learned over years of experience.* *Pier 7 Ballroom*

**4:20pm – 5:00pm** – Kevin Hoherz and Aimee Copas *Pier 7 Ballroom*

NDCEL Legislative How-To and Professional Development

**5:00pm** – Wrap Up and Door Prizes *Pier 7 Ballroom*

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# Sponsorship Packages

## Exclusive Conference and Keynote Sponsor

- Booth included in this package
- Named sponsor for the entire conference
- 5 minute address to all conference attendees before keynote address of your choice.
  - Share a promotional video, recorded message, introduce salesperson/CEO etc.
  - Contact information shared with all attendees
  - Logo shown before and after keynote address
- Opportunity for your exhibitor booth to be in hallway next to the registration table, vs in Exhibitor Room
- Exhibitor logo conference program
- Print advertisement in conference program
- Your logo on all conference specific correspondence
- Welcome sign

## Name Badge Sponsor

- Your logo on every attendee's name badge
- Exhibitor logo in conference program

## Breakfast Sponsor

- Sign on the food table indicating sponsorship
- Named as the breakfast sponsor in announcements
- Named in conference program

## Social Sponsor

- Exclusive rights to the social
- Booth at Social (if desired)
- Logo and sign indicating sponsorship at appetizer table
- Exhibitor logo in conference program



## Lanyard Sponsor

- Advertisement with your name and logo on the lanyards (175)
- NDCEL will take care of the designing and ordering of the lanyards
- Exhibitor logo in conference program
- Must have affiliate (NDASA, NDAESP, or NDASSP) logo on lanyard

## Lunch Sponsor

- Sign on the food table indicating sponsorship)
- Named as the lunch sponsor in announcements
- Named in conference program

## Snack Sponsor

- Logo and sign indicating sponsorship at refreshment table
- Exhibitor logo in conference program

## Coffee Sponsor

- Logo and sign indicating sponsorship at coffee table
- Exhibitor logo in conference program