

North Dakota
Council of
EDUCATIONAL LEADERS



June 24, 2011

Dear Potential Exhibitor/Advertiser:

The North Dakota Council of Educational Leaders is again arranging for an exhibit area at our annual convention. The convention will be held at the Best Western Ramkota Hotel in Bismarck on October 20 and 21. Exhibits will be open from 8:30 a.m. to 5 p.m. on October 20 and from 8:30 a.m. to 12 noon on October 21.

The North Dakota Council of Educational Leaders is an organization of school superintendents, principals, program directors, county superintendents, and other administrators. In short, about four to five hundred of the Educational Leaders who make purchasing decisions will be in attendance. We feel that this conference should be an excellent way to put your products in front of the people who do the buying.

Enclosed is the *Contract to Exhibit* form (blue) which you may use in order to reserve an area for your company. We have 31 booths and 10 hospitality suites. Availability is on a first-come, first-served **paid** basis; we can **not** guarantee space by credit card, phone or fax. The cost for a 6' x 8' booth in the Courtyard of the Ramkota Hotel will be \$450. The cost for a suite in the rooms surrounding the courtyard area will be \$575. We have a limited number of booths/suites available; last year people had to be placed on a waiting list. Therefore we encourage you to reserve early.

We are also offering several plans that would increase your access to our members. Enclosed are forms that outline the different options:

- ✓ *Advertising Sales Contract* (pink) – use this form to sign up for the various exhibiting/advertising options (Plans A, B, or C).
- ✓ *Contract to Exhibit* (blue) – use this form to reserve a booth/suite.
- ✓ *On-line Umbrella Advertising Contract* (green) – use this form to advertise in our newsletter.

We are hopeful that you will see fit to advertise your products in this way. If you have any questions, please do not hesitate to give us a call.

Sincerely,

M. Douglas Johnson
Executive Director

mc

Enclosures

Dr. M. Douglas Johnson, Executive Director

121 E. Rosser Avenue • Bismarck, ND 58501 • 701-258-3022 • Fax: 701-258-9826 • www.ndcel.org

"Affiliated with AASA, NAESP, NAESP"