

# Happiness is: The Perfect Climate for Productivity.

## UPCOMING CONVENTION ATTENDANCE PROFILE



### NASFAA 2023 National Conference

Thursday, June 29 – Saturday, July 1, 2023

Anticipated Attendance: 2,500-3,000

### Group Description

The NASFAA national conference is the premier event serving the student financial aid community. Thousands of student aid professionals from across the nation attend the NASFAA national conference each year to teach, learn, network, and share best practices.

### Guest Room Block

Day/Date	Guestroom Block
Monday, June 26 <sup>th</sup>	135
Tuesday, June 27 <sup>th</sup>	352
Wednesday, June 28 <sup>th</sup>	1,295
Thursday, June 29 <sup>th</sup>	1,850
Friday, June 30 <sup>th</sup>	1,850
Saturday, July 1 <sup>st</sup>	1,665

### Participating Hotels

<p>Courtyard San Diego Gaslamp/Convention Center Embassy Suites Hotel San Diego Bay - Downtown Hard Rock Hotel San Diego Hilton San Diego Bayfront Hotel Hilton San Diego Gaslamp Quarter Hotel Solamar San Diego Marriott Gaslamp Quarter</p>	<p>Hotel Z Manchester Grand Hyatt San Diego Marriott Marquis San Diego Marina Omni San Diego Hotel Westin San Diego Gaslamp Quarter Porto Vista Hotel</p>
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## Schedule of Events

		Approx. Attendee Arrival & Departure	Attendee Open Meals
<b>Wednesday, June 28</b>			
8:00AM - 5:00PM	Decorator Move-In	2,500-3,000	On own for all Meals
8:00AM - 3:00PM	Registration Area Set-Up		
9:00AM - 5:00PM	Board of Directors Meeting		
<b>Thursday, June 29</b>			
6:00AM - 4:00PM	Exhibitor Move-In	2,500-3,000	On own for all Meals
7:00AM	Charity 5K Bib Pick-up		
7:30AM - 5:30PM	Registration Open		
8:00AM	Charity 5K Run/Walk on the Embarcadero		
8:30AM - 12:00PM	Pre-Conference Credential Training: Professional Judgment		
10:00AM - 12:00PM	Board of Directors Meeting		
12:30PM - 1:45PM	1 <sup>st</sup> Time Attendees' Kick-Off Networking Event & Dessert Reception		
2:00PM - 3:30PM	Pre-Conference Diversity Event		
4:00PM - 5:30PM	Opening Session with Keynote Speaker		
5:30PM - 7:15PM	Welcome Reception		
<b>Friday, June 30</b>			
7:45AM - 4:30PM	Registration Open	2,500-3,000	On own for all Meals
8:15AM - 9:30AM	NASFAA Washington Update		
9:30AM - 4:15PM	Exhibit Hall Open		
9:45AM - 10:55AM	Concurrent Sessions		
10:45AM - 11:45AM	Break		
11:45AM - 12:45PM	Concurrent Sessions		
12:45PM - 2:45PM	Lunch on Your Own		
12:45PM - 2:00PM	Regional and State Presidents Luncheon (Invitation only)		
2:45PM - 3:45PM	Concurrent Sessions		
4:00PM - 5:00PM	Concurrent Sessions		
8:00PM	Evening Activity – TBD		
<b>Saturday, July 1</b>			
7:45AM - 10:30AM	Registration Open	2,500-3,000	On own for all Meals
8:00AM - 2:45PM	Exhibit Hall Open		
8:15AM - 10:00AM	General Session		
10:00AM - 11:00AM	Break		
11:15AM - 12:15PM	Concurrent Sessions		
12:30PM - 2:30PM	Lunch on Your Own		
12:30PM - 1:30PM	Past Presidents & National Chairs Luncheon		
2:45PM - 6:00PM	Exhibit Hall Tear-Down		
2:40PM - 3:40PM	Concurrent Sessions		
4:00PM - 5:00PM	Concurrent Sessions		
<b>Sunday, July 2</b>			
8:30AM - 11:00AM	NASFAA Closing Session Featuring FAFSA Simplification	2,500-3,000	On own for all Meals

## Contact Information

- Nancy Rosenbaum, National Sales Director, SDTA
- Jacqueline Scott, Senior Director of Client Services, SDTA