

**BAKKEN  
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WILLISTON BASIN PETROLEUM CONFERENCE

**EXHIBITOR  
GUIDE**

UPDATED 2.12.2024

14-16 MAY 2024 | BISMARCK, ND

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[WWW.WBPCND.COM](http://WWW.WBPCND.COM)

# BAKKEN NOW



## ABOUT THE WBPC

The Williston Basin Petroleum Conference is the largest conference and trade show in the nation focused on the Bakken, Three Forks and Williston Basin. We're proud to bring together some of leading experts on breakthrough technologies, energy markets, potential untapped formations, the regulatory environment, and more. Over the last 28 years, the WBPC has become a "who's who" of industry experts and leadership in the Bakken, providing some of the best networking opportunities with key decision makers in an intimate and exciting setting.

### WHY ATTEND?

While there may be many conventions, events and trade shows for the oil and gas industry, the WBPC is the only one tailored to the Bakken, Three Forks and Williston Basin. There's no doubt about it – Bismarck is a small city in a small state, but that presents big opportunities and exposure for you.

### WHO ATTENDS?

The Williston Basin Petroleum Conference regularly brings in and attracts leadership and key decision makers for the Bakken's top oil producers and biggest service companies. Attendees include:

- Presidents/CEOs/CFOs/COOs
- Business Development Managers
- Operations and Consulting Engineers
- Government Affairs Presidents, Vice Presidents and Managers
- Bankers and Financial Advisors
- Others involved in the industry

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# EXHIBIT

The Williston Basin Petroleum Conference offers more than 250 booths for industry leaders to exhibit their products and services. Our trade show regularly sells out each year, but we are always working to make the next show bigger and better.

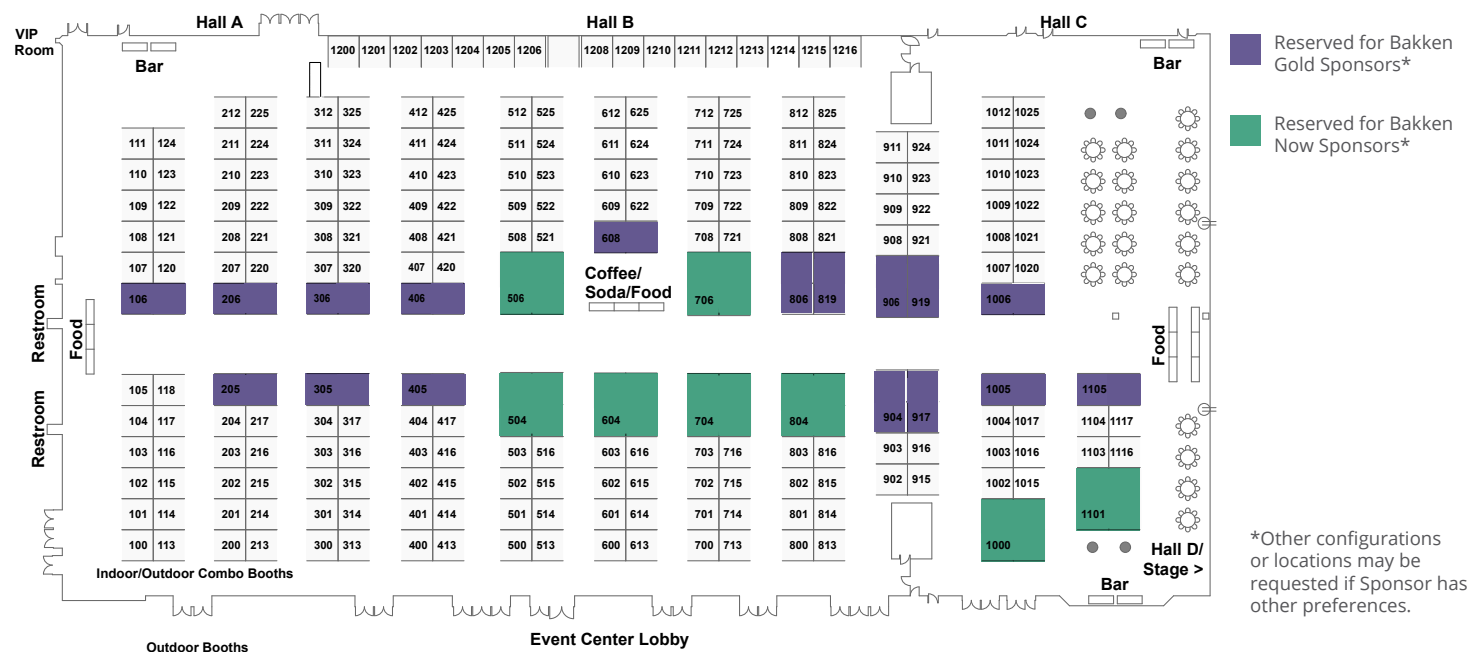
This year, we are excited to bring you several new features, including:

- Interactive map that allows you to pick your booth location (indoor booths only);
- Lead retrieval services to easily save all your business contacts;
- Opportunities to advertise products, services and promotions on our interactive map;
- New booth amenities;
- And more!

Check out our [Sponsor Guide](#) to see other ways you can increase your exposure at the Williston Basin Petroleum Conference!

Exhibit Today by clicking [HERE](#).

## EXHIBITOR PRICES



### INDOOR BOOTH \$3,500

This year's WBPC will offer an interactive map that allows you to choose your booth (excluding booth spaces reserved for top sponsors). All booth spaces include:

- 10 x 10-foot booth
- Two complimentary in-person registrations and two complimentary virtual registrations
- Piping and draping (8 ft high back drop and 3 ft high sides)
- Carpet (gray-blue)
- 8-foot table and two chairs
- Cloth skirt (royal blue) and table cover (white)
- Wireless internet (Please note this is limited and unsecure, so access cannot be guaranteed. If needed, a secure hardline can be purchased)
- Access to a 110v electrical outlet (extension cords are not provided). There is an option to purchase 220v power when you register

### OUTDOOR EXHIBIT\* \$2,500 COMBO BOOTH \$5,000

Included with Booth Space:

- 20 x 50-foot booth
- Two complimentary in-person registrations and two complimentary virtual registrations
- Night security to safeguard equipment

Not included:

- Furnishings: outdoor exhibitors are responsible for furnishing their booth.
- Electricity is not provided for outdoor booths.

Includes:

- One 10x10-foot indoor booth space in the Exhibit Hall to share information and one 20x50-foot outdoor exhibit space\* to display large equipment.
- Four complimentary in-person registrations.
- Amenities included for Indoor and Outdoor Booths.

\* All outdoor exhibitors must provide proof that they are insured for the conference. The Williston Basin Petroleum Conference must be listed specifically on their certificate of insurance. All assignments will be made based on space availability and outdoor exhibit registration must be paid before a space will be assigned. Once space is assigned, you will be contacted for further information regarding the configuration of the outdoor space.

# BOOTH EQUIPMENT & AMENITIES

## BOOTH EQUIPMENT

### INDOOR BOOTH

Each 10' by 10' indoor booth will be set with 1.5 inch diameter piping, an 8-foot high royal blue back drape and 3-foot high side dividers, and carpet (gray-blue in color). One 8-foot table decked with a royal blue cloth skirt and white table cover, plus two chairs are provided per 10' by 10' booth space.

### OUTDOOR BOOTH

Outdoor exhibitors will receive a 20' by 50' space outside the Bismarck Event Center's main entrance. Exhibitor space will be assigned based on availability and configuration based on equipment to be displayed. Outdoor exhibitor spaces does not include tables or furnishings. Please refer to page 6 for information on rental availabilities in the Bismarck-Mandan region.

All outdoor exhibitors must provide proof that they are insured for the conference. The Williston Basin Petroleum Conference must be listed specifically on their certificate of insurance.

## INTERNET & ELECTRICAL

Unsecured DSL wireless Internet is available in the Event Center facilities free of charge under the network "bcc." This access is limited to available areas, numbers of users, and usages, however, and with a large number of exhibitors, you may experience difficulty accessing the wireless Internet. You have the option to purchase a hardline connection for an additional cost of \$100 per line, which will ensure secured access to the Internet.

Vendors will have complimentary access to a 110v electrical outlet with an option to purchase 220v power for \$50 per outlet.

## TRASH REMOVAL & CLEANING

Bismarck Event Center sweeps aisles and will pick up trash placed near garbage cans in the aisle. Staff will not enter the booth or remove excessive trash. You may hire a subcontractor to clean your booth before or after Trade Show hours, but for security purposes, we ask that you email the name of the company and/or persons providing cleaning services to Becky Ness at [bness@ndoil.org](mailto:bness@ndoil.org). Subcontractors will be permitted to enter the Trade Show for cleaning from 6:30 p.m. to 8 p.m. on Monday, Tuesday and Wednesday evenings and from 6 a.m. to 7 a.m. on Tuesday, Wednesday and Thursday mornings.

## RESTRICTIONS

Please review the Bismarck Event Center's Exhibitor Rules and Regulations for more information on what is and isn't allowed when exhibiting in their facilities:

<https://www.bismarckeventcenter.com/p/plan-your-visit/exhibitor-information/exhibitors-rules>

# BOOTH UPGRADES & SERVICES

A number of additional upgrades and services are available for your convenience.

## INTERNET & ELECTRICAL

Hardline Internet.....\$100 per line

220v Electrical Hook-up.....\$50 per outlet

## FURNISHINGS

Additional booth furnishing can be purchased from one of the following companies:

**Appliance & Furniture RentAll**

701.258.9370

**Interiors by France (Contact Earl)**

701.223.8818

## OUTDOOR TENTS AND AWNINGS

**Bismarck Rent All**

701.250.1123

[Rentallusa.net/rentall](http://Rentallusa.net/rentall)

**YMCA Y's Men's Club**

701.255.1525 ext. 703

[BismarckYMCA.org](http://BismarckYMCA.org)

**Main Event Tent Rental**

701.471.6993

[Facebook.com/MainEventTentRental](https://Facebook.com/MainEventTentRental)

## CATERING & ALCOHOL

Baymont Catering is providing catering services to the Williston Basin Petroleum Conference. For questions regarding catering services through the Bismarck Event Center or Baymont Catering, please contact Becky Ness at 701.204.7346.

For outside food, any booth selling food items or giving food samples must have approval of the Event Center and the Bismarck-Burleigh Public Health prior to move-in. Contact Anton Sattler with the Bismarck-Burleigh Public Health office at 701.355.3401 for permit information and restrictions.

For questions regarding alcohol, contact Eric Delzer at 701.204.7348.

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# ADVERTISING OPTIONS

This year, the Williston Basin Petroleum Conference is excited to offer our exhibitors new advertising, marketing and retail options to enhance their experience.

See page 8 for more information on the marketing and retail options with your exhibit listing.



## ONLINE EXHIBIT MAP BANNER AD

A rotating graphic/image/company logo at the footer of the floorplan.

**PRICED AT: \$350**



## FEATURED EXHIBITOR BLOCK

Get premier placement on the exhibitor directory by becoming a featured exhibitor. Only 6 available! An Elite Retail Enhancement package is included with this purchase.

**PRICED AT: \$1,250**

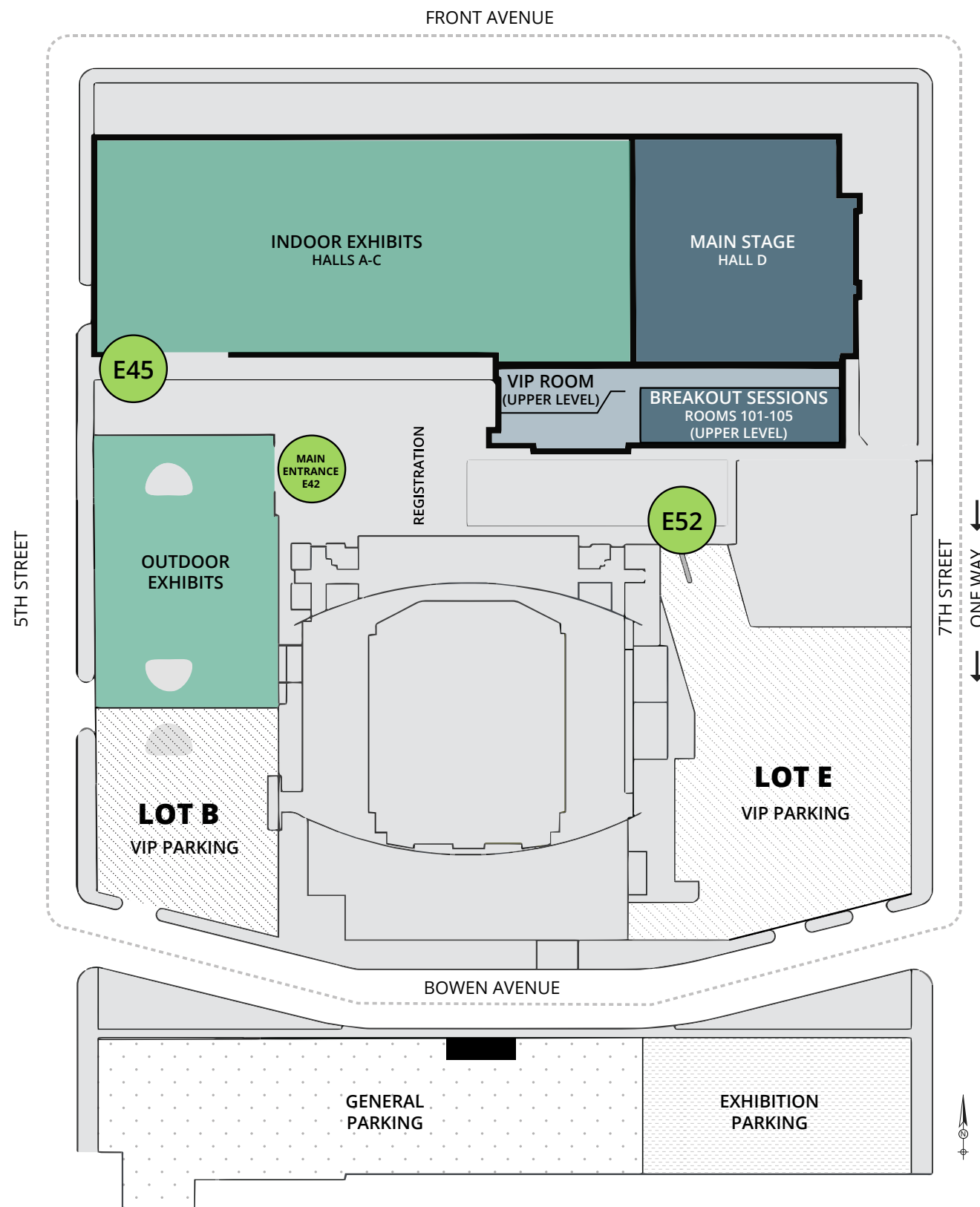
# MARKETING & RETAIL ENHANCEMENTS

This year, the Williston Basin Petroleum Conference is offering several marketing and retail options for exhibitors to enhance their experience and exhibitor listing on the WBPC website. This includes posting videos, press releases, special offers, a product gallery, and more. We're also offering ways for you to connect with attendees so you won't miss any potential business leads. Browse the packages below for the option that is best for you.

	BASIC	PLUS	PREMIER	ELITE
<b>Price in U.S. Dollars</b>	Included	\$250	\$500	\$850
Premium Position <i>(Your exhibitor listing will appear on the top of the exhibitor list and search results)</i>				✓
Uploaded videos <i>(Engage attendee with a video on your online profile)</i>			1	2
Online products and/or services <i>(Engage attendees with detailed product descriptions along with full color images.)</i>		3	5	Unlimited
Press releases <i>(Get more coverage by sharing the latest news about your company)</i>		3	5	Unlimited
Show specials <i>(Announce show specials, giveaways, and more to drive traffic to your booth)</i>		3	5	Unlimited
Enhanced icon				
Company logo <i>(Display your logo in your profile and increase your brand recognition)</i>	✓	✓	✓	✓
Online profile <i>(characters)</i>	500	1,000	1,500	2,000
Product and/or service categories <i>(Choose categories that attendees search)</i>	3	3	10	Unlimited
Booth number, address, website	✓	✓	✓	✓
Website URL <i>(Drive traffic to your website)</i>	✓	✓	✓	✓

**EXHIBIT NOW**

# FACILITY MAP



# SHOWROOM SCHEDULE

## EXHIBITOR MOVE-IN\*

Sunday, May 12 (Outdoor Exhibitors Only): 7 a.m. to 7 p.m. CDT  
 Monday, May 13: 7 a.m. to 7 p.m. CDT  
 Tuesday, May 14: 7 a.m. CDT and MUST be completed by 8 a.m. CDT

## EXHIBITOR CONFERENCE CHECK-IN\*

Exhibitors may collect their conference badges, gift and other materials during a special check-in period at the Conference Registration table on Monday, May 13 from 4 to 7 p.m. CDT

## EXHIBIT SHOW HOURS\*

Tuesday, May 14: 9 a.m. to 6:30 p.m.  
 Wednesday, May 15: 7 a.m. to 6:30 p.m.  
 Thursday, May 16: 7 a.m. to 12 p.m.

## EXHIBITOR MOVE-OUT\*

Thursday, May 16: Beginning at 12:15 p.m.

*\*Hours are subject to change in the event that a special guest with special security requirements is booked for the conference.*

## EXHIBITOR MOVE-IN & CHECK-IN

Outdoor exhibitors may begin setting up between 7 a.m. and 7 p.m. on Sunday, May 12, 2024. The Exhibit Hall for indoor exhibitors will be open from 7 a.m. to 7 p.m. on Monday, May 13, 2024, and from 7 a.m. to 8 a.m. on Tuesday, May 14. All exhibitors MUST be set up by 8 a.m. on Tuesday, May 14 to prepare for the Exhibit Hall to open to conference attendees at 9 a.m.

**Monday Move-In:** Exhibitors may use doors E45 (west side of Event Center) and E52 (East side of Event Center) for move-in.

**Tuesday Move-In:** Exhibitors may only use doors E45 (west side of Event Center) for move-in.

**Conference Badges:** Exhibitors will have the opportunity to check-in to the conference on Monday, May 13 from 4 to 7 p.m. to collect badges.

## CONVENTION FREIGHT SERVICES

The Bismarck Event Center uses a third-party vendor for all freight services. All exhibit freight arriving and/or departing via freight carrier MUST utilize Jobbers Convention Freight Services. All freight must be shipped to and picked up from Jobbers Convention Freight Services, not the Bismarck Event Center. Jobbers will deliver the freight to the Bismarck Event Center on the appropriate move-in date and return it to their warehouse following the event. The Bismarck Event Center will only accept freight from Jobbers.

Preregistration is required for Jobbers Convention Freight Services:

1. Log onto: [www.jobberswarehouse.com/cfs](http://www.jobberswarehouse.com/cfs).
2. Provide us with your name, company, telephone number, and a valid e-mail.
3. Select your event from the drop-down menu.
4. Click "Request." Your password will be e-mailed to you with instructions to access and register for advance warehouse services.

E-mail Jobbers CFS at [cfs@jobberswarehouse.com](mailto:cfs@jobberswarehouse.com) with any questions.

## EXHIBITOR MOVE-OUT

Out of respect for our attendees and speakers, any tear-down and moving out using large or motorized equipment is prohibited until 12 p.m. on Thursday, May 16, 2024.\* Door E45 (west side of Event Center) will be open after 12 p.m. for move-out. If you require additional time for move-out, please contact us at [wbpc@ndoil.org](mailto:wbpc@ndoil.org).

*\*Exhibit Show hours and move-out times are subject to change in the event that a special guest requiring special security considerations is booked for the conference.*

## EXCESSIVE TRASH AND BOOTH ABANDONMENT

Any excessive trash which consists of display materials, carpet, padding, crates and/or pallets will be disposed of and charged both a handling fee and disposal fee during move-in. Excessive booth materials and/or literature left in the booth at the end of the published exhibitor move-out that is not labeled for an outbound shipment will be considered abandoned and deemed as trash. The exhibitor will be charged for the removal and disposal of these items. Charges may include Installation & Dismantle Labor, Forklift/Rigging Labor, and/or Dumpster Fee.

# BOOTH CANCELLATION POLICY

Any withdrawal of a Registration for exhibit space or cancellation of exhibit space must be made in writing to WBPC. Notice shall be the effective on the date that WBPC receives such written notice.

Companies will receive a 100% refund for booths canceled on or before March 8, 2024 and a 50% refund for cancellations on or between March 9 and April 1, 2024. There will be no refunds for cancellations made after April 1, 2024.

If you decide to cancel your general attendee or late registration, please notify the NDPC office at [ndpc@ndoil.org](mailto:ndpc@ndoil.org). There will be no refunds for registrations starting April 15, 2024. We encourage you to send a replacement at no additional charge.

# TERMS & CONDITIONS

## I. BOOTHS

Booth partitions will be provided without charge. The height of the back wall (curtain) is 8' and the height of the side rails is 3' unless otherwise approved by the WBPC Committee. One 8' table and two chairs are provided with each 10x10 space rented. Carpeting is also included. Booths need to be set forward approximately six inches to allow for the Event Center electrical equipment to be placed between back-to-back exhibits.

## II. COMPLIANCE

The WBPC Committee reserves the right to reject, eject, or prohibit any exhibit in whole or part, or an exhibitor or their representatives, with or without given cause. No refunds will be made to an exhibitor who is ejected for violations of these rules and conditions. This terms and conditions agreement MUST be signed to be valid and in order to finalize your rented exhibit space at the WBPC.

## III. ELECTRIC SERVICE

Exhibitors are responsible for their own extension cords (must be able to reach at least 50'). If you require 220v electric, you must reserve it during the registration process for an additional fee.

## IV. DEPOSITS, REFUNDS, CANCELLATIONS

All reservation deposit money will be retained by the North Dakota Petroleum Council (NDPC)/Williston Basin Petroleum Conference (WBPC) in the event an exhibitor fails to fulfill their contract. Cancellations must be made in writing on or before March 8, 2024 to receive a 100% refund of exhibitor fees. Cancellations on or between March 9

and April 1, 2024 will receive a 50% refund of exhibitor fees. There will be no refund for cancellations starting April 2, 2024.

## V. DISPUTES

The decision of the WBPC Committee must be accepted as final in any disagreement between exhibitor and show management or other exhibitors.

## VI. EVENTUALITIES

In the event the WBPC shall be partly or totally canceled by fire or other elements (weather) or by any other circumstances that shall make it impossible for the WBPC Committee to permit the contracted space to be occupied by the exhibitor, then this lease shall terminate and the exhibitor shall waive any claim or compensation of the amount for space rental.

## VII. SUBLETTING

Exhibit space cannot be sublet. Two firms/companies is the maximum allowed per indoor or outdoor booth space.

## VIII. NOISE

Sound effects, loudspeakers, attention-getting devices and audio/visual equipment will be permitted only in designated areas determined by the WBPC Committee. Show management will be the final arbiter when deciding if the noise is too loud. If exhibitor refuses to lower sound level, they will be moved or removed from the show with no refund.

## IX. LIABILITY

The WBPC Committee cannot guarantee exhibitor against loss or damage of any kind. Space is leased with the understanding that the exhibitor will hold the WBPC Committee, the North Dakota Petroleum Council (NDPC), and the Bismarck Event Center harmless from any or all liabilities from any cause. The WBPC Committee, NDPC, and Bismarck Event Center shall not be responsible for any loss, damage, or injury that may occur to the exhibitor, their employees or property from any cause whatsoever prior, during, or subsequent to the period covered by the exhibit contract and expressly releases the WBPC Committee, NDPC, and Bismarck Event Center from any and all claims for such loss, damage or injury. If any action by the exhibitor before, during, or after the show causes legal action against the WBPC Committee, the NDPC, and the Bismarck Event Center, the exhibitor shall be responsible for any and all legal costs to the WBPC Committee. Exhibitors are responsible for their own insurance to cover all contingencies, including but not limited to fire, theft, property damage, public and private liabilities and workers' compensation.

## X. BISMARCK EXHIBITION HALL RESTRICTIONS

This Bismarck Event Center and Exhibition Hall prescribes to all state fire, safety, and health codes. There is no smoking allowed in the Bismarck Event Center or the Exhibition Hall.

**Decorations:** Do not use staples, pins, tape, or tacks to affix signs or decorations to the curtains or tables. Curtain hooks are allowed. Helium-filled balloons are not allowed. Any tanks containing compressed air or other material must be supported by a base or tied or chained to some type of support. Painting is not allowed in the building. If any cleaning chemicals are used, protective measures must be taken to protect the floors. If damage occurs to the Event Center property, the exhibitor is responsible for any costs incurred.

**Food & Cooking:** Any booth selling food items or giving food samples must have approval of the Event Center and the City of Bismarck Sanitation Department prior to move-in. Call the Bismarck Inspections office at 701.355.3401 for permit information and restrictions. Open fires are not allowed. Tanks of liquefied propane or butane, white gas or flammable material containers are not allowed.

**Indoor Vehicle Displays:** Any auto, motorcycle, or other motorized vehicles (garden tractors, chain saws, boats, etc.) shall have its battery removed (or cables removed) and its fuel supply reduced to not more than ¼ tank full. Plastic tarps may need to be placed under any vehicles that may leak fluids.