

BAKKEN
NOW

WILLISTON BASIN PETROLEUM CONFERENCE

SPONSOR & ADVERTISING GUIDE

14-16 MAY 2024 | BISMARCK, ND

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 the leading experts on breakthrough technologies, energy markets, potential untapped formations, the regulatory environment, and more. Over the last 30 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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SPONSOR

For 30 years, the Williston Basin Petroleum Conference has been bringing the industry's executives, regulatory leaders and innovators together to discuss the latest technologies that has made the Bakken the energy powerhouse it is today and exhibit the products and services that are helping companies recover more of our resource and break records.

As a sponsor of the Williston Basin Petroleum Conference, you'll get your name and brand in front of some of the Bakken's biggest names, companies, leaders and decision-makers.

Sponsor today by clicking [HERE](#).

CONFERENCE SPONSORSHIPS

Our conference sponsors remain some of our biggest and longest supporters and include top Bakken producers, oilfield service companies and consultants. Conference Sponsors will be recognized throughout the conference and on all marketing materials.

	Bakken Now	Bakken Gold	Diamond	Platinum	Silver	Bronze
Price in U.S. Dollars	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000
Complimentary booth(s)	4	2	1			
Complimentary in-person attendee registration(s)	12	8	6	3	2	1
Bakken VIP Club parking pass(es)	3	2	1			
Bakken VIP Club passes (VIP room access and reserved lunch seating)	8	5	4	3		
15-second video to be played following breaks in conference	✓					
Advertising in conference booklet	Full page (color)	1/2 page (color)	1/4 page (color)	1/4 page (b/w)		
Logo in conference booklet and on electronic signage	✓	✓	✓	✓	✓	✓
Listed on conference web site rolling banner	✓	✓	✓	✓	✓	✓
Express Sponsor Check-in	✓	✓	✓	✓	✓	✓

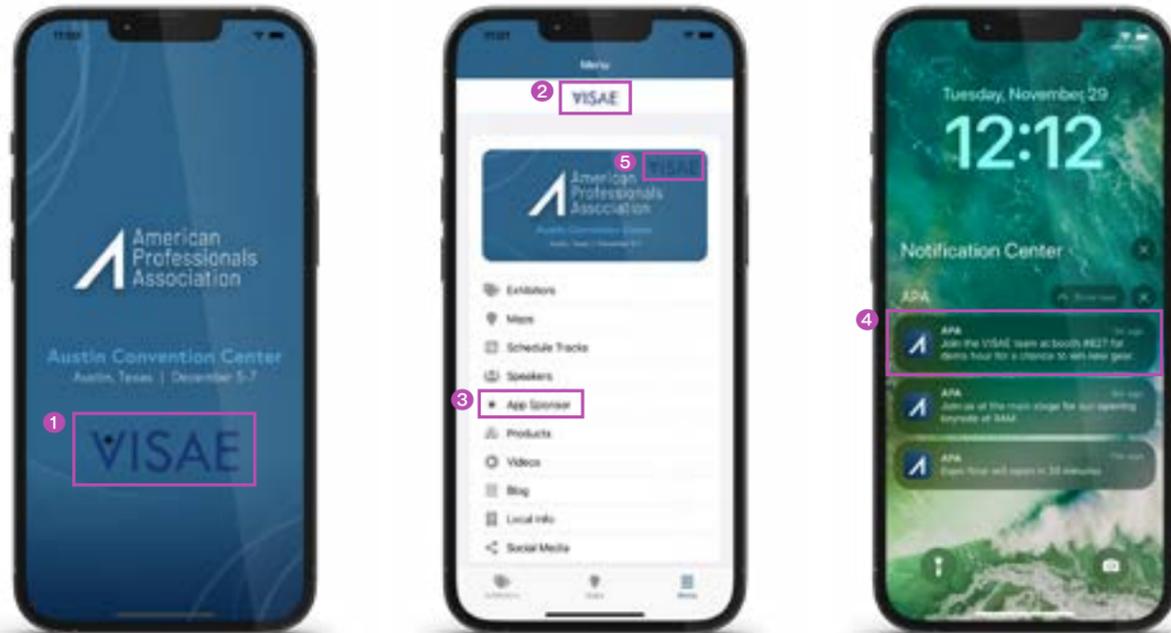
Please review the [Branding Guidelines](#) available at www.wbpcnd.org for more information on logo and artwork requirements. See our [Exhibitor Guide](#) for more information on booths and booth amenities. **The Deadline for logos and ads is April 19, 2024 to be included in the conference program.**

SPONSOR NOW

MOBILE APP SPONSORSHIP - \$5,000

Limited to one sponsor

Increase your visibility among attendees and grow your business with a mobile app sponsorship.



Your logo on the intro screen

Be the first thing attendees see when opening the app.

Rotating Banner Ad

Clickable banner ads link directly to the url of your choice or your mobile app booth profile.

Clickable Navigation Item

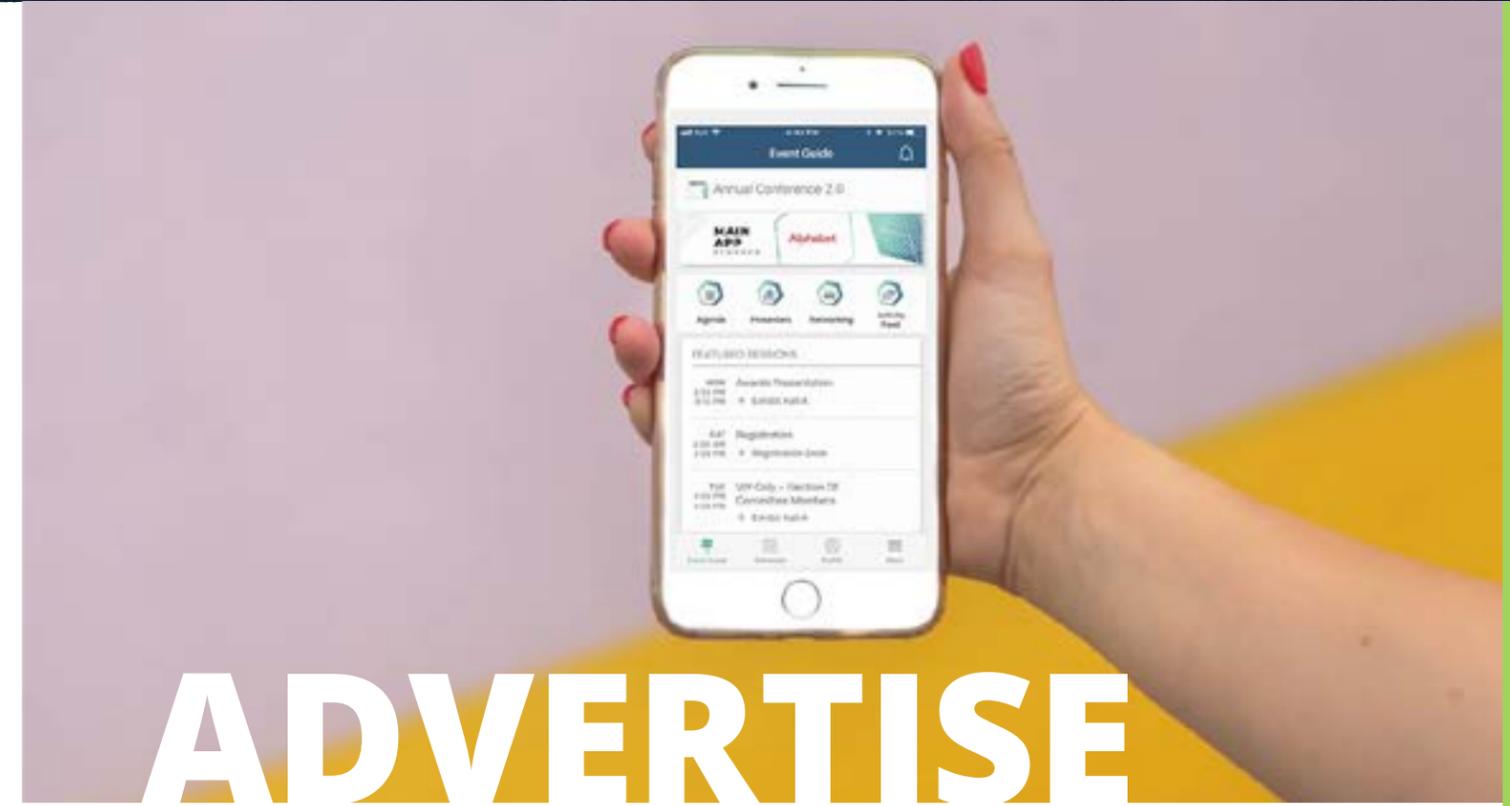
Your sponsor logo can link to your webpage.

Promotional Push Notifications

Reach all mobile app users with one push notification for each expo day.

Top Masthead Ad

Your sponsor logo can be incorporated with the show branding at the top of the navigation.



With our new website and mobile app, we are able to offer you advertising opportunities to help you get your name and brand in front of more people. Opportunities include:



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! A Gold

PRICED AT: \$350

See our [Branding Guidelines](#) for more information on specifications and file types.