

20  
26



**WILLISTON BASIN**  
PETROLEUM CONFERENCE

# EXHIBITOR GUIDE

---

**MAY 19 - 21, 2026**

**BISMARCK, ND**

**WBPCND.COM**

# CONTENTS

- 3** ABOUT THE WBPC
- 4** EXHIBIT
- 5** EXHIBITOR PRICES
- 6** BOOTH EQUIPMENT & AMENITIES
- 7** BOOTH UPGRADES & SERVICES
- 8** MARKETING & RETAIL ENHANCEMENTS
- 9** FACILITY MAP
- 10** SHOWROOM SCHEDULE
- 11** BOOTH CANCELLATION POLICY AND TERMS AND CONDITIONS



# 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



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.

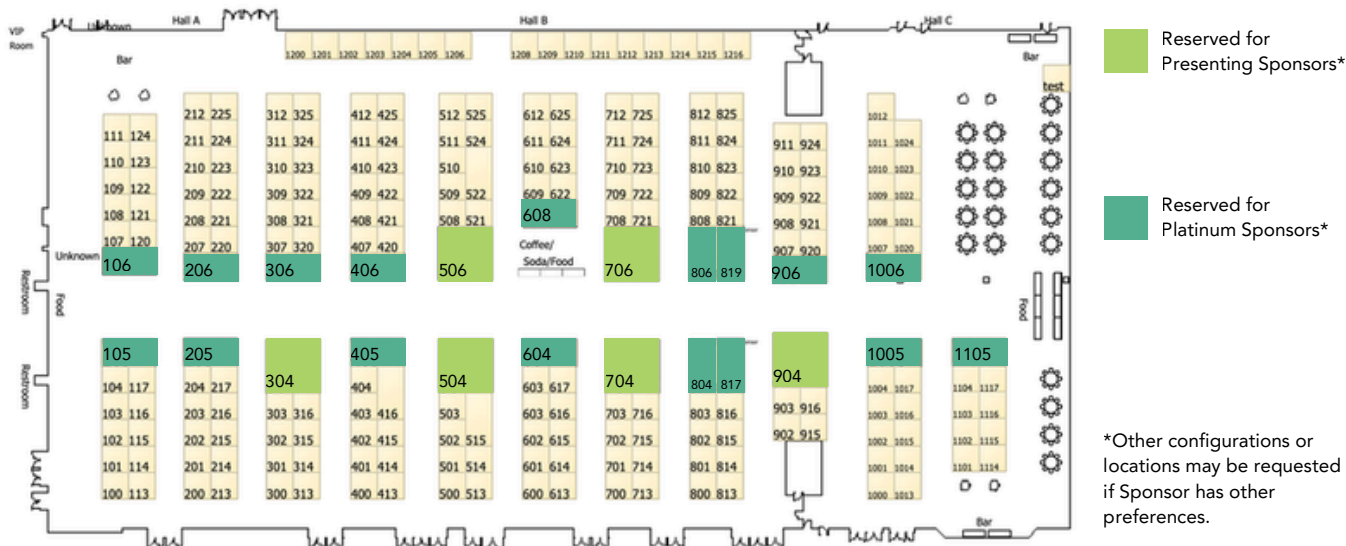
**Exhibitor features include:**

- 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!



# EXHIBITOR PRICES



INDOOR BOOTH	OUTDOOR EXHIBIT	COMBO BOOTH
<b>\$3,500</b>	<b>\$2,500</b>	<b>\$5,300</b>
<b>Booth Space Includes:</b>	<b>Booth Space Includes:</b>	<b>Booth Space Includes:</b>
10 x 10-foot booth	20 x 50-foot booth	One 10x10-foot indoor booth space in the Exhibit Hall to share information and one 20x50-foot outdoor exhibit space* to display large equipment.
Two complimentary in-person registrations and two complimentary virtual registrations	Two complimentary in-person registrations and two complimentary virtual registrations	Four complimentary in-person registrations.
Piping and draping (8 ft high back drop and 3 ft high sides)	Night security to safeguard equipment.	Amenities included for Indoor and Outdoor Booths.
Carpet (gray-blue)	<b>Not Included</b>	
8-foot table and two chairs	Furnishings: outdoor exhibitors are responsible for furnishing their booth.	
Cloth skirt (royal blue)	Electricity is not provided for outdoor booths.	
Wireless internet (This is limited and unsecure. Access cannot be guaranteed. A secure hardline can be purchased)		
Access to a 110v electrical outlet (extension cords not provided). 220v power can be purchased.		

\*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, 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, 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. We recommend bringing your own extension cords as well.

## 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. If you plan on contracting cleaners, please make sure WBPC Staff is aware of who they are, and have approved badges for security purposes.

## 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

## OUTDOOR TENTS AND AWNINGS

### BISMARCK RENT ALL

701.250.1123  
Rentallusa.net/rentall

### YMCA Y'S MEN'S CLUB

701.255.1525 ext. 703  
BismarckYMCA.org

### MAIN EVENT TENT RENTAL

701.471.6993  
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.

**EXHIBIT NOW**

# ADVERTISE

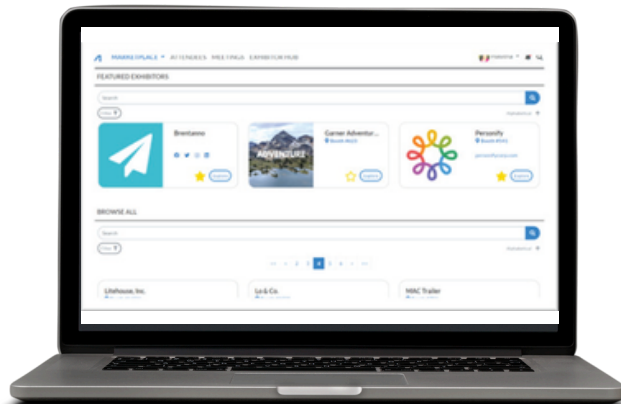
With our website and mobile app, we have advertising opportunities to help you get your name and brand in front of more people. Opportunities include:



## ONLINE EXHIBIT MAP BANNER AD

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

**PRICE: \$495**



## FEATURED EXHIBITOR BLOCK

Get premier placement on the exhibitor directory by becoming a featured exhibitor. Only 6 available!

**PRICE: \$1,495  
(INCLUDES ELITE LISTING)**

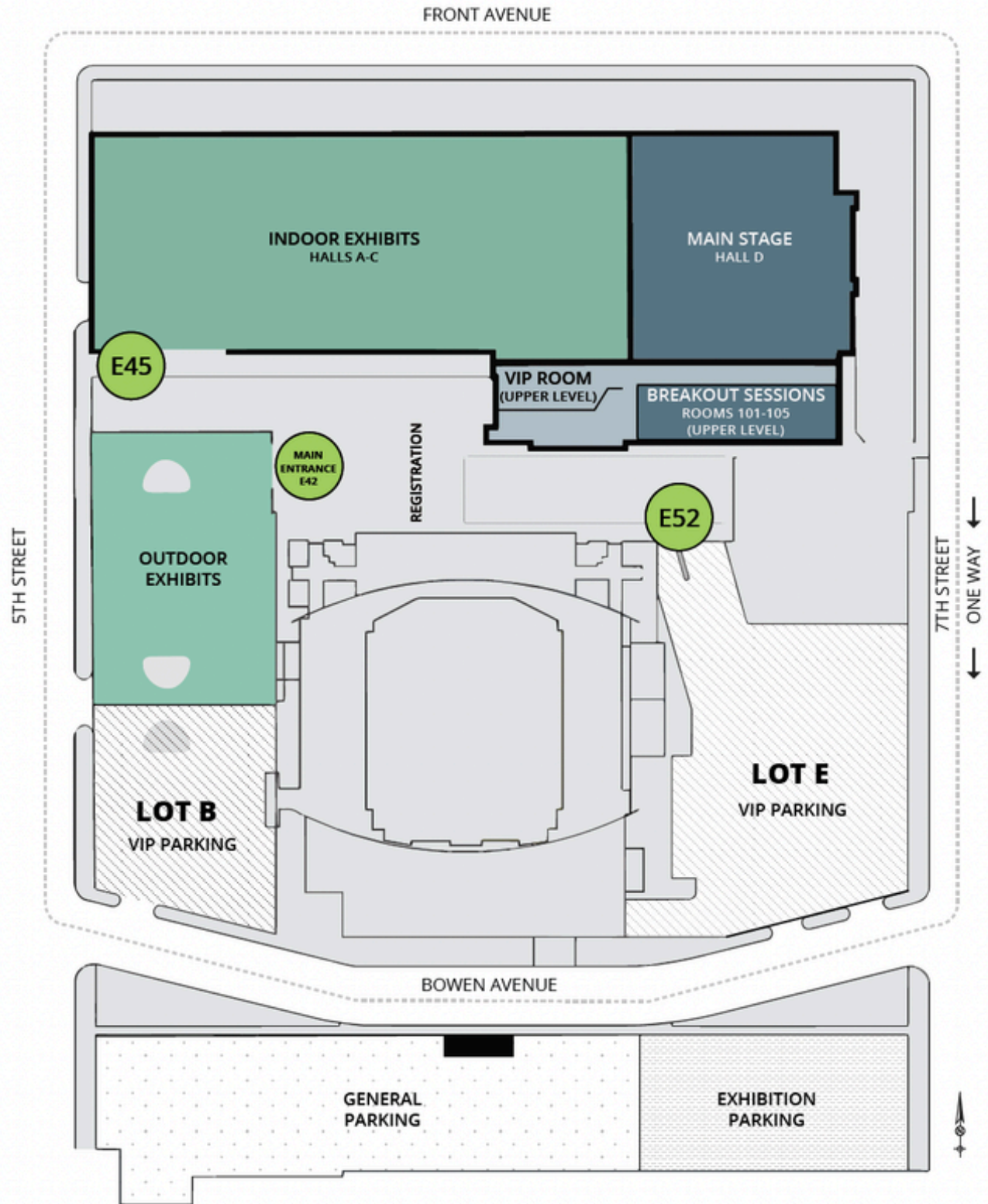
See our [Branding Guidelines](#) for more information on specifications and file types.

# 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	\$316	\$476	\$716
<b>Premium Position</b> (Your exhibitor listing will appear on the top of the exhibitor list and search results)				✓
<b>Uploaded videos</b> (Engage attendee with a video on your online profile)			1	2
<b>Online products and/or services</b> (Engage attendees with detailed product descriptions along with full color images.)		3	5	Unlimited
<b>Press releases</b> (Get more coverage by sharing the latest news about your company)		3	5	Unlimited
<b>Show specials</b> (Announce show specials, giveaways, and more to drive traffic to your booth)		3	5	Unlimited
<b>Enhanced icon</b>				
<b>Company logo</b> (Display your logo in your profile and increase brand recognition)	✓	✓	✓	✓
<b>Online profile</b> (characters)	500	1,000	1,500	2,000
<b>Product and/or service categories</b> (Choose categories that attendees search)	3	5	10	Unlimited
<b>Booth number, address, website</b>	✓	✓	✓	✓
<b>Website URL</b> (Drive traffic to your website)	✓	✓	✓	✓

# FACILITY MAP



# SHOWROOM SCHEDULE

## EXHIBITOR MOVE-IN\*

Sunday, May 17 (Outdoor Exhibitors Only): 7 a.m. to 7 p.m. CDT

Monday, May 18: 7 a.m. to 7 p.m. CDT

Tuesday, May 19: 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 18 from 4 to 7 p.m. CDT

## EXHIBIT SHOW HOURS\*

Tuesday, May 19: 9 a.m. to 6:00 p.m.

Wednesday, May 20: 7:30 a.m. to 6:00 p.m.\*\*

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

*\*\*Exhibitors may start carrying out their booth materials – this is only what exhibitors can carry by hand. If you require equipment to move-out, you must wait to tear down until Thursday, May 21st at 12:00 p.m.*

## EXHIBITOR MOVE-OUT\*

Thursday, May 21: Beginning at 12:00 p.m.

## EXHIBITOR MOVE-IN & CHECK-IN

Outdoor exhibitors may begin setting up between 9 a.m. and 7 p.m. on Sunday, May 17, 2026. The Exhibit Hall for indoor exhibitors will be open from 7 a.m. to 7 p.m. on Monday, May 18, 2026, and from 7 a.m. to 8 a.m. on Tuesday, May 19. All exhibitors MUST be set up by 8 a.m. on Tuesday, May 19 to prepare for the Exhibit Hall to open to conference attendees at 9 a.m.

**Monday Move-In:** Exhibitors may use doors E44 (west side of Event Center) and E52 (east side of Event Center) for move-in.

**Tuesday Move-In:** Exhibitors may only use doors E43 (west side of Event Center) for move-in.

**Conference Badges:** Exhibitors will have the opportunity to check-in to the conference on Monday, May 18 from 4 to 7 p.m. to collect badges.

## CONVENTION FREIGHT SERVICES

All exhibit freight must be handled through Jobbers Convention Freight Services, the Bismarck Event Center's exclusive freight vendor. Ship all freight to and from Jobbers—not the Event Center. Jobbers will deliver freight to the Event Center on move-in day and return it to their warehouse after the event. The Event Center will not accept freight from any other carrier. Preregistration with Jobbers Convention Freight Services is required.

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 12:00 p.m. on Thursday, May 21, 2026.\* Door E44 (west side of Event Center) will be open after 12:00 p.m. for move-out. If you require additional time for move-out, please contact us at [wbpc@ndoil.org](mailto:wbps@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 effective on the date that WBPC receives such written notice.

Companies will receive a 100% refund for booths canceled on or before March 4, 2026 and a 50% refund for cancellations on or between March 6 and April 1, 2026. There will be no refunds for cancellations made on or after April 2, 2026.

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 2, 2026. 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 4, 2026 to receive a 100% refund of exhibitor fees. Cancellations on or between March 5 and April 1, 2026 will receive a 50% refund of exhibitor fees. There will be no refund for cancellations starting April 2, 2026.

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, or tacks to affix signs or decorations to 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 701.258.2070 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.