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**WILLISTON BASIN**  
PETROLEUM CONFERENCE

# SPONSOR & ADVERTISING GUIDE

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**MAY 19 - 21, 2026**

BISMARCK, ND  
[WBCND.COM](http://WBCND.COM)

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# 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



# SPONSORS

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.

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.



# CONFERENCE SPONSORSHIPS

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|   | Presenting  | Platinum   | Gold                            | Silver           | Bronze           |
|---|---|--|---------------------------------|------------------|------------------|
| <b>Price in U.S. Dollars</b>                          | <b>\$50,000</b>   | <b>\$25,000</b>  | <b>\$12,500</b>                 | <b>\$6,000</b>   | <b>\$2,500</b>   |
| <b>Logo on Marketing Materials</b>                    | ✓   |  |                                 |                  |                  |
| <b>Naming Rights</b>                                  | Tuesday Afternoon and 75 Year Party   | Thursday Morning Agenda                                      | Conference Breakout Experiences | Breakout Session |                  |
| <b>Signage</b>  | Major Signage   | Digital Rotation   | Digital Rotation                | Digital Rotation | Digital Rotation |
| <b>Program</b>  | Full Page Ad Premium Location   | Full Page Ad   | Half Page Ad                    | Quarter Page Ad  | Name Listed      |
| <b>Logo on Website</b>                                | ✓   | ✓  | ✓                               | ✓                | ✓                |
| <b>Logo in E-Newsletter</b>                           | ✓   |  |                                 |                  |                  |
| <b>Logo/Content Social</b>                            | ✓   |  |                                 |                  |                  |
| <b>Event App (Splash Page)</b>                        | ✓   |  |                                 |                  |                  |
| <b>Exhibitor Booth</b>                                | Up to 4   | Up to 4  | Up to 2                         | 1                |                  |
| <b>Programming</b>                                    | Introduce Keynote speaker, ability to put item in swag bag, 15 second video after break | Ability to put item in swag bag, 15 second video after break |                                 |                  |                  |
| <b>Reserved Seating at Head Table in Hall D</b>       | ✓   | ✓  |                                 |                  |                  |
| <b>Complimentary In-Person Attendee Registrations</b> | 20  | 12   | 6                               | 3                | 2                |
| <b>VIP Bakken Club</b>                                | 15  | 10   | 6                               | 3                |                  |
| <b>Parking Passes</b>                                 | 4   | 2  | 1                               |                  |                  |
| <b>Express Check-In</b>                               | ✓   | ✓  | ✓                               | ✓                | ✓                |

# ADVERTISE

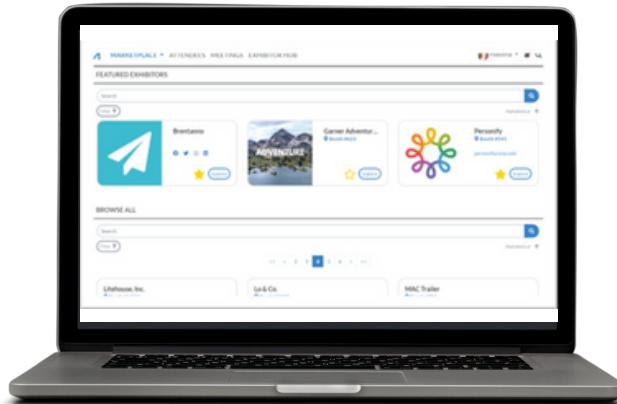
With our website and mobile app, we have advertising opportunities to help you get your name and brand in front of more people. Opportunities include:



## 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.