

Sponsor Prospectus

Sponsorships Cultivate Strong ROI

As a sponsor of the 2018 The Bakken Conference & Expo, you will have an opportunity to position your organization as a leader and supporter of the shale oil industry in important international markets. For pricing and additional information, please contact your BBI International Account Executive at (866) 746-8385 or service@bbiinternational.com.



A PREMIER NORTH DAKOTA
SHALE OIL EVENT

Focused on Bakken Play Technologies and Efficiencies

^{4TH ANNUAL}
The BAKKEN
CONFERENCE & EXPO

July 16-18, 2018
Roughrider Center
Watford City, ND



866-746-8385 | service@bbiinternational.com | [#BAKKENOILCONF](https://twitter.com/BAKKENOILCONF) Follow Us: twitter.com/NAShaleMag

The BAKKEN

CONFERENCE & EXPO

4TH ANNUAL

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Platinum Level		SOLD TO
Name Badge Lanyard	\$ SOLD	Clean Solutions LLC
Conference Bag	\$7,995	
Platinum Sponsorship	\$7,995	
Gold Level		
Lunch Sponsor	\$ SOLD	Watford City, McKenzie Co. Economic Dev.
Bakken Connect	\$4,995	
Gold Sponsorship	\$4,995	E&M Services, LLC
Add on		
Floor Direction Decals	\$995	
Lead Retrieval Service	\$300	
Program Advertising-Full Pg	\$1,495	
Program Advertising-Half Pg	\$1,000	

Platinum Level



CLEAN SOLUTIONS

Gold Level

Sponsors Get Noticed



Marketing/Branding Opportunities	Platinum	Gold
One complimentary (10 X 10) premium Platinum exhibit space in the expo	✓	
One complimentary (10 X 10) Gold exhibit space in the expo		✓
Two e-mail blasts to all conference attendees	✓	
One piece insert in all conference bags	✓	✓
Full page advertisement in onsite program guide	✓	
Two time use of conference mailing list	✓	✓
Company logo and link to company website on every page of the conference website	✓	✓
Sponsor Spotlight: Company logo and 50 word description featured in "Sponsor Spotlight" on the home page of the conference website	✓	✓
Company logo (linked to company website) on every e-mail blast promoting the event. Campaign has potential of more than 600,000 impressions	✓	✓
Company literature at designated sponsor table in high traffic area	✓	✓
Logo and 50-word description in onsite program guide	✓	✓
Visual recognition on signage; verbal and visual recognition in general session sponsor slide presentation	✓	✓
Opportunity to promote separate side event to conference attendees through the conference website	✓	✓
Complimentary Registrations		
Three complimentary full conference registrations	✓	
Two complimentary full conference registrations		✓
Executive Boardroom Use		
Executive boardroom available for private meetings	✓	

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Individual Sponsorships

Name Badge Lanyard

Get all conference attendees wearing your company name for your company. By investing in a lanyard, your name will be constantly viewed by every person at the event. Your company's name viewed by every person gives you a major bang for your buck.

- Recognition on Name Badge Lanyard**
- Company logo printed on name badge lanyards for all attendees

SOLD

Conference Bag (1 available)

Are you looking for high visibility? This investment ensures that your company's name stands out at the conference. Distributed at the beginning of the event, all attendees receive a show bag and use it throughout the conference. We've even discovered that many attendees use it long after the conference has ended. Put your company's brand on every conference show bag and make your investment count.

- Recognition on Conference Bag**
- Company logo printed on conference bag given to all attendees

Gold Level Sponsors

Lunch Sponsor (1 of 2 available)

Regarded as one of the most coveted sponsorships, the lunch sponsorship allows attendees to enjoy great food and a positive experience. Your company name is displayed via signage and napkins.

- Recognition on Lunch Sponsor**
- Company logo on buffet tables
 - Tabletop signage on buffet tables
 - Comparison signage on buffet tables
 - Verbal recognition from host
 - Opportunity for company representative to address lunch attendees
 - Logo on agenda online prior to show and on Bakken Connect

SOLD

Bakken Connect (1 available)

Bakken Connect is an exclusive online social media site for the The Bakken Conference & Expo and is the perfect sponsorship for a consulting service or supplier to the industry. Attendees visit the site before, during and after the event, so you'll gain maximum exposure with conference goers looking to make connections and find new products and services. Hundreds of meetings and conversations happen on Bakken Connect and by becoming a sponsor you can make sure your company is top of mind. Start connecting with the industry, become the exclusive sponsor of Bakken Connect!

- Recognition on Site**
- Company logo displayed on Bakken Connect in the header
 - Logo on online agenda prior to show on Bakken Connect
 - Logo sent in emails promoting Bakken Connect

Sponsors Get Noticed



+ ADD ON PROGRAM GUIDE ADVERTISING

Pricing

Full Page - \$1,495

Half Page - \$1,000

Enhance your visibility and drive attendees to your booth at the The Bakken Conference & Expo

Insertion: Thursday, June 14th

Artwork: Thursday, June 14th



Statistics show that attendees come to an exposition with a set agenda of exhibits to visit. Make this your most successful conference by inviting attendee's to your booth through the use of an advertisement in the conference program guide. The program guide is given to all 750 attendees at registration and includes the conference schedule and a complete list of all speakers with bios, the poster presentations, and the exhibit hall map. Attendees refer to the guide often, not only on site at the meeting but throughout the year, which gives your advertisement repeated exposure. Exclusive only to exhibitors, sponsors, supporting organizations.

For more info:
service@bbiinternational.com
866-746-8385

+ ADD ON FLOOR DIRECTION DECALS (10 available)

\$995

Enhance your visibility and drive attendees to your booth at The Bakken Conference & Expo

Follow your floor decal road! Two foot diameter floor decals with your booth number and logo leading the way to all conference points of interest.

Recognition on Floor Direction Decals

- Logo and booth # prominently displayed on five (5) floor decals

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+ ADD ON LEAD RETRIEVAL SERVICE

\$300

Lead Retrieval Benefits:

- **Generate more leads**
- **Increase booth traffic**
- **More face-to-face conversations**
- **Higher return on your investment**

Upgrade Your Virtual Booth to Include Lead Retrieval.

- Just click the "Upgrade Now" button at your virtual booth.
- This will give you full access to attendees contact information.

How it Works:

- Onsite Booth Lead Retrieval: Booth staff can scan badge of attendee or attendee can scan booth QR code using the Bakken Connect app.
- Virtual Booth Lead Retrieval: We'll add a "Request Information" button to your listing to encourage attendees to reach out pro-actively for meetings at the event. You'll be notified by email automatically when ever someone responds, 24 hours a day, 7 days a week. Includes all available contact information for the attendee.
- Passive Leads List: Afraid your leads are being shy? Find out who has visited your exhibitor page, which ones have downloaded your collateral and how often they've visited. Includes ability to contact each lead directly through Bakken Connect.
- All leads are easy to view, sort and export via your virtual booth.

For more information contact:
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701-738-4977