

SPONSORSHIP PROSPECTUS 2016

NAVIGATING THE NEW BAKKEN



A PREMIER NORTH DAKOTA
SHALE OIL EVENT

Focused on Bakken Play Technologies and Efficiencies

3RD ANNUAL
The **BAKKEN**
CONFERENCE & EXPO

July 25-27, 2016 | Alerus Center | Grand Forks, ND
www.TheBakkenConference.com

Sponsorships Cultivate Strong ROI

As a sponsor of the 2016 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.

The BAKKEN

CONFERENCE & EXPO

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Produced by *The Bakken* magazine

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Platinum Level		SOLD TO
Name Badge Lanyard		
Conference Bag		
Hotel Room Key		
Expo Grand Opening & Welcome Reception		
Networking Reception		
General Session		
Pocket Agenda		
WiFi Sponsor		
Gold Level		
Breakfast Sponsor		
Lunch Sponsor		
Refreshment Break		
reCharge Lounge		
Water Stations		
Bakken Connect		
Aisle Sponsor		
Add on		
Floor Direction Decals		
Bingo Spot		
Lead Retrieval Service		
Golf Hole Sponsor		
Golf Par 3 Sponsor		
Golf Cart & Award Luncheon Sponsor		

Platinum Level

Gold Level

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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		✓
Hotel Room Upgrade		
Complimentary suite upgrade at the conference hotel	✓	
One complimentary hotel room night at the conference hotel	✓	
Executive Boardroom Use		
Executive boardroom available for private meetings	✓	

Platinum Level Sponsors

Name Badge Lanyard (1 available)

Get all conference attendees to become a walking billboard for your company. By investing in this exclusive advertising, your brand will be constantly viewed and literally worn around the neck of every person at the event. This is one of the best ways to have your company's name viewed throughout ALL areas of the conference. Tremendous bang for your buck!

Recognition on Name Badge Holder & Lanyard

- Company logo printed on name badge lanyards for all attendees

Hotel Room Key (1 available)

Make your brand inescapable! This is a KEY sponsorship! Your logo will be seen every time attendees enter their hotel rooms when you sponsor this custom-designed, hotel room key. Keys will be distributed at the participating hotel only.

Recognition on Hotel Room Key

- Company logo printed on all conference hotel guest key cards

Wi-Fi Sponsor (1 available)

This may be one of the best sponsorships available to companies looking to drive people to their website and build recognition. Your brand and company name will be displayed to conference attendees every time they log in to the internet provided by you.

Recognition with Wi-Fi

- Signage with required password throughout the expo hall. Attendees will need the password to use the Wi-Fi connection
- User's browser redirected to your website after connection established. An example of this would be when you connect to Internet in hotel room.

General Session & Main Stage Sponsor (1 available)

Your company's name will be displayed during the General Session and during all the presentations at the conference. This sponsorship allows you to take advantage of the largest congregation of attendees and the most anticipated part of the conference. In addition, anytime the General Session is promoted before, during or after the conference in marketing emails, advertisements and mailings, your name will be included. This sponsorship will allow you to reach a large number of people, even before the event begins.

Recognition in General Session and Main Stage

- Logo on big screen before and after the general session and during each presentation
- 30 second speaking spot, during the general session to promote your product
- Naming rights – example "Your Name General Session"
- Any time the General Session is promoted in conference marketing materials, your name will be included

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

Expo Grand Opening & Welcome Reception (1 available)

An opportunity to meet and mingle with industry representatives, the Grand Opening reception is located at the entryway of the Expo Hall and is one of the most exciting and highly attended receptions. This sponsorship offers maximum exposure and includes prime marketing opportunities at the start of the event and through promotional materials.

Recognition at Expo Grand Opening & Welcome Reception

- Expo ribbon-cutting ceremony and expo welcoming remarks honors
- Company logo on signage displayed at event
- Tabletop event cards displaying company logo on buffet tables
- Company logo on napkins displayed on buffet tables
- Logo on agenda online prior to show and on Bakken Connect
- Koozies with company logo

Pocket Agenda (1 available)

Keep your company in the pocket of every attendee. This is a highly sought after guide that attendees reference again and again throughout the conference. In addition to placing your logo on the pocket guide, you will also have an opportunity to place an advertisement in one section of the piece.

Recognition with the Pocket Agenda

- Logo on front page of pocket guide
- One page ad placement within pocket guide

Networking Reception (1 available)

An opportunity to meet and mingle with industry representatives, the evening receptions are located in the Expo and are highly attended. These sponsorships offer maximum exposure and include prime marketing opportunities at the event and through promotional materials.

Recognition at Networking Reception

- Company logo on signage displayed at event
- Tabletop event cards displaying company logo on buffet tables
- Company logo on napkins displayed on buffet tables
- Logo on agenda online prior to show and on Bakken Connect
- Koozies with company logo

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Gold Level Sponsors

Breakfast Sponsor (2 available)

Start the day off right with your company's brand displayed at the breakfast buffet. This sponsorship gives your company the opportunity to be the first in the eyes and on the minds of the conference attendees.

Recognition at Breakfast

- Tabletop event cards displaying company logo on buffet tables
- Company logo on napkins displayed on buffet tables
- Company logo on signage displayed at event
- Logo on agenda online prior to show and on Bakken Connect
- Option to upgrade to hot breakfast available

Aisle Sponsor (5 available)

This has become one of the most popular sponsorships, due to the heavy traffic and exposure you receive as an aisle sponsor. This is an excellent opportunity to have your company's brand laid at the feet of your customers – literally. Aisle sponsors will have their logo conspicuously displayed as floor signage on the expo floor.

Recognition on Aisle Signage

- Company logo prominently displayed on the expo floor beneath the aisle signage

Water Stations (1 available)

Your current and potential customers will appreciate the abundance of water cooler stations generously distributed throughout the expo hall.

Recognition at Water Stations

- Logo prominently displayed on all water cooler stations
- Logo on all water cooler cups
- Opportunity to display/distribute company information next to water stations

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

Lunch Sponsor (2 available)

Regarded as one of the most coveted sponsorships available, the lunch sponsorship allows attendees to associate your brand with great food and a positive experience. Your company will be promoted to hundreds via signage and napkins.

Recognition at Lunch

- Company logo on signage displayed at event
- Tabletop event cards displaying company logo on buffet tables
- Company logo on napkins displayed on buffet tables
- Verbal recognition during lunch
- Opportunity for sponsor representative to address lunch attendees
- Logo on agenda online prior to show and on Bakken Connect

Refreshment Break (4 available)

As a Refreshment Break sponsor, you'll gain exclusive access to conference attendees as they network, drink beverages, eat snacks and reflect on the sessions they just attended. Your company logo will be exclusively displayed on buffet tables, napkins and signage during the break. Only four available.

Tuesday & Wednesday

Recognition at Refreshment Break

- Tabletop cards displaying company logo on buffet tables
- Company logo on napkins displayed on buffet tables
- Company logo on signage displayed at event
- Logo on agenda online prior to show and on Bakken Connect

reCharge Lounge (1 available)

Give your company's brand a boost by becoming the reCharge Lounge sponsor. A self-service mobile device charging kiosk, equipped with multiple charging tips, and company tabletop graphics customized with your messaging and advertising. It is located in the heart of the expo hall.

Recognition in the reCharge Lounge

- Recognition on all reCharge Lounge signage
- Hanging sign over area
- Exclusive opportunity to place company information and materials in the lounge area for perusal by visitors
- Table graphics provided by sponsor promoting company/services

Industry Tour (1 available)

Recognition on Tour

- Company logo displayed on transportation to the event
- Company logo on signage displayed at event
- Logo on agenda online prior to show

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ADD ON

PROGRAM GUIDE ADVERTISING

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

Insertion: Thursday, June 24th

Artwork: Thursday, June 24th



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

BLACKOUT BINGO PARTICIPANT

Increase Traffic to Your Booth BLACKOUT BINGO

The Bakken Conference & Expo has developed a unique BLACKOUT BINGO game to help move conference attendees around the exhibit hall. Each attendee will receive a BLACKOUT BINGO card upon check-in and must visit and receive a stamp from all 25 participating exhibit booths to be entered in the prize drawing. Currently the grand prize is \$2,000 cash and other prizes may be added as we get closer to the show.

As an exhibitor, you have the opportunity to purchase a BINGO square and increase traffic to your booth. Become a participating booth by sponsoring a BINGO square. Limited availability – Only 25 exhibitors will have their company name and booth number on the BINGO card to be viewed by 600+ BINGO attendees.

If you are interested in being a BLACKOUT BINGO card sponsor, please contact your BBI International account representative for complete details – don't wait, these spots will go fast.

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



ADD ON

LEAD RETRIEVAL SERVICE

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 whenever 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:
Tami Vigness at tvigness@bbiinternational.com or 701-738-4977

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ADDON

GOLF SPONSORSHIPS

Hole sponsors (14 available)

As a hole sponsor you'll have your brand displayed on signage both at the tee box and near the green. This gives your brand exceptional visibility as participants are waiting for other team members to drive or putt their golf ball. Limited Availability!

You'll get:

- o Signage at the tee box
- o Signage at the putting green

Par 3 Sponsors – closest to pin (4 available)

This sponsorship is always extremely popular with golf participants. In addition to getting all of the benefits of a hole sponsor, you'll have the ability to promote your products and services at a shaded tent, located at the tee box. This will allow you to fully interact with the golf participants.



You'll get:

- o Signage at the tee box
- o Signage at the putting green
- o Shade tent at the tee box
- o Table & chairs

Cart & Award Luncheon Sponsor (1 available)

This sponsorship allows you to have your company's brand displayed during the entire golf tournament. As the cart sponsors, attendees will look at your company's name each time they get in or stand by their cart, because each cart will display your logo. In addition to the exposure you receive on all of the carts, you'll also get coverage during the award luncheon on signage and table tents inside the clubhouse. Your company's name will be displayed the most times during the tournament and will be the first and last seen by participants. Hurry, only one available!

You'll get:

- o Printed placard on all carts
- o Awards luncheon signage
- o Table top sponsor cards during luncheon
- o Optional – sponsor can choose to provide balls or tees inside the cart

ADDON

FLOOR DIRECTION DECALS (10 available)

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

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

