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Photography

EXHIBITOR KIT



10th ANNUAL

WEST TEXAS

OIL AND GAS CONVENTION

MARCH 27-28th, 2024

MIDLAND, TX

MIDLAND COUNTY HORSESHOE PAVILION

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SHOW AGENDA

MONDAY - MARCH 25th

HEAVY EQUIPMENT LOAD-IN
PIPE & DRAPE / BOOTH SET-UP
9 AM - 5 PM

TUESDAY - MARCH 26th

BOOTH & COOKING TRAILER SET-UP
9 AM - 5 PM



EXHIBITOR KARAOKE MIXER
6 - 8 PM

WEDNESDAY - MARCH 27th

EXHIBIT HALL HOURS
9 AM - 5 PM

MIXER PARTY
6 - 8 PM



THURSDAY - MARCH 28th

EXHIBIT HALL HOURS
9 AM - 2 PM

EXHIBITOR TEAR DOWN & SHIPPING PICK UP
2 PM - 7 PM

DEADLINES

**COMPANY LOGO - ASAP
(high resolution)**

SOCIAL MEDIA FORM - ASAP

PROGRAM AD ARTWORK - FEBRUARY 23, 2024

BOOTH PERSONNEL BADGES - MARCH 15, 2024

CARPET & ELECTRICITY ORDER FORM - MARCH 15, 2024

**PLEASE SUBMIT ALL PERTINENT
INFORMATION TO:**

CHEYENNE@ROSELANDOILANDGAS.COM

AD SPECS

FULL PAGE - 8.5" HIGH x 5.5" WIDE

HALF PAGE - 4.25" HIGH x 5.5" WIDE

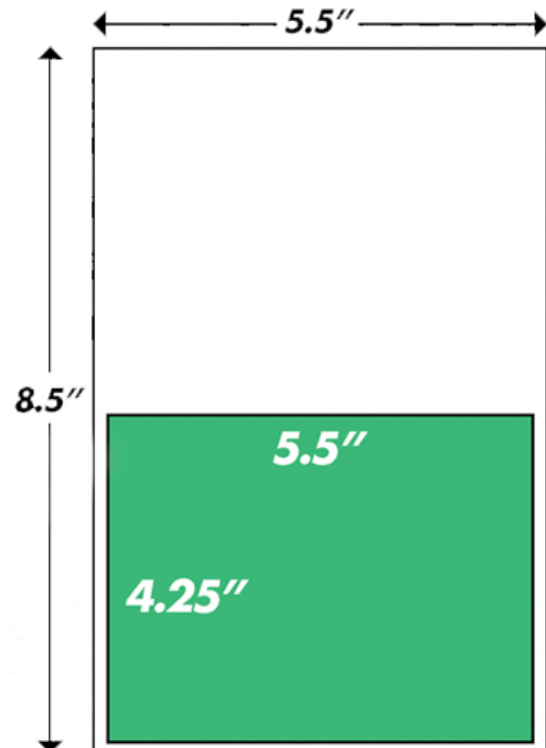
RECOMMENDED AD FORMATS

JPG, BMP, PDF, TIFF

NO BLEED - 300 DPI - CMYK OR RGB

SEND HI-RES COMPANY LOGOS

FOR BEST QUALITY



**IF YOU HAVE ANY QUESTIONS ABOUT YOUR FILES,
PLEASE CONTACT CHEYENNE:**

CHEYENNE@ROSELANDOILANDGAS.COM

972-832-9022

EXHIBITOR HOTEL DEALS

We have worked out discounted rates at these preferred hotels near the convention center for our Exhibitors & Attendees!!

TownePlace Suites

DoubleTree by Hilton

Hampton Inn

Holiday Inn Express & Suites

**REGISTER YOUR ROOM BY BOOKING
THROUGH ROSELAND'S WEBSITE
"WTX 2024" PAGE AND GET YOUR DISCOUNT!!**

<https://roselandconsulting.com/midland/>

SHIPPING INFORMATION

All packages should be shipped to the following address:

**MIDLAND COUNTY HORSESHOE PAVILION
ATTN: ROSELAND WTX CONVENTION
CARE OF: (YOUR COMPANY NAME & BOOTH #)
2514 ARENA TRAIL
MIDLAND, TX 79701**

**Packages may arrive Monday and Tuesday
MARCH 25-26th**

ARRANGE RETURN SHIPPING PRIOR TO THE SHOW!!
**SHIPPING PICK UP WILL ONLY HAPPEN
THURSDAY MARCH 28th FROM 3 PM - 7 PM**



SHOW SET UP INFO

Due to large equipment load in, shipments, and pipe and drape please let us know approximately when you will arrive to set up.

This will help us ensure that we have a clear path to your booth!!

INFO WE NEED:

**WILL YOU BE BRINGING YOUR BOOTH OR SHIPPING IT?
(Please ensure to set up return shipping)**

WHAT DAY & TIME DO YOU PLAN TO ARRIVE?

**DO YOU HAVE LARGE PEICES OF EQUIPMENT?
(If yes, contact your account manager for special scheduling)**



Heavy Equipment

All Trucks and Equipment that will be displayed on the show floor must do the following:

- 1. Must have 1/4 tank of gas or less**
- 2. Disconnect Battery**
- 3. Turn in keys to the Roseland Team**
- 4. Pre-Arrange pick up for Thursday between 3pm-7pm**

Please let your sales rep know:

- 1. What all equipment you are bringing**
- 2. When you will be arriving so that we can have a clear path to your booth**



BOOTH GIVEAWAY FORM

EXHIBITOR NAME: _____

BOOTH NUMBER: _____

WHAT ARE YOU GIVING AWAY?

WINNER'S NAME:

WINNER'S COMPANY:

DO THEY HAVE TO BE PRESENT TO WIN?

YES _____ **NO** _____

SOCIAL MEDIA FORM

Brief Company Overview

What specific product(s) and/or service(s) will your company be displaying at the show?

Will your company have show day giveaways? If so, what can attendees win when they stop by your booth?

Do you have scheduled product demo times? If so, please let us know what product your company will be demonstrating and what time.

What specific companies do you want at Roseland's Oil & Gas Convention? If you have contacts with those companies, please include them below.

List any Oil & Gas Industry Organizations your company is involved with.

Be sure to share this information on your company's social media outlets too. This will let your customers and prospects know where they can network with you and what they can expect to see. Keep in mind that trade show attendees come to the show with a plan in mind. Use these simple and fun marketing strategies to get on their "must see" list!

EXHIBITOR CHECKLIST

- ☐ Submit Logo
- ☐ Submit Social Media Form
- ☐ Submit Ad for Program
- ☐ Submit Names for Booth Staff Badges
- ☐ Arrange Shipping
 - ☐ Paid for Return Shipping
 - ☐ Return Shipping Label
- ☐ Booth Display
- ☐ Booth Materials
- ☐ Giveaway Prize(s)
- ☐ Hotel
- ☐ Plane Tickets, Rental Car and Other Travel Arrangements

MARKETING CHECKLIST

- ☐ Tell Customers About Convention and Booth Location
- ☐ Post Digital Ticket on social media and website
- ☐ Email Digital Tickets to Customers and Potential Clients
- ☐ Other Promotion of Convention
 - ☐ Social Media
 - ☐ Print/Broadcast Media (i.e. Newspaper, Radio, TV)
 - ☐ Cross Promotion with other Businesses

PROFESSIONAL BOOTH DESIGN



10 FT POP UP DISPLAYS



COMPLETE BOOTH KITS



20 FT FREESTANDING LIGHT BOX



CUSTOM TABLE COVERS



ALL PROMO ITEMS



NO HASSLE!
DELIVERED RIGHT
TO YOUR BOOTH

CALL TODAY
FOR A QUOTE
903-787-7544



FULL CUSTOM DISPLAYS