



Exhibitor Kit

11th Annual

**West Texas Oil & Gas
Convention & Tailgate Party**

March 26-27th

Midland County Horseshoe Pavilion

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SHOW AGENDA

MONDAY - MARCH 24th

PIPE & DRAPE SET-UP

9 AM - 5 PM

TUESDAY - MARCH 25th

EXHIBITOR, EQUIPMENT, & COOKING TRAILER SET-UP

9 AM - 5 PM

WEDNESDAY - MARCH 26th

EXHIBITOR & COOKING SET-UP

9 AM - 5 PM



**MIXER &
EXHIBITS OPEN**

6 PM - 9 PM



THURSDAY - MARCH 27th

EXHIBITS & TAILGATE PARTY

9 AM - 5 PM

EXHIBITOR TEAR DOWN & SHIPPING PICK UP

5 PM - 7 PM

DEADLINES

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

SOCIAL MEDIA FORM - ASAP

PROGRAM AD ARTWORK - FEBRUARY 14, 2025

BOOTH PERSONNEL BADGES - MARCH 14, 2025

CARPET & ELECTRICITY ORDER FORM - MARCH 7, 2025

**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

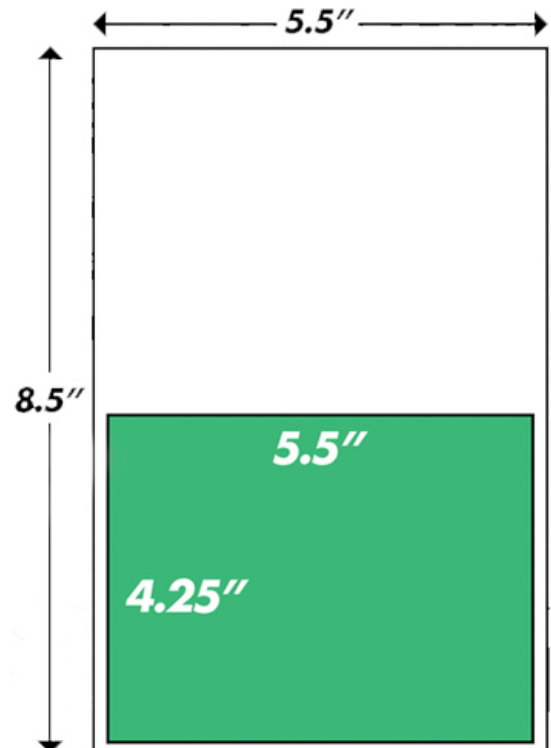
RECOMMENDED AD FORMATS

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

TownePlace Suites

\$139

(March 19th Deadline)

Holiday Inn Express & Suites

\$139

(March 19th Deadline)

Fairfield Inn & Suites

\$119

(March 10th Deadline)

**Discount rates available for Exhibitors & Attendees
when you book directly through our website!!**

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

SHIPPING INFORMATION

All packages should be shipped to the following address:

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

**Packages may arrive Monday and Tuesday
MARCH 24-25th**

Packages MUST be picked up BEFORE 11am on Friday!!



SHOW SET UP INFO

Due to large equipment & shipping on the show floor please let us know when you will be there to set up.

This will help us ensure that we have a clear path to your booth area and that everything will be there and waiting for you when you arrive.

INFO WE NEED:

**WILL YOU BE BRINGING YOUR BOOTH OR SHIPPING IT?
(Please make sure to schedule shipping pick up)**

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 5pm-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