

We create great events with you in mind.

2022 Information Kit



KANSAS

FEBRUARY 4-5

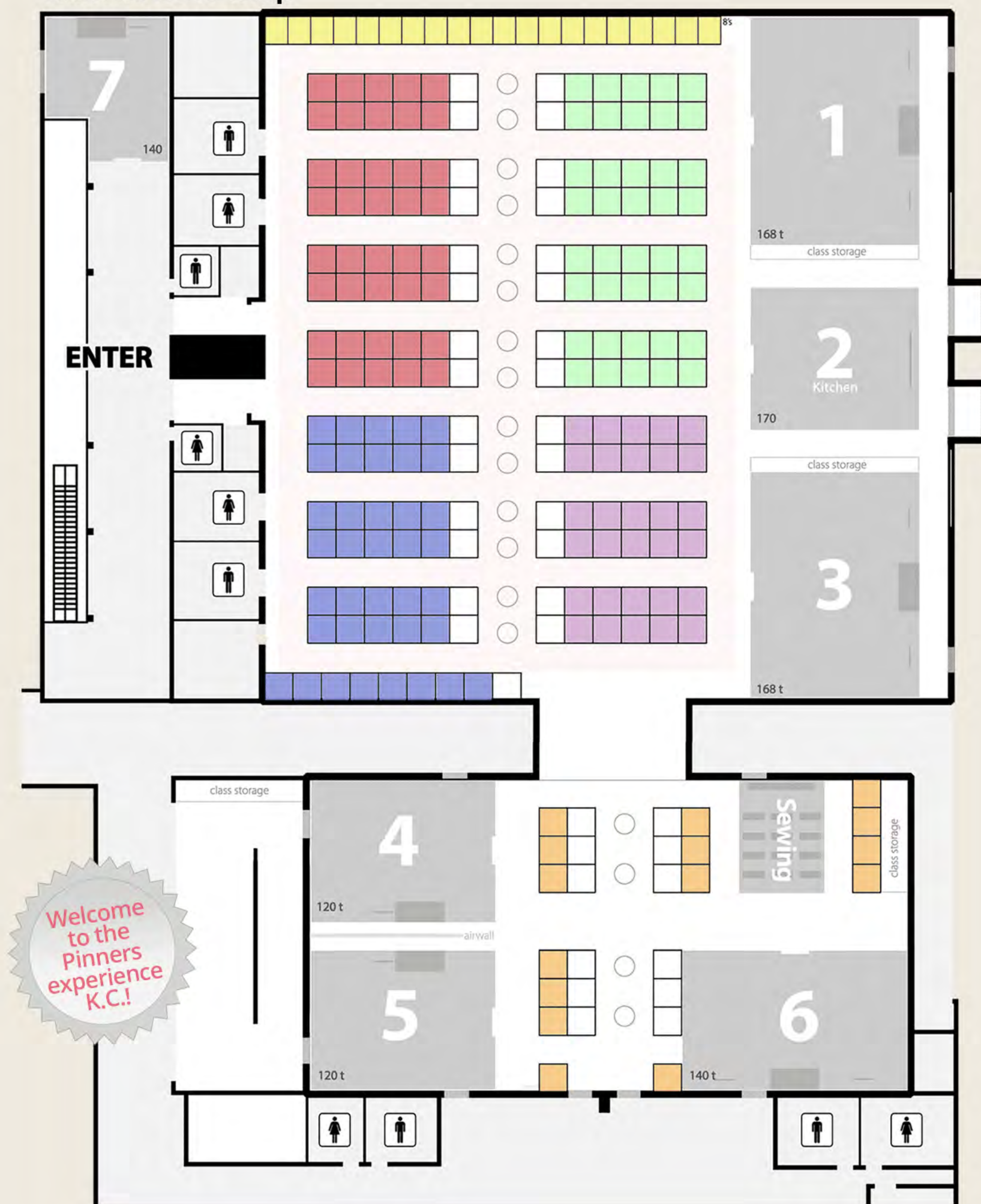
Georgia	March 11-12
Idaho	April 29-30
California	TBA Fall
Texas	TBA Fall
Indiana	TBA Fall
Utah	Nov 4-5
Arizona	Nov 11-12

PinnersConference.com

PINNERS KANSAS

Overland Park Convention Center, Overland Park, KS | February 4-5, 2022

Kansas floor map



Estimated attendance

2022 estimated: 6,000-8,000

2023 estimated: 8,000-10,000

Demographics

No measured demo's yet.

We'll market based on our averages:

95% female

60% married

24% ages 24-34

26% ages 35-44

30% ages 45-54

10% ages 55-64

Median household income = not measured yet.

History

Pinner's began 9 years ago in Utah & is now in 8 states. This is our first year in Kansas City - a city we've wanted to open for a number of years now. We're so excited to be with you!

Exhibitor website

ks.pinnerconference.com
for-exhibitors

Main website

PinnerConference.com

Contact

Pinner's office: 801.822.1333

E-mail: info@bennettevents.com

Pinner's perspective

We have waited years to get into the OPCC - in our opinion one of the best event facilities in the country. Beautiful space. Easy parking. People enjoy coming here. And we love this time of the year when traditionally there hasn't been a lot going on. We'll bring a little sunshine in February to our KC friends & plan to be in here for many years to come!

Nice job on the conference!
It was a great weekend.
I'm seriously impressed with
the Pinner's (crowd) and
how it flowed.
Thanks so much!

Alison Prince,
HowDoesShe.com

"This was just an
amazing event for us!
I love the feel of
the show. It's such
full of both shoppers and
learners and that makes
Pinner's very special. You
can tell people really love
this event. Thanks again!"

Brittani Willnauer,
Kansas City Kreations

We create shows better than others.



Audience

The most important thing a show can bring is qualified and active buyers. At Pinners you'll find your perfect audience.



Show quality

No chalk lines & asphalt here. It's a good looking show that help attendees associate with quality exhibiting shops.



Fresh format

Regular expos can be...tired. But with our combination of cool classes & top shops you can feel the excitement & energy each show.



Marketing

Organizers are on-their-honor to truly use show budget to create proper promotion & we *never* scrimp here.

RATES FOR AMERICA'S BEST CREATIVE EVENT

Exhibiting

Premium corner booth (10' x 10')	\$999
Premium in-line booth (10' x 10')	899
Corner booth (10x10)	899
In-line booth	799
Small corner booth (8x10, if avail.)	699
Small in-line booth (8x10, if avail.)	599
Additional Booths	-\$100 per booth

Multiple show discounts

Single show	no discount
Extra shows (2 thru 6)	-\$100 per show

Ticket codes & class passes

Each exhibiting business will receive a 4 class punch pass as well as a 10% off online ticket code that can be shared with anyone.

Sponsorships

Title	\$19,000
Major	8,000
In-show	4,000
VIP Night	See rep

Be guaranteed exposure in extensive Pinners marketing, PR, TV, social media posts, show day coverage and much more. See your representative for a complete information sheet.

Referral program

Join our referral program! \$100 credit for new exhibitors you refer. It's more fun with a friend :)

Pinners invests in marketing

You've heard the saying, "You get what you pay for." It's really true. Pinners doesn't just draw a chalk box for set-up & send out some e-mails. We believe in full marketing for *your* success.

- Expert, independent media buyers in each market
- Television (multiple stations)
- Radio (except UT)
- Paid & organic social media
- Sponsored ad campaigns
- Google Ad Words & SEO
- Direct mailings
- Billboards (where applicable)
- Earned media (news coverage, etc.)
- Print editorial
- Pinners e-mail campaigns (140,000+ subscribers)
- Community outreach groups
- Influencer marketing & teacher collaborations
- ...and more.

** Face to face events are the #1 return on investment among all advertising options.*

