



Awesome shows with your success in mind.

2024 Information Kit

Pinners

Learn, Create,
Connect

Kansas	:	February 2-3
Georgia	:	April 19-20
Idaho	:	April 26-27
California	:	August 23-24
Texas	:	September 20-21
Utah	:	October 25-26
Arizona	:	November 8-9

PinnerConference.com

"The nation's best creative event"





Join us!



Pinners

KANSAS CITY

Feb 2-3, 2024

Overland Park C.C.
Overland Park, KS

Estimated attendance

2023: 7,125

2024 estimated:

8,000-10,000

Demographics ('21)

94% female

60% married

21% ages 24-34

29% ages 35-44

30% ages 45-54

12% ages 55-64

Median household
income = \$88,500

History

Pinners began 11 years ago in Utah & is now in 7 states. This is our third show in Kansas City - a city we've wanted to open for a number of years. We're so excited to grow a great show here with you!

Exhibitor website

[ks.pannersconference.com/
for-exhibitors](https://ks.pannersconference.com/for-exhibitors)

Main website

PannersConference.com

Contact

Pinners office: 801.822.1333

E-mail: info@bennettevents.com

Pinners perspective...

"In 2022 Kansas City was the perfect addition to our Pinners line-up with plenty of teachers and enthusiasts in the midwest region. We're excited to be in our third year now because a lot of momentum has been gained with the first two shows. In KC we are able to get great media & TV coverage of the event. And we also love the Overland Park Convention Center with its easy access, free internet and great parking. We're looking to make this a tradition that brightens up sometimes hum-drum Februarys :)

Kansas floor map



••••• ks.pannersconference.com

Pinners GEORGIA

April 19-20, 2024
Cobb Galleria Centre
Atlanta, Georgia

Georgia floor map



Estimated attendance

2023: 9,170
2024 estimated: 10,000-12,000

Demographics (2021)

95% female
58% married
18% ages 24-34
31% ages 35-44
30% ages 45-54
16% ages 55-64
Median household income = \$82,900

History

Pinners began in 2013 (UT) and is in its 7th year in Atlanta, Georgia. Each year the conference has been held at the beautiful Cobb Galleria Centre.

Exhibitor website

ga.pinnersonference.com/
for-exhibitors

Main website

Pinnersonference.com

Contact

Pinners office: 801.822.1333
E-mail: info@bennettevents.com

Pinners perspective...

Pinners Georgia was one of the earliest Pinners to happen once the show went national in 2015. New teachers continue to join us and attendance has grown in size each year. And each year this location leads in the different number of states that attendees come from (usually near 35). We are also glad that we've been able to keep the location consistent at the Cobb each year - a facility that we love.



ga.pinnersonference.com

Pinners IDAHO

April 26-27, 2024

Expo Idaho Fairgrounds
Boise, ID

Estimated attendance

2023: 6,070 | 2024 est.: 7,000-9,000

Demographics ('22)

95% female and 60% married
24% ages 24-34
32% ages 35-44
28% ages 45-54
10% ages 55-64
Med. household income = 90,200

History

Pinners began 11 years ago in Utah & is currently in 7 different states. 2024 will be just our third year in Idaho, and judging from our good start, we'll be enjoying helping great businesses here for a long time.

Websites

Exhibitor: id.pannersconference.com/for-exhibitors
Main: PannersConference.com

Contact

Office: 801.822.1333 or e-mail: info@bennettevents.com



Pinners perspective...

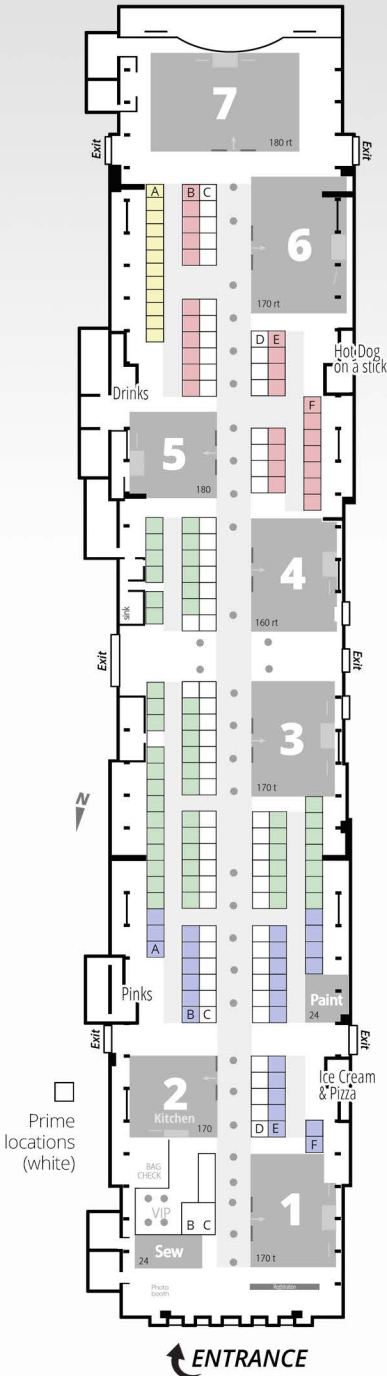
"We consider Idaho Pinners to be the happy spring sister of our flagship Utah show. So many friends from Utah Pinners were from Idaho and we knew people would catch on fast and love this show. We foresee Idaho as a staple springtime show for many years to come, and we can't wait to be back each year :)

id.pannersconference.com

Pinner's

CALIFORNIA

California floor map



August 23-24, 2024

Fairplex California (Hall 4), Pomona, CA

Estimated attendance

2023 = 9,150

2024 = estimated: 9,000-11,000

Demographics

90% female

42% married

32% ages 24-34

27% ages 35-44

28% ages 45-54

9% ages 55-64

Median household income = \$102,000

History

Pinner's began in 2013 & is in it's 5th year here in California.

We have also hosted the show in San Diego and Ontario.

We're excited for Pinner's to be at beautiful, exhibitor friendly Fairplex California.

Exhibitor website

ca.pinner'sconference.com/for-exhibitors

Main website

Pinner'sConference.com

Contact

Pinner's office: 801.822.1333

E-mail: info@bennettevents.com

Pinner's perspective...

Pinner's California has been around since 2018 and began in San Diego before making it's way upstate to the LA County Fairgrounds. It welcomes people from all walks of life and features some of the very best shops and teachers in the state of California and beyond. We have steadily grown each year - including 20% in 2023 - and with a new marketing strategy towards TV and social media we have a goal to make another jump forward in 2024. Let us be a part of your fabulous 2024 business year!

ca.pinner'sconference.com

Pinners TEXAS

September 20-21, 2024
 Will Rogers Memorial Center
 Fort Worth, Texas

Texas floor map



□ Prime locations (white)

Estimated attendance

2023: 10,120 | 2024: 10,000-13,000

Demographics

96% female
 62% married
 18% ages 24-34
 37% ages 35-44
 30% ages 45-54
 10% ages 55-64
 Median household
 income = \$89,600

History

Out of the eight Pinners states, Texas is the 2nd oldest location. Held mostly in Arlington (until the facility sold to EA Sports) Pinners TX now calls the friendly Will Rogers Memorial in Fort Worth home.

Exhibitor website

tx.pinnersconference.com/for-exhibitors

Main website

PinnersConference.com

Contact

Pinners office: 801.822.1333
 E-mail: info@bennettevents.com

Pinners perspective...

We're excited to now be ahead of the state fair for marketing and attendance purposes. Pinners Texas has always been one of our favorite and most successful locations. Attendance grows from different parts of north Texas each year. We are incorporating new marketing plans (including an increased TV strategy) and a broader influencer campaign to reach that perfect exhibitor target audience for you, our friends who make Pinners a successful part of their business each year.

Pinners UTAH

October 25-26, 2024

Mountain America Expo Center
Sandy, UT

Estimated attendance

2022: 31,800 | 2023: 30-35,000

Demographics

87% female 68% married
 28% ages 24-34 22% ages 35-44
 22% ages 45-54 14% ages 55-64
 Median house income = \$94,100

Websites

Exhibitor: ut.pinnersconference.com/for-exhibitors
 Main: PinnersConference.com

History

Pinners was born in Utah and with 10 years now under her belt, Utah is our flagship Pinners Conference. It has been held each year (including 2020) since 2013. It's been held twice at the Salt Palace Convention Center but most years at our home at Mountain America Expo Center. We are anticipating an amazing show again this year.

Contact

Office: 801.822.1333 or e-mail: info@bennettevents.com



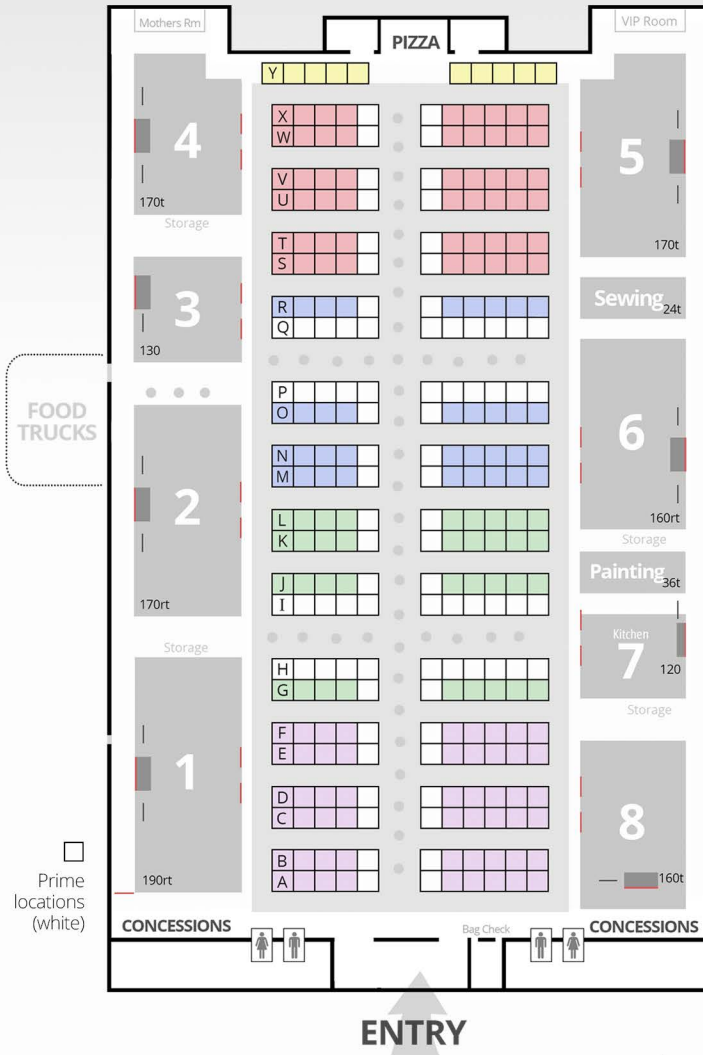
Pinners perspective...

There's something special about our Utah visitors. It's not only an annual pilgrimage for those who live regionally, but it has now become a destination for national Pinners fans. So where do we go from here? We want to curate the show with only the very best shops and teaching talent in the nation as we continue to make this show the premiere creative event in the United States.

ut.pinnersconference.com

Pinners ARIZONA

November 8-9, 2024
WestWorld of Scottsdale
Scottsdale, AZ



Estimated attendance

2022: 9,470
2023 estimated: 10,000-12,000

Demographics

96% female
48% married
28% ages 24-34
30% ages 35-44
30% ages 45-54
8% ages 55-64
Median household income = \$98,900

History

Now in it's 8th year Pinners AZ is one of our most established locations, and all have been at WestWorld. It was moved from October to November in 2019 to better capitalize on holiday shopping.

Exhibitor website

az.pannersconference.com/for-exhibitors

Main website

PannersConference.com

Contact

Pinners office: 801.822.1333
E-mail: info@bennettevents.com

az.pannersconference.com

Pinners perspective...

Pinners Arizona is one of the most established Pinners events across the country because we have been doing this successful show in the same venue for 7 years running. It's also the perfect time of year for an event with it's coveted mid-November time slot. All of this combines to make the show successful for our exhibiting friends year after year after year. And we're looking for our record this year :)

Rates *for America's most creative event*

Exhibiting

Standard in-line booth (10'x10')	KS, & ID	\$799
Standard in-line booth (10'x10')	GA, CA, TX & AZ	\$849
Standard in-line booth (10'x10')	UT	\$899
Corner (regular) or Premium in-line	add \$100	
Premium corner booth	add \$200	
Small corner booth (8'x10', if avail.)	minus \$100	
Small in-line booth (8'x10', if avail.)	minus \$200	
Additional Booths	minus \$100 per additional	

Multiple show discounts

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

Ticket codes & class passes

Each exhibiting business will receive a 4 class punch pass as well as a \$5 off online ticket code that can be shared with anyone for any ticket.

Sponsorships

Title	\$21,000
Major	9,000
In-show	5,000
VIP Night	See rep

Be guaranteed exposure in extensive marketing, PR, TV, social media posts, show-day coverage & much more. See your sales rep 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 regional marketing for *your* success.

- Expert, independent PR & media buyers
- Television & radio
- Billboards (where applicable)
- Paid & organic social media
- Google Ad Words & SEO
- Direct mailings
- Earned media (news coverage, etc.)
- Pinners e-mail campaigns (165,000+ subscribers)
- Community orgs & outreach groups
- Influencer partners marketing ...and more!

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

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 new classes, trends & top shops you can feel the energy each show.



Marketing

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

Testimonials ♥♥♥♥

Because our business is helping your business

"Thank you for letting me exhibit at Pinners! Having access to such a large group of creators, makers, dreamers is a dream for a small business owner like me. I can't wait for the next one!"

Beth Mitchell, PB Creates

"Pinners is filled with like minded, creative people. We are given one amazing weekend to come together for the sharing and exchanging of ideas. It's a magical feeling of connection. I've met amazing people through teaching classes & exhibiting. It's by far my favorite event I attend every year!"

Lola Hunt, Treasure Hunts

"Michaels is proud to be at Pinners for the makers as they fuel their imagination and creativity. Our time spent here has provided us with an authentic and engaging way to inspire, encourage, meet, and motivate amazing makers across the country! Thanks!"

Mallory Smith, Michaels Stores

"We wanted to tell you THANK YOU. Pinners was a huge success for us. We loved interacting with other booths, seeing customers, and obtaining new followers. There's just so many things that really set Pinners apart from other conferences."

The Wood Connection



"Wow!! Pinners did not disappoint!! Two full days of shopping, crafting, eating, laughing, inspiring and lifting moments! Can't wait til next year!!"

@deviniesdesire

"Nice job on the conference! It was such a great weekend. I'm seriously impressed. Thanks so much!"

Alison Prince, HowDoesShe.com

"Pinners have been a great experience for our company. The show is centered on education which helps foster relationships. Show floors are packed with consumers who are excited to learn and experience new mediums as well as products that motivate me to be more involved in the DIY community. I leave every Pinners Convention just as inspired by fellow vendors as I am by the attendees."

Rita Panulla, ImpressArt

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

Brittani Willnauer, Kansas City Kreations

"We've attended seven Pinners across three cities. They are well organized & bring in a big crowd. We love meeting our customers & seeing them come back year after year! This is a great event for our brand."

Carrie Lindsey, Carrie Elle

"Pinners is filled with like minded, creative people. We are given one amazing weekend to come together for the sharing and exchanging of ideas. It's a magical feeling of connection. I've met amazing people through teaching classes & exhibiting. It's by far my favorite event I attend every year!"

Lola Hunt, Treasure Hunts