

2016 Information Sheet | All info at [PinnerConference.com](http://PinnerConference.com)

# Pinners

Learn | Create | Connect

The fabulous new Pinterest<sup>®</sup>-based DIY, hobby and educational event!

100 classes, 200 shopping exhibits and 1000's of smiles :)

Dallas, TX 📍 Phoenix, AZ 📍 Salt Lake City, UT 📍

# Pinners.

Learn | Create | Connect

RATES • DISCOUNTS • SPONSORSHIPS

## Exhibiting

Booth (10x10) .....	\$799
Booth (8x10) .....	599
Handmade Table (6') if applicable .....	399
Additional booths ....	minus 100
Corners .....	plus 100

## Multiple show discounts

One additional .....	minus 100 per booth
Two additional .....	minus 200 per booth

## Sponsorships

Title .....	\$15,000
Major .....	7,000
In-show .....	3,500
VIP Night .....	See rep

## Referral program

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

## 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 friends.

## Demographics\*

94% female	60% married
18% 20-30 yrs old	30% 31-40 yrs old
26% 41-50 yrs old	19% 51-60 yrs old
Median household income: \$74,000	

\* Salt Lake demographics

# 3 great locations for your business!

Dallas | Phoenix | Salt Lake

Be a part of the best new creative women's event in the nation. There's nothing quite like it. It's the one show that brings the consumer, retailer, wholesaler and influencer together into one spot to learn, create and connect. Enjoy 3 fantastic cities and reach your ideal market with this fun, new face to face event. With all due respect to grandma (*love you grandma:*) - it's not her old creative event. But it *is* the perfect place to showcase *your* business.

See all the cool details at

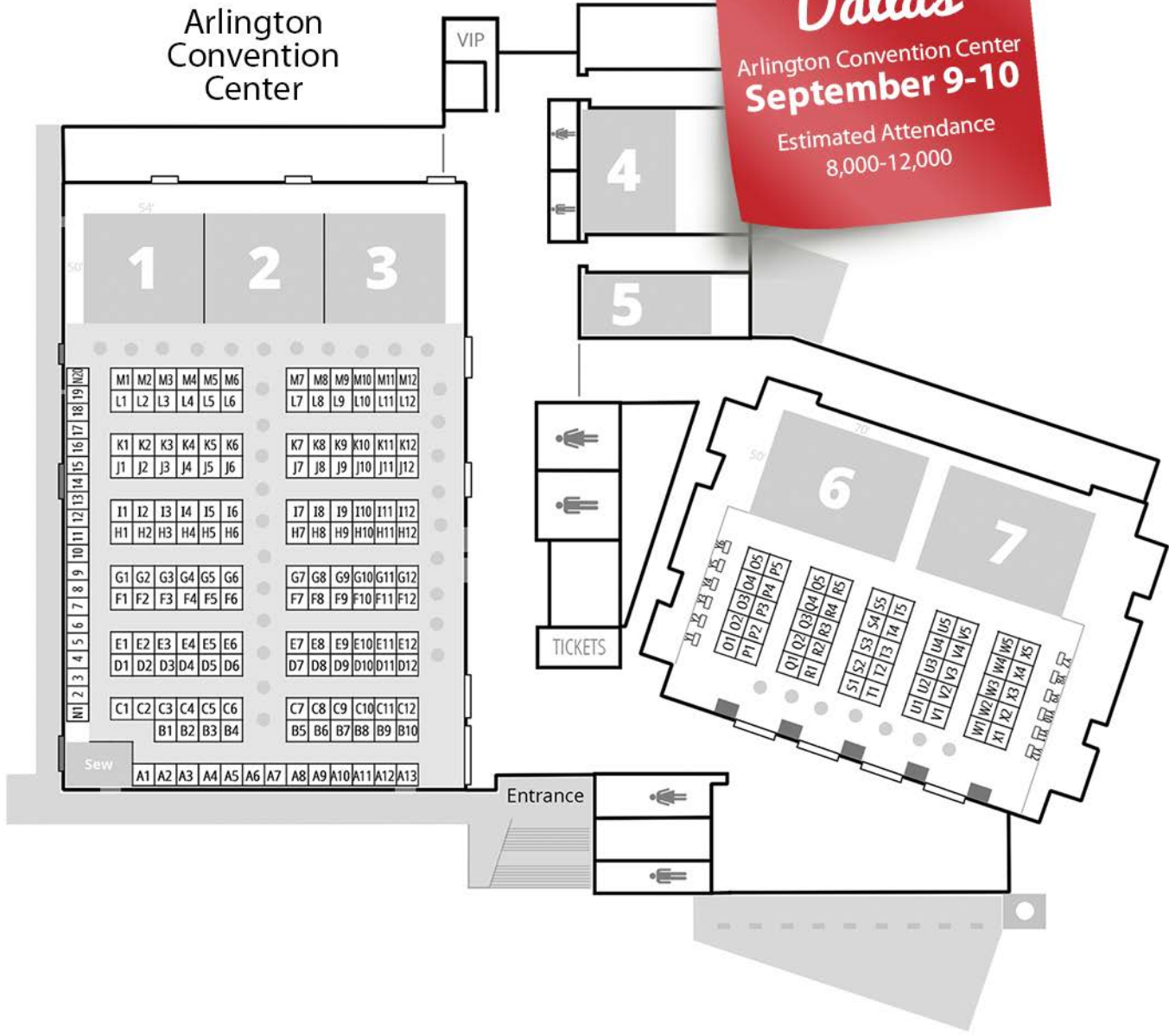
[PinnersConference.com](http://PinnersConference.com)

*\*and full exhibitor details*

See the  
maps  
↓

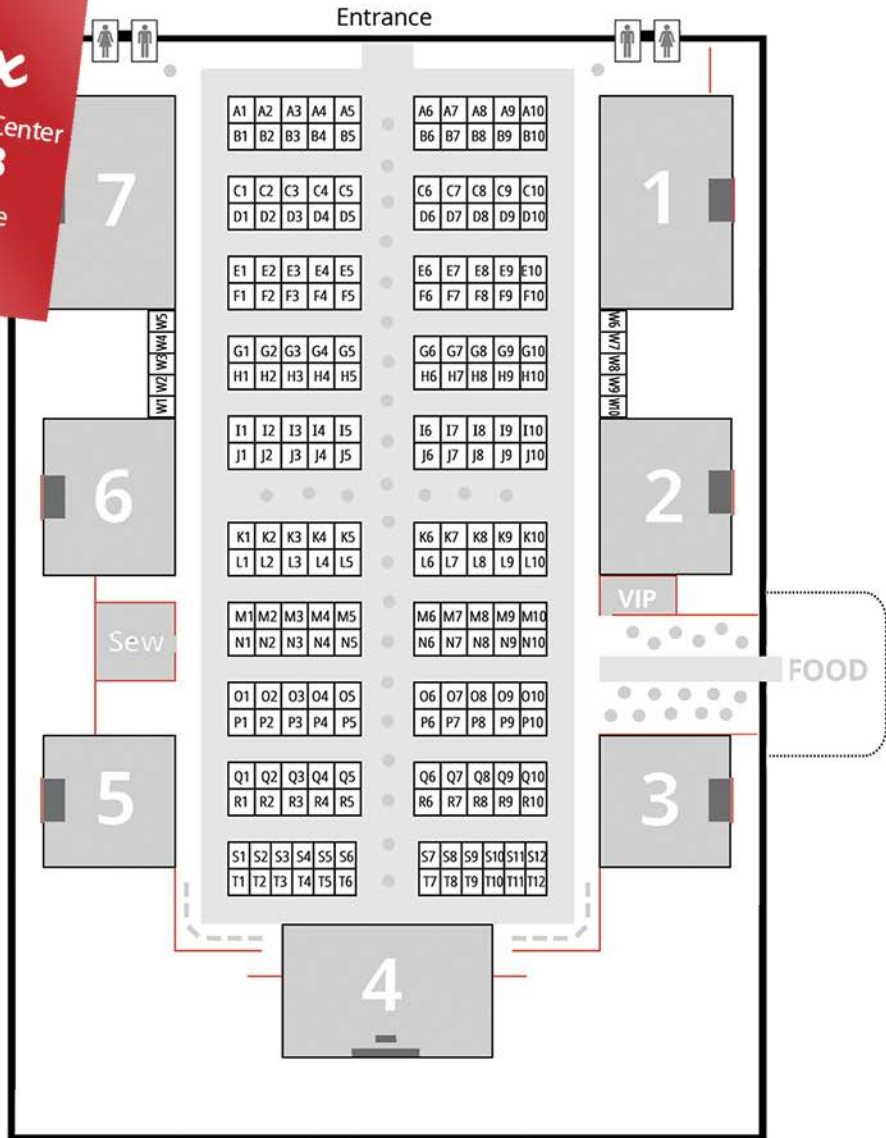
# Arlington Convention Center

**Dallas**  
 Arlington Convention Center  
**September 9-10**  
 Estimated Attendance  
 8,000-12,000



**Phoenix**  
 WestWorld Convention Center  
**October 7-8**  
 Estimated Attendance  
 8,000-12,000

WestWorld  
 Convention  
 Center  
 Scottsdale, AZ



# Salt Palace Convention Center



*Contact us.* Email at [Info@BennettEvents.com](mailto:Info@BennettEvents.com) | Ph 801.822.1333 | Fax 801.802.0248

## Sampling of Pinner Presenters

Heidi Swapp  
Becky Higgins  
Cara Brooks, Maskcara  
The Six Sisters  
Susan Petersen  
Teresa Collins  
The House That Lars Built

Tim Holtz  
Fun, Cheap or Free  
Babes in Hairland  
Made from Pinterest  
One Good Thing by Jillee  
The Dating Divas  
Our Best Bites

Vintage Revivals  
Lisa Bearson  
How Does She?  
Freebies 2 Deals  
The Wood Connection  
Cents of Style  
Persnickety Prints  
Jo Packham

The Beauty Snoop  
Whippy Cake  
BB Frosh  
Find It, Make It, Love It  
My Craft Channel  
The Sweet Tooth Fairy  
Riley Blake Designs ..... and many more!  
Kids Activities Blog



## Marketing

Marketing will be extensive in each city & will include TV sponsorships (commercials, talk shows, morning shows, etc.), extensive blogger networking through awesome bloggers such as above, online digital media, magazines, ticket promotionals, organizations and e-mail lists, direct mailers, newspapers coverage, billboards (not all cities), discount ticket promotions & of course extensive grass roots & paid promotion through all social medias.



# Feel the love...

"...an amazing event! Not only is it a very profitable show for us, but it's super fun to check out all the fun booths and classes.

It's our favorite show not only as an exhibitor but also as an attendee."

**Betsy Mikesell, Beddy's**

"We loved everything about this! Thank You!"  
Jan Miller

"Can I buy my ticket for next year right now? Please!"  
Lori Winston

"Thank you so much for the opportunity to get involved in Pinner's! It was awesome seeing so many people interested in sewing. The events and logistics staff, as well as the Pinner's crew were SO awesome. So friendly & very helpful!"

**Baby Lock**

"Pinner's Conference is the perfect mixture of inspiration & education coupled with being able to shop your favorite creative brands... It's perfection! Coming from the brand perspective, we had a ball getting to know our customers on a level that you can't experience anywhere else. We plan on coming back for years to come."

**Heather Thoming, Whipperberry**

"Pinner's was a great way for our business to meet active, buying women across a wide demographic. We had a lot of success and will definitely be back!"

**Jana Francis  
The Steals Network**

"Pinner's was a fantastic experience for us--more than just financially. Your purpose aligns so closely with ours as far as teaching and inspiring that I have not stopped talking about our Pinner's experience to others! We have already reached out to and encouraged many of our friends to be at future events. And...we have already built our booth for upcoming conferences :)"

**Kristen Smith, BB Frosch Chalk Paint**

"I'm so excited to be a part of Pinner's in my home state of Arizona. We can't wait to see everyone there!"

**Becky Higgins**

"I did more sales at Pinner's Conference than at any other event I've ever done."

**Leta Green, Lipsense**

"Thank you for putting together just an amazing event! It really was such a great tool for me to use! It's been wonderful to see what it's done (for my business)!"

**Sadie June**