



Awesome shows with your success in mind.

2023 Information Kit

Pinners

Learn, Create,
Connect

Kansas	February 3-4
Georgia	March 24-25
Idaho	April 21-22
California	August 25-26
Texas	September 22-23
Utah	Nov 3-4
Arizona	Nov 10-11

PinnersConference.com





Pinners Utah

Mountain American Expo Center

November 3-4, 2023

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

Utah floor map (all halls 1-5)



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 Pinner friends. 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

Rates *for America's most creative event*

Exhibiting

Standard in-line booth (10'x10')	KS, GA, ID, CA & TX	\$799
Standard in-line booth (10'x10')	AZ	\$849
Standard in-line booth (10'x10')	UT	\$899
Corner 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 10% off online ticket code that can be shared with anyone.

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 & 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.

Testimonials We ^{really, really} care about 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

"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

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