

We create great events for your great business.

2022 Information Kit



Kansas	February 4-5
Georgia	March 11-12
Idaho	April 22-23
California	August 26-27
Texas	Sept 30 & Oct 1
Indiana	October 7-8
Utah	Nov 4-5
Arizona	Nov 11-12

PinnersConference.com

PINNERS UTAH

Mountain America Expo Center, Sandy, UT | November 4-5, 2022

Attendance

2021 : 24,670
2023 estimated: 20,000-25,000

Demographics

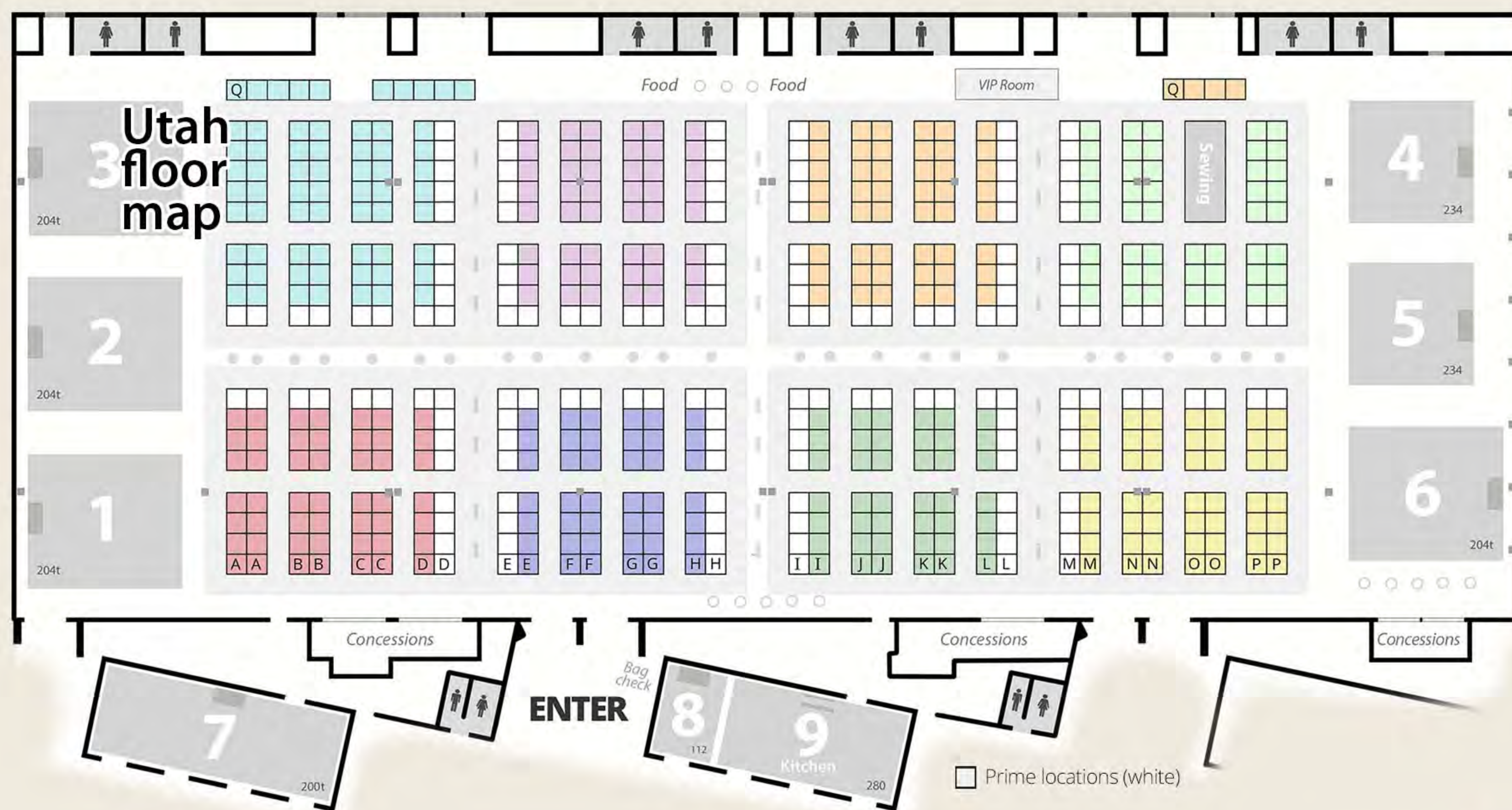
(2019 demographics. None taken in 2020)
89% female 65% married
34% ages 24-34 24% ages 35-44
18% ages 45-54 13% ages 55-64
Median house income = \$87,000

History

Pinner's Utah is our flagship Pinner's Conference. It has been held each year (including 2020) since 2013. After a one year stop at the Salt Palace Convention Center to accommodate a Covid show we have returned to our home at Mtn America Expo Center and anticipate amazing shows.

Websites

Main = Pinner'sConference.com
Exhibitor = ut.pinner'sconference.com/for-exhibitors



Pinner's perspective

There's something special about our Utah visitors who have come to love and make an annual pilgrimage to the Pinner's in the Salt Lake City area. So where do we go from here? We want to curate the show with only the very best shops while getting the top teaching talent in the nation as we continue to make this show the premiere creative event in the United States.

Contact

Pinner's office: 801.822.1333 E-mail: info@bennettevents.com

Michaels is proud to be at Pinner's 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

"Pinner's 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 Pinner's Convention just as inspired by fellow vendors as I am by the attendees."
Dita Panulla, impressArt



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.

UTAH RATES

AMERICA'S TOP CREATIVE EVENT

Exhibiting

Premium corner booth (10' x 10')	\$1049
Premium in-line booth (10' x 10')	949
Corner booth (10x10)	949
In-line booth	849
Small corner booth (8x10, if avail.)	749
Small in-line booth (8x10, if avail.)	649
Additional Booths	minus \$100 per booth

All Utah rates are +\$50

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	\$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)
 - Varied radio PR and giveaways
 - 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.