

2025 Information Kit

Pinners

Learn, Create,
Connect

Great shows designed for your success!

Kansas City	:	Jan 31 & Feb 1
St. George	:	March 7-8
Georgia	:	April 25-26
Texas	:	Sept 19-20
Utah	:	November 6-8
Arizona	:	Nov 14-15

PinnersConference.com

"The nation's best creative event"



Pinners

November 6-8 Three days!

**at the Mountain America
Expo Center, Sandy, UT**



Estimated attendance

2024: 30,770 | 2025 estimate: 32,000 to 40,000

Demographics

87% female 68% married
28% ages 24-34 22% ages 35-44
22% ages 45-54 14% ages 55-64
Median house income = \$97,200

Websites

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

History

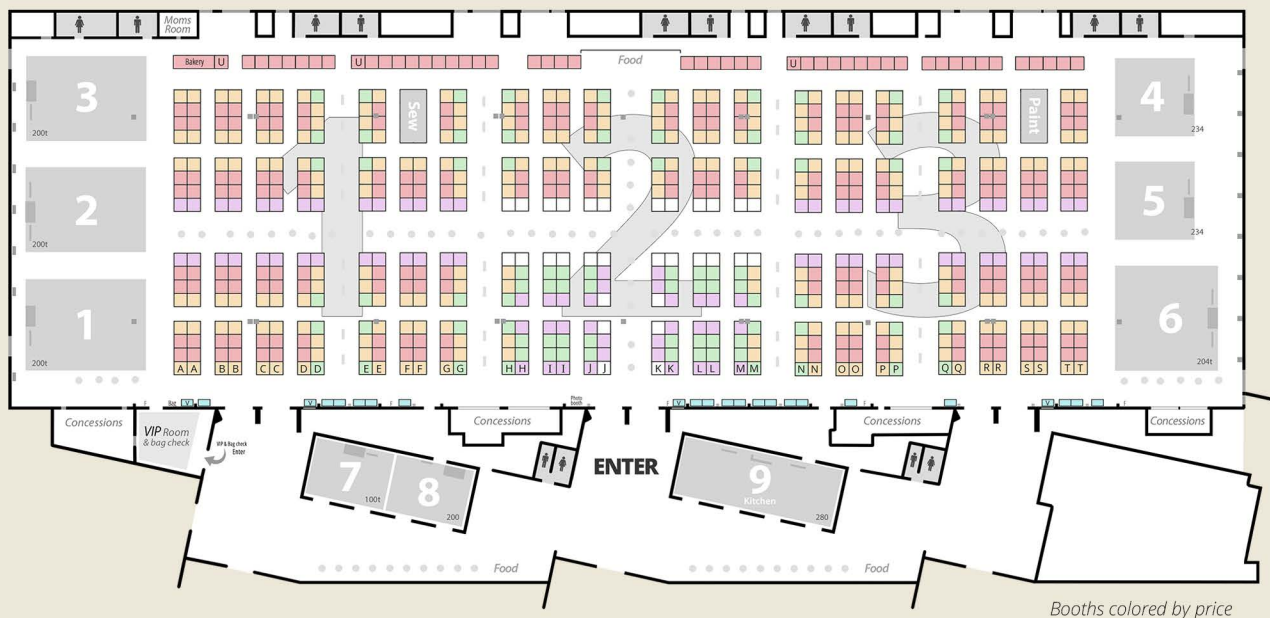
Pinners was born in Utah and with 12 years now under her belt Utah is our flagship Pinners Conference and the top DIY, craft & learning event in the United States.

New stuff

Utah is our only 3-day show. Thursday is shopping only. A new audit & application system ensures that Pinners businesses are the very best & will have a successful show.

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 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 event the premiere creative event in the United States.

ut.pannersconference.com

Utah Rates America's top creative event

Exhibiting in Utah (3 day show)

Standard in-line booth (10'x10')		\$1199
Standard in-line booth (9'x6', limited)		\$999
Corner (regular)		plus \$100
Tabled in-line		plus \$100
Tabled corner		plus \$200
Premium in-line		plus \$200
Premium in-line tabled		plus \$300
Premium corner		plus \$300
Premium tabled corner		plus \$400

Multi-show discount (annual) minus \$100 per additional

Multiple show discounts

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

Ticket promo codes

Each exhibiting business will receive a \$5 off online ticket code that can be shared with anyone for any ticket.

Sponsorships

Title \$25,000
Major 10,000
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.

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

Referral program

Join our referral program! \$100 credit for new exhibitors that you refer.

Pinners invests in real marketing

You've heard the saying, "You get what you pay for." It's really true. We believe in full regional & online marketing for *your* success, everytime.

- Expert local and independent PR & media buyers
- Television
- Billboards (where applicable)
- The industry's best paid Meta /social media channels
- Google Ad Words & SEO
- Earned media (news, television shows, etc)
- Pinners e-mail campaigns (220,000+ subscribers)
- Community organizations & outreach
- Massive Influencer partners marketing ...and more!

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 or outdoor shows here. It's a beautiful show that helps 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

"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 Pinner very special. You can tell people really love this event. Thanks again!"

Brittani Willnauer, Kansas City Kreations

"Pinner 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 Pinner 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. Pinner 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 Pinner apart
from other conferences."

The Wood Connection



"Wow!! Pinner 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

"Thank you for letting me exhibit at Pinner! 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

"Pinner 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 Convention just as inspired by fellow vendors as I am by the attendees."

Rita Panulla, ImpressArt

"We've attended seven Pinner 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

"Pinner 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

