

America's best  
creative show.



## Information kit 2018



San Diego CA | April 13-14



Atlanta GA | April 27-28



Minneapolis MN | June 22-23



Dallas TX | September 14-15



Salt Lake City UT | November 2-3



Phoenix AZ | November 9-10

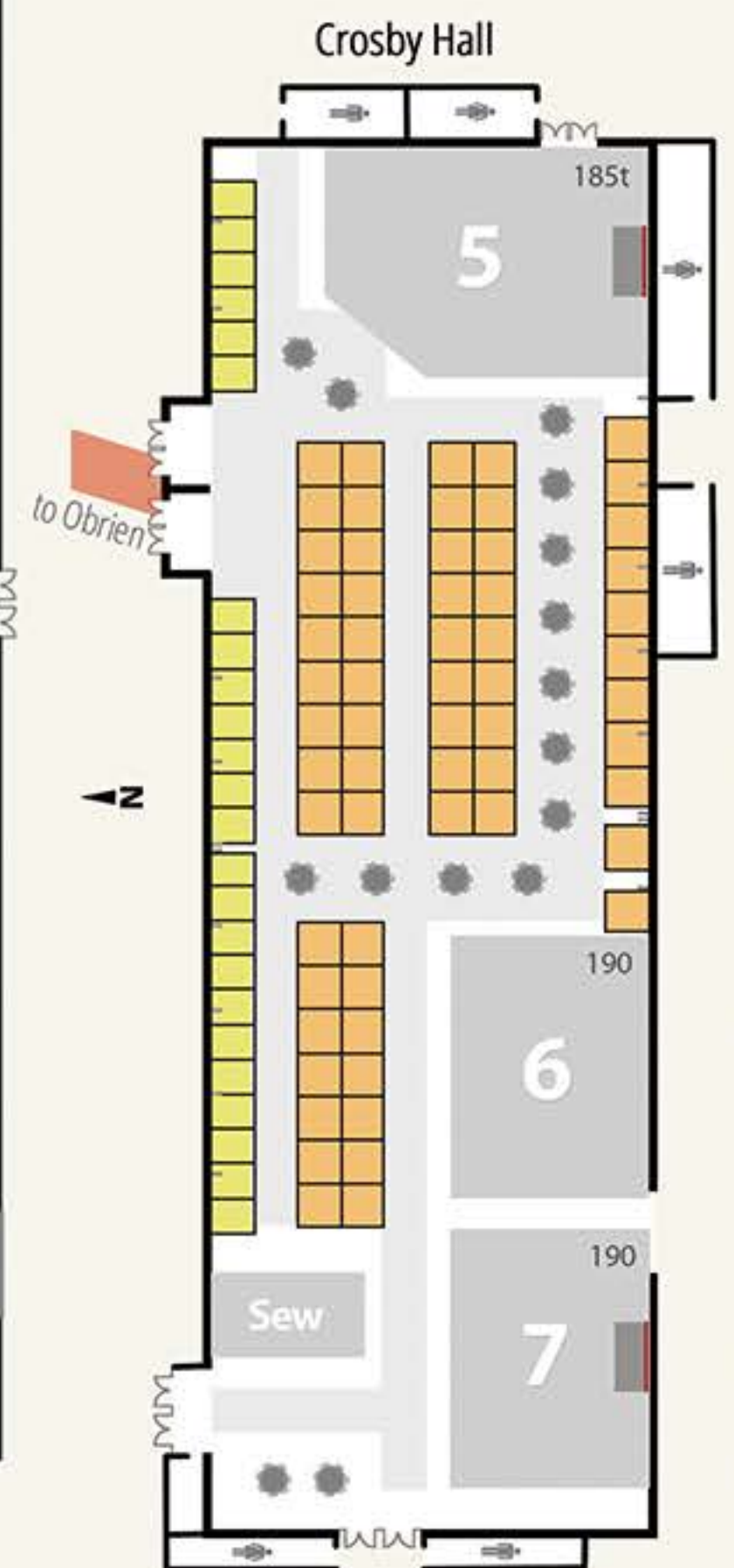
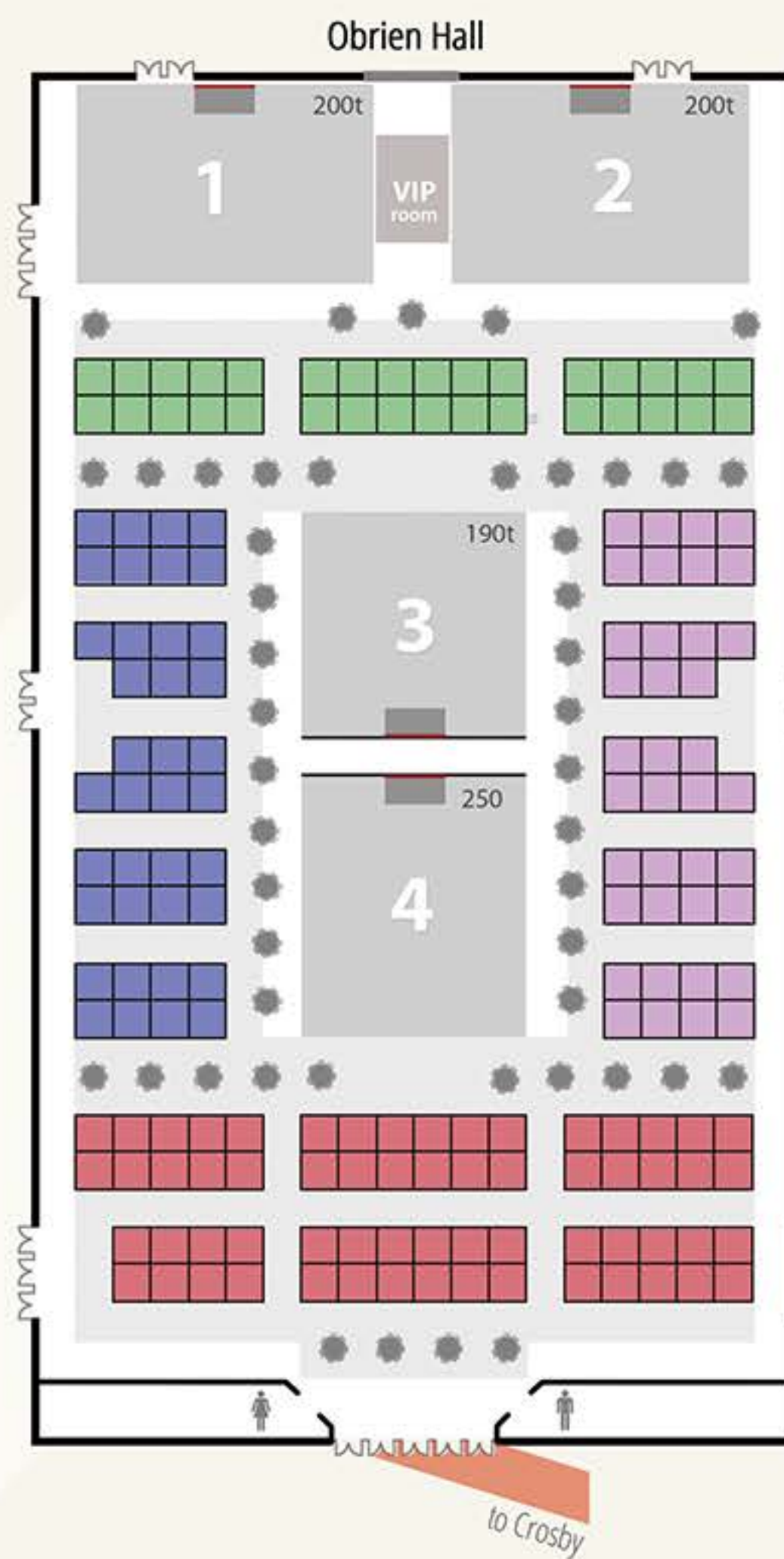


"When your Pinterest dreams come to life at #pinnersconf you can't help but have a perma-smile on your face. Ha!"  
Melissa Hendershot



# San Diego CA

April 13-14  
@ the Del Mar Fairgrounds  
[ca.pinnersconference.com](http://ca.pinnersconference.com)



TENTATIVE MAP

2017 attendance: NA | Estimated 2018 attendance: 9,000 - 12,000

Demographics: TBD

... a fantastic experience for us - & more than just financially. You all are amazing & just plain awesome. Your purpose aligns so closely with ours as far as teaching and inspiring that I have not stopped talking about our Pinners experience to others! And we have already built our booth for upcoming conferences :)

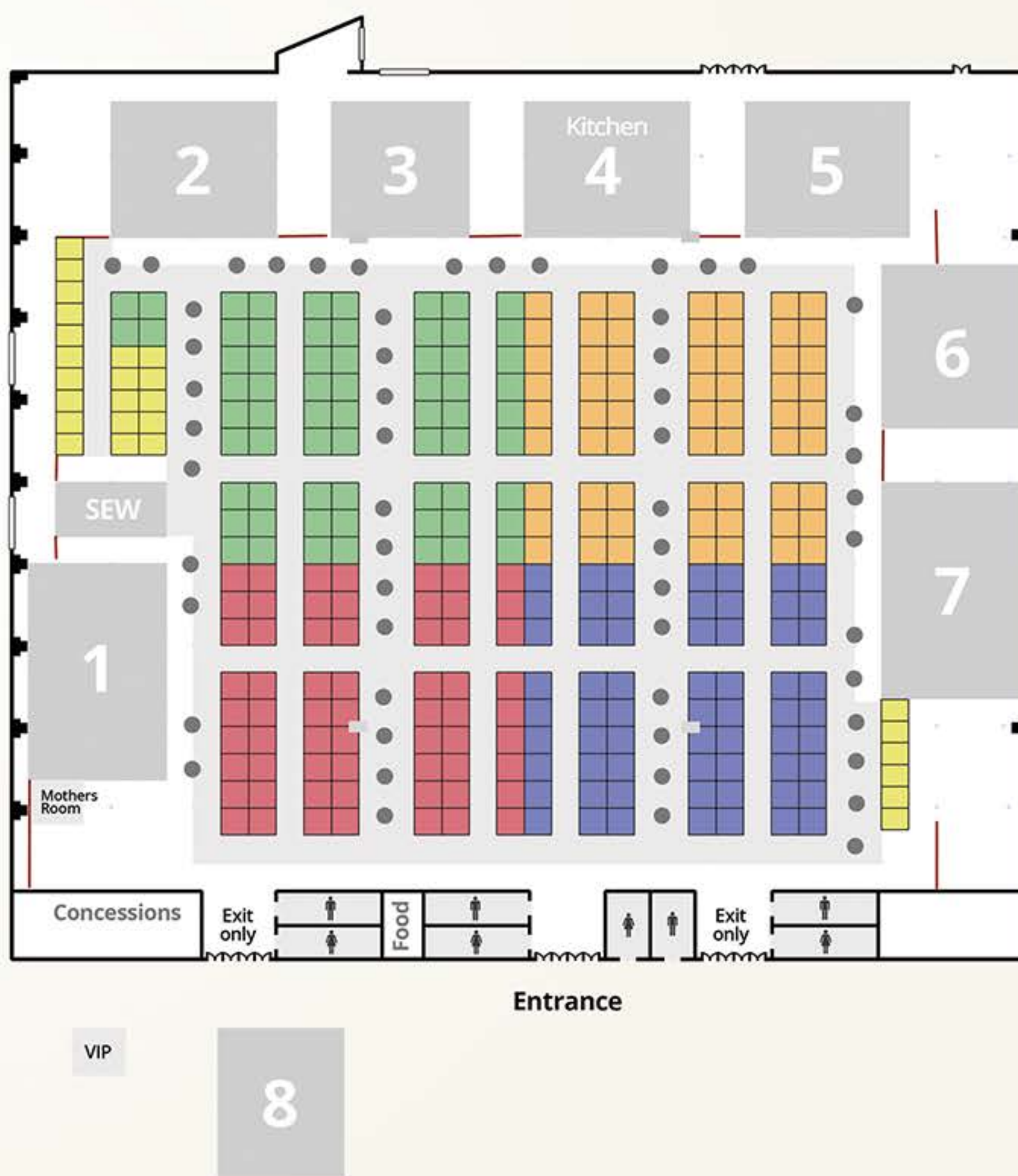
Kristen Smith, BBFrosch



WOW! What a fabulous event! We had an amazing show and so much fun! And  
YES, YES we want to do it again next year...  
Teresa Garrison, Discovery Toys



# AtlantaGA



April 27-28  
@ the Cobb  
Galleria Centre  
[ga.pinnerconference.com](http://ga.pinnerconference.com)

2017 attendance: 10,415  
Estimated 2018 attendance:  
12,000 - 14,000

## Demographics

Married = 58%  
Female = 95%  
24-34 yrs = 23%  
35-44 yrs = 33%  
45-54 yrs = 28%  
55-64 yrs = 11%  
Med. household income: \$86,579



This is our first year at Pinners Conference and it was super, super fun! It was a great way for us to connect with our customers because we're an online store only. But this way we got to meet people, we got to expand our customer base and move a lot of product and had a ton of success! It was a really, really fun time.

Heidi Udall, White and Fig



I was so impressed with everything! Soooo fun, and we loved participating. Everyone on your staff was so friendly and helpful from set up to take down! Thank you!

Claudia Castleton Santistevan



# Minneapolis

## MINN

June 22-23

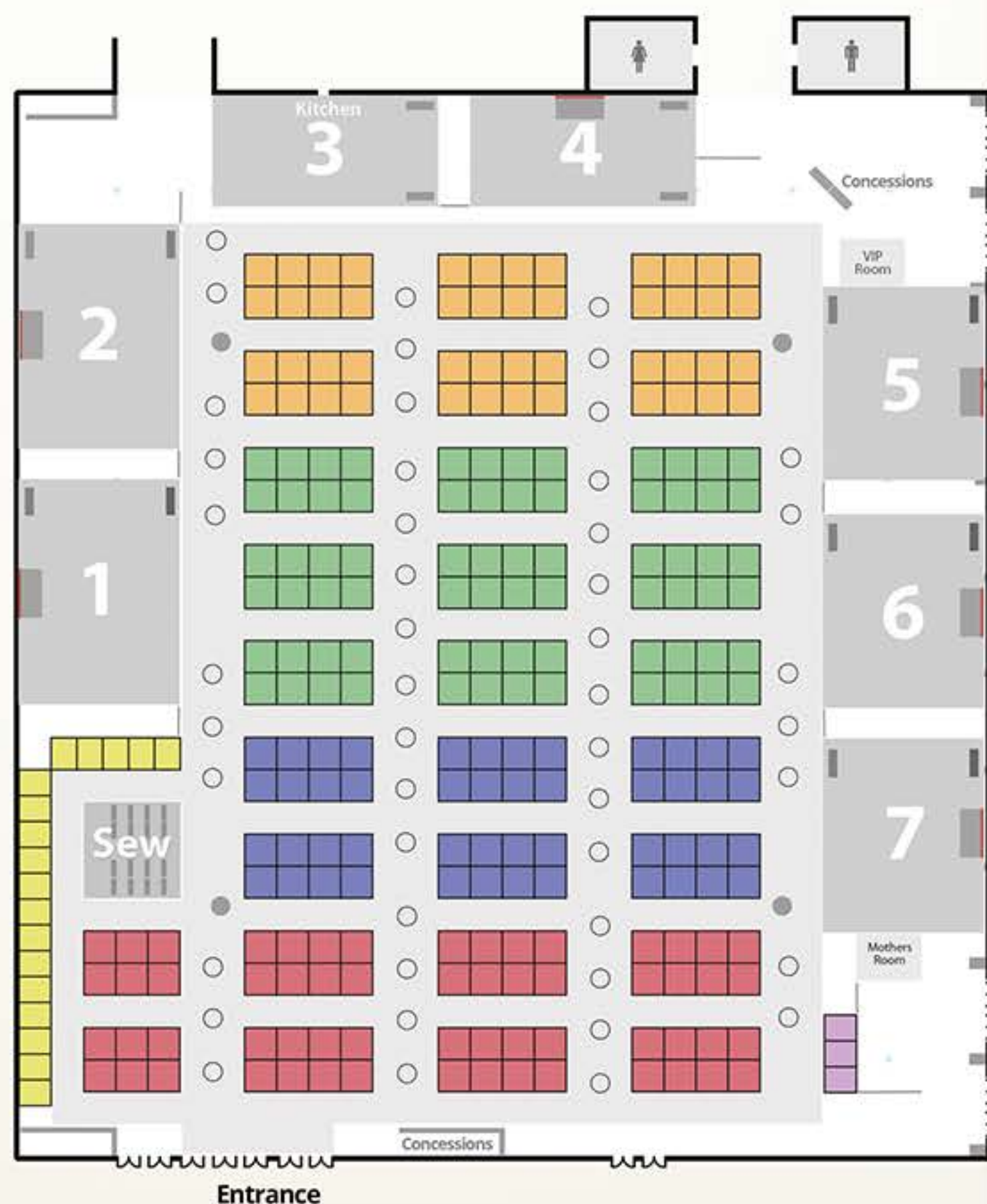
@ the Minneapolis Convention Center

[mn.pinnerconference.com](http://mn.pinnerconference.com)

2017 attendance: NA

Estimated 2018 attendance:  
9,000 - 12,000

Demographics: TBA



We came to Pinner's because of the awesome energy that we'd heard about and for the amazing exposure that it gives us. It has been awesome. It's been the best show that we've been to. We've done beyond what we were expecting to do so we have loved it!

Crystal Averett, Baybayon Ave Clothing



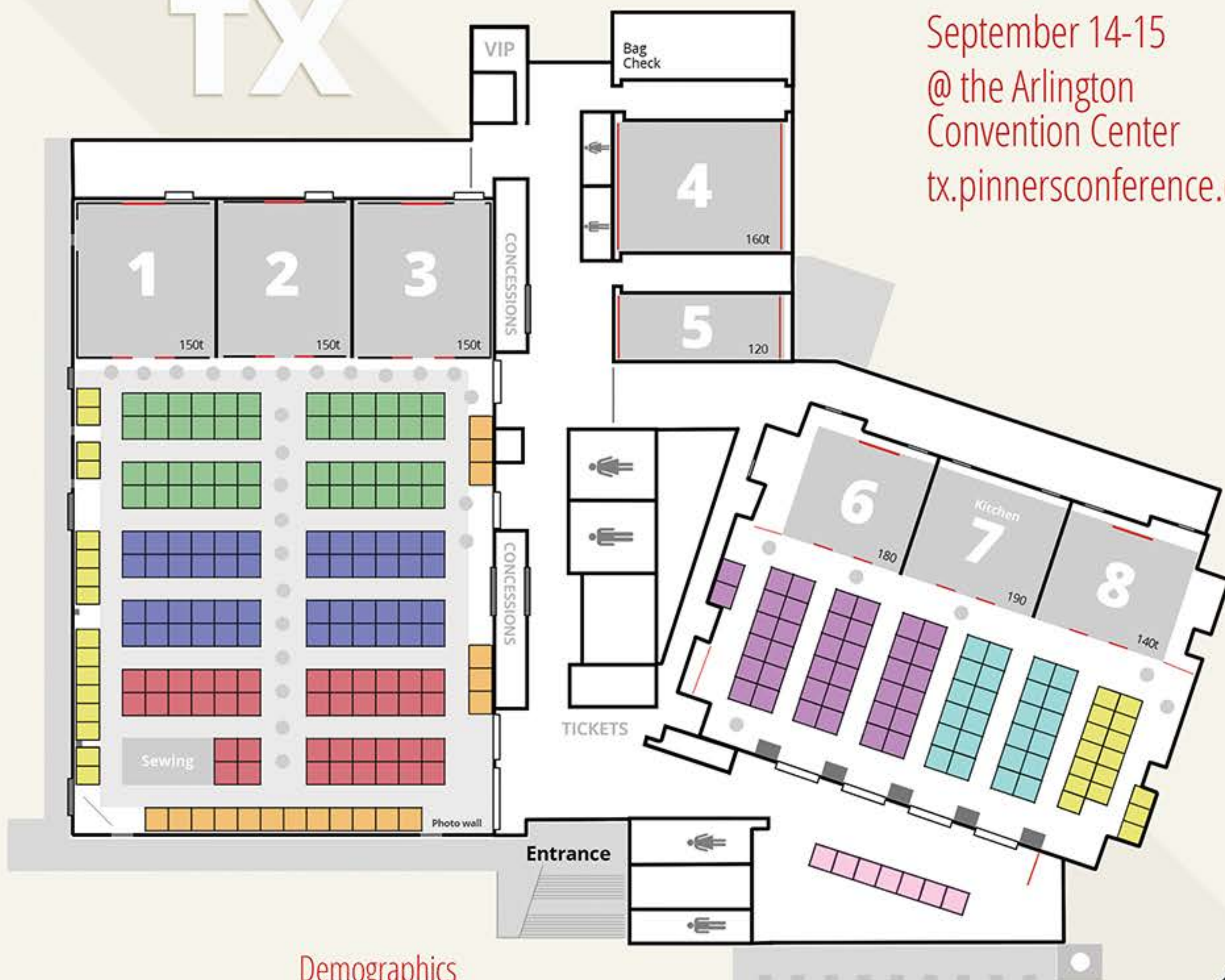
Oh my gosh! Such an amazing event! So much to take in. Loved the vendors  
& all of their amazing creations! Can't wait for the next one!

Kelli Johnson Collins



# Dallas TX

September 14-15  
@ the Arlington  
Convention Center  
[tx.pinnerconference.com](http://tx.pinnerconference.com)



## Demographics

2017 attendance: 11,450	Married = 62%	Female = 92%
Estimated 2018 attendance:	35-44 yrs = 27%	24-34 yrs = 29%
12,000 - 14,000	55-64 yrs = 11%	45-54 yrs = 25%
	Med. household income: \$85,931	



We sponsored Pinner's this year because it's such a great environment and we meet so many awesome new customers. We  
(also) have so much fun shopping with everyone.  
London Brown, La La Lovely



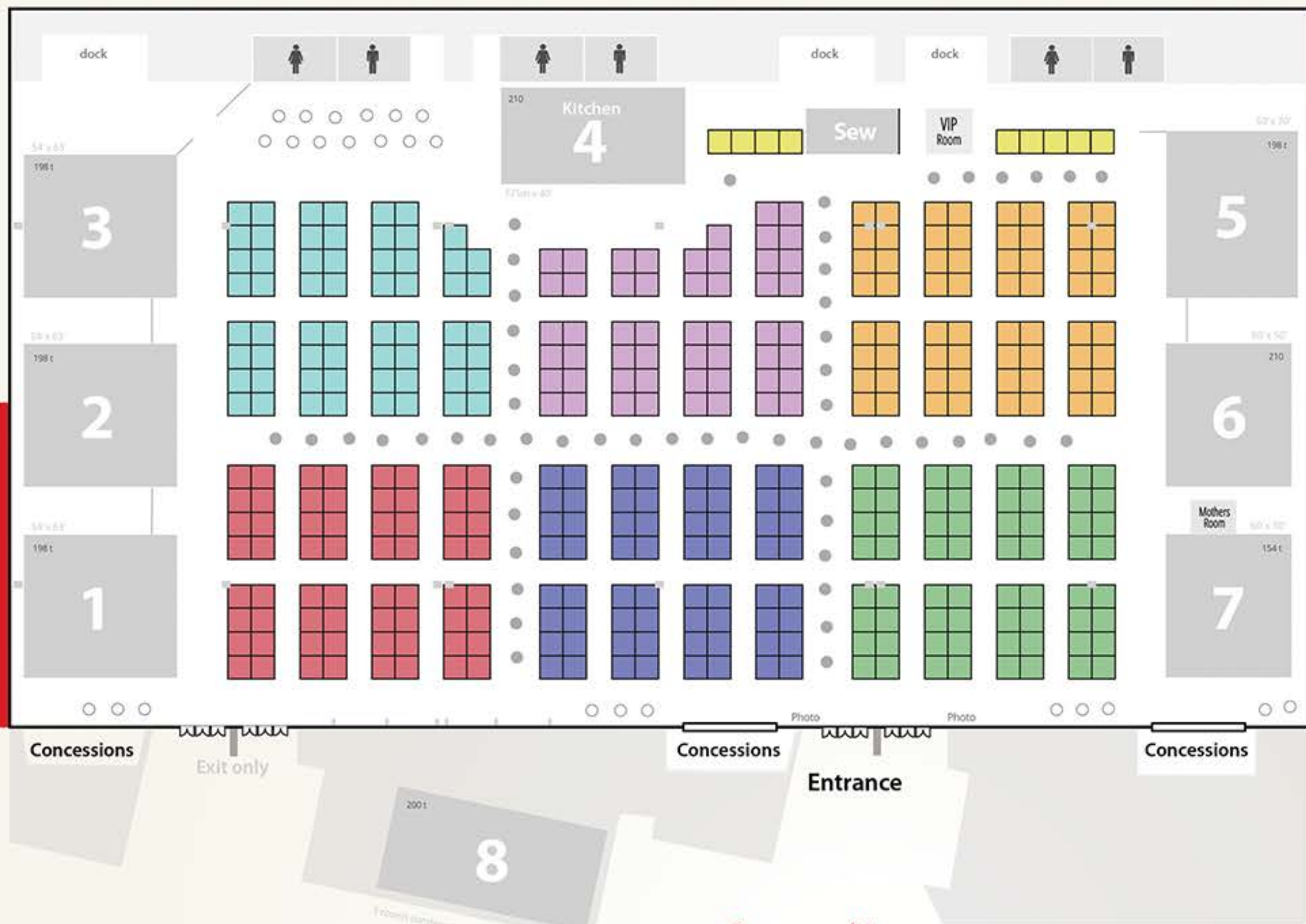
Pinners Conference was not only fun, organized and full of creativity, it also gave me exposure that was extremely beneficial for my brand. Whether you are a creator, learner or simply a dreamer, this conference is for you!

Courtney Gray, Tnee Tpees



# Salt Lake City UT

November 2-3 @ South Towne Expo Center  
[ut.pannersconference.com](http://ut.pannersconference.com)



2017 attendance: 19,860

Estimated 2018 attendance: 19,000 - 23,000

## Demographics

Married = 64%

Female = 95%

24-34 yrs = 34%

35-44 yrs = 24%

45-54 yrs = 18%

55-64 yrs = 14%

Med. household income: \$88,048



What a blast we had here. Pinners... words can't even... you guys rocked it, making the most fun interactive event ever! And to each person that popped by my booth, chatted with me, took my class (or at least tried to get in, lol), had sweet conversations with me & treated me like we've been friends forever... you guys are the reason I love doing what I do!

Tina Ames, Sweet Home Bath



An amazing event! Not only was it a very profitable event 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 as an attendee.

Betsy Mikesell, Beddys



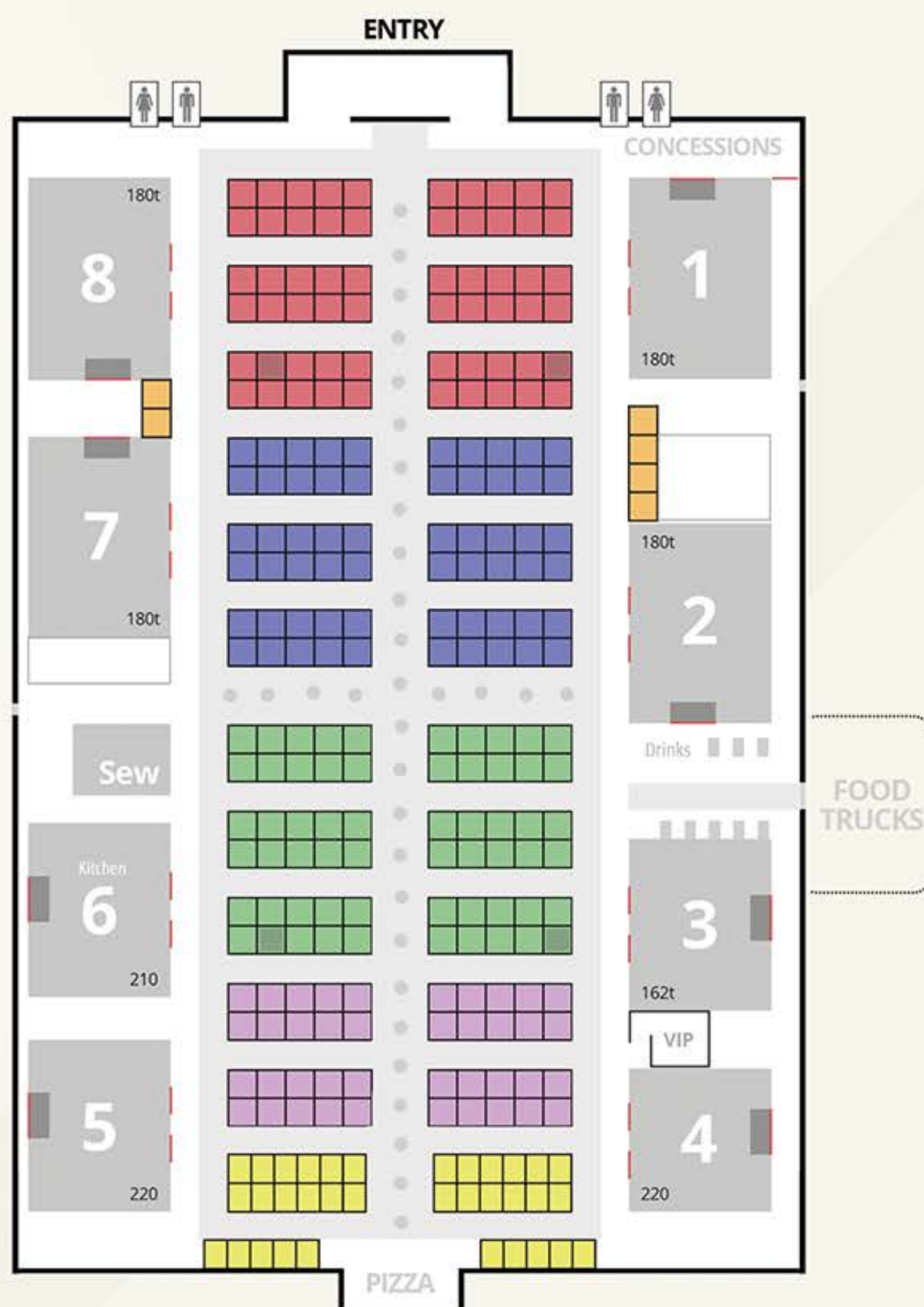
# Phoenix AZ

November 9-10  
@ West World in Scottsdale  
[az.pannersconference.com](http://az.pannersconference.com)

2017 attendance: 11,450  
Estimated 2018 attendance:  
12,000 - 14,000

## Demographics

Female = 94%      Married = 58%  
24-34 yrs = 35%    35-44 yrs = 20%  
45-54 yrs = 22%    55-64 yrs = 12%  
Med. household income: \$82,455



"I've been a vendor and taught at Panners for a few years and it's such an incredible experience with such great energy. You come here, you learn, you shop and you're having fun... It's a great girls day out and we love it. It's so rare that in one place you can find so many great and different types of things. It's truly like Pinterest coming to life.

Becky Higgins, Project Life



# 2018 rates & discounts

## Exhibiting

Booth (10x10) .....	\$799
Booth (8x10) .....	599
Additional booths .....	minus 100
Corners .....	plus100

## Multiple show discounts

Single show .....	no discount
Extra shows (2 thru 6) .....	minus 100 per booth

## Sponsorships

Title (sold for 2018) .....	\$17,500
Major .....	7,000
In-show .....	3,500
VIP Night .....	See rep

## Referral program

Join our referral program! \$100 credit for new exhibitor referrals who join us. 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 anyone.

Trade shows are the #1 return on investment among all advertising options.

Especially good ones :)

