

Pinner's

Learn, Create, Connect

2020 INFORMATION KIT

California

March 13-14, Pomona, CA

Georgia

April 17-18, Atlanta, GA

Minnesota

May 8-9, Minneapolis, MN

Texas

September 25-26, Fort Worth, TX

Utah

November 6-7, Salt Lake City, UT

Arizona

November 13-14, Scottsdale, AZ

Pinner'sConference.com

America's top creative event!

Panners

Feel the love...

"We have exhibited at several Panners and even though we are taking a break from consumer shows for a little while, we just HAD to do Panners again. It really is our favorite consumer show experience for so many reasons! Our experience is always so good. In addition to the incredible interactions with customers in our booth and in the classroom, (the staff) is extremely accommodating and clearly has the vendors' best interest at heart. And they do such a great job with advertising and getting people to the show."

Becky Higgins, Becky Higgins LLC

"I have been a part of Panners in Dallas since the first year, and it has been a wonderful experience all around. Of all of the shows we've ever participated in (which has been a lot), Panners is easily the most low-stress, well organized, and lucrative of them all. The Panners team is so easy to work with and the quality of customers at the events is top-notch. The Panners Conference is by-far our favorite event of the year!"

Kelli Watt, Savor Patisserie

"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 Jane

"...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've attended seven Panners 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

"We wanted to tell you THANK YOU. Panners 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 Panners apart from other conferences."

The Wood Connection

Michaels is proud to be at Panners 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

"Panners Conferences have been an overall great experience for our company. The show is centered on education which helps foster relationships between companies and their consumers. 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 Panners Convention just as inspired by fellow vendors as I am by the attendees."

- Michelle Knabbe, ImpressArt

Nice job on the conference. I'm seriously impressed with the Panners (crowd) and how it flowed. Thanks so much!

Alison Prince
HowDoesShe.com

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

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

"Panners is pure craft customers. Beginner crafters, DIY professionals & home-based businesses all come to Panners to support their creative outlets. Unfinished Wood Co. is a .com business and this is truly our customer base. We have grown our core business and it's also a way to meet existing customers that just want to visit and see what new products your selling, live. This show is a testing ground for new product ideas. Panners is like a living, breathing advertisement for your company."

Jeff McWilliams, UnfinishedWoodCo.com

More info at PannersConference.com Office: 801-822-1333



Pinner's California at Fairplex California **<new>**

March 13-14, 2020 in Pomona, CA

2020 CA Floor Map



□ = prime
locations
(white)

More
info at

**Pinner's
Conference.com**

Office: 801-822-1333

Demographics

92% female
40% married
34% ages 24-34
25% ages 35-44
26% ages 45-54
11% ages 55-64
Median household
income = \$92,000
*2019

Location

Fairplex Hall 4

Attendance

2019 attendance =
8,680
2020 anticipated
attendance= 10-13,000

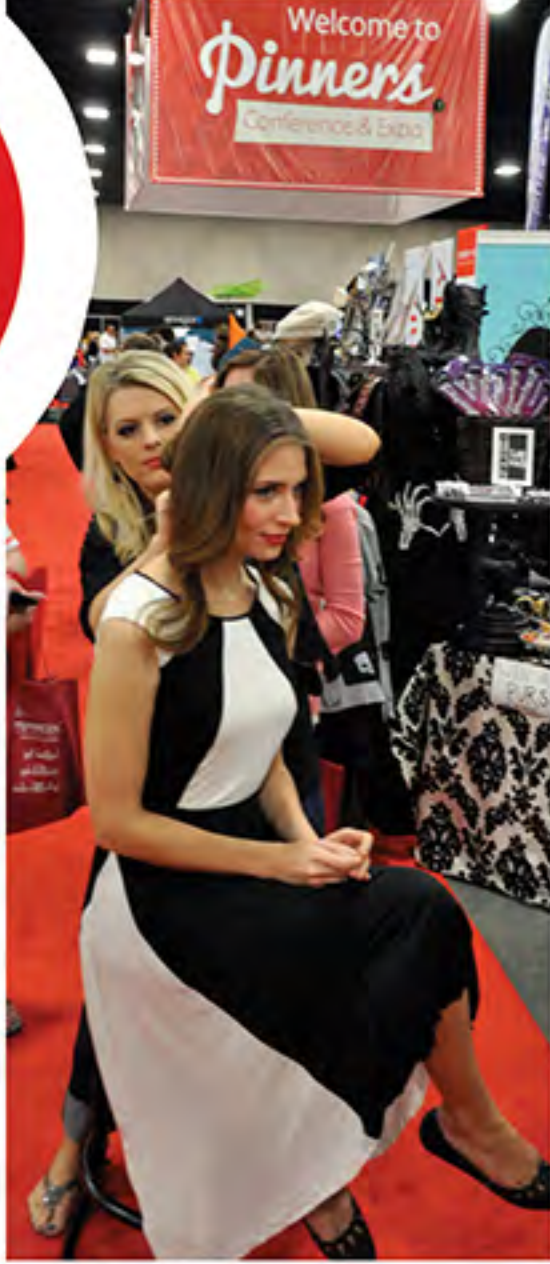
History

Pinner's began in 2012
(UT) and is in it's 3rd
year in California starting
in San Diego and then to
Ontario in 2019. We're
excited for our new year
in beautiful, exhibitor-
and-attendee-friendly
Fairplex California.

"I'm
ridiculously
grateful and
blessed. Pinner's
CA was again an
amazing time for
me. I'm lucky to
have this amazing
opportunity to do
something that I
love! Thank you."
*Hillary Gingall, Just
One Elle*

"Thank you for
letting me exhibit at Pinner's CA.
Having access to such a large group of
our target audience - 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*

ENTRANCE





April 17-18, 2020 in Atlanta, GA

160t

120t

180 Kitchen

160t

185t

Photo Booth

Sewing

24t

(exit only)

8 100t

7 170

6 170

"When I came here I really didn't know what to expect. It really is inspiring - & humbling - to see (thousands) of people coming together to discover new ideas and try them in real life.... Incredible."

Evan Sharp, Founder, Pinterest (speaking at Pinnners GA)

Pinner's began in 2012 (UT) and is in it's 4th year in Atlanta, Georgia. Each year the conference has been at the Cobb Galleria.



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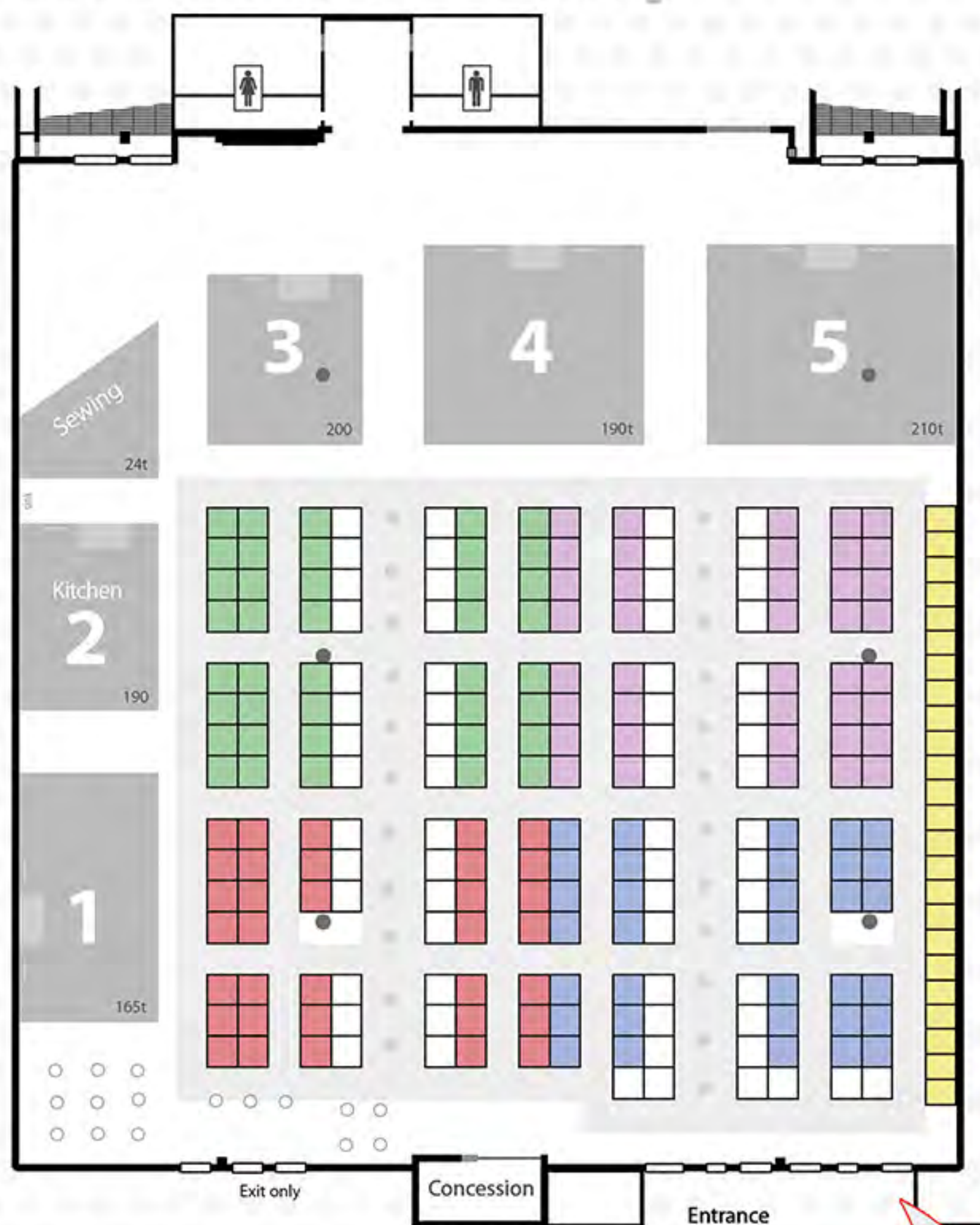




Pinnners Minnesota at Minn. Convention Center

May 8-9, 2020 in Minneapolis, MN

2020 MN Floor Map



Demographics

93% female
52% married
19% ages 24-34
34% ages 35-44
34% ages 45-54
9% ages 55-64
Median household
income = \$79,000
*2019

Location

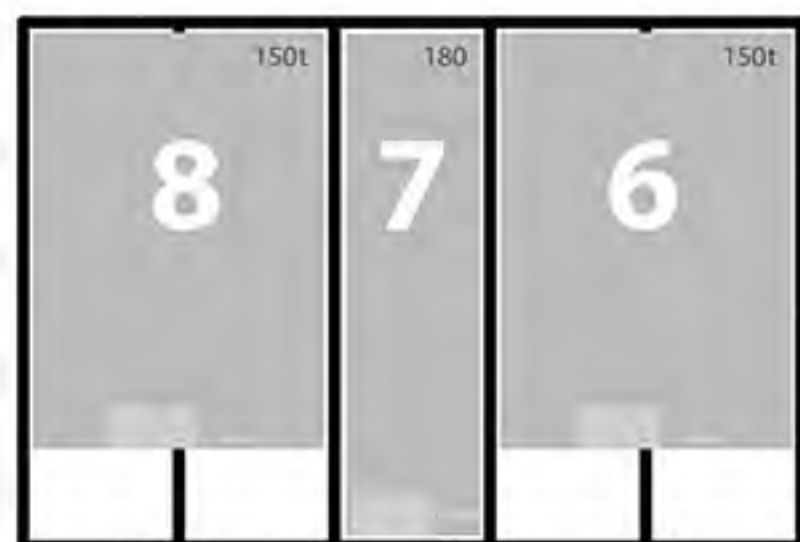
MCC Hall A

Attendance

2019 attendance =
6,430
2020 anticipated
attendance= 8-11,000

History

Pinnners began in 2012
(UT) and is in it's 3rd year
in Minnesota. Each year it
has been at the Minneapolis
Convention Center.



"Pinnners MN was
an absolute blast! As an exhibitor I was
so excited to see & help bring Pinterest to life
for so many women. The vibe, creativity, cama-
raderie & excitement at this event was price-
less! I can't wait for next year!"

Jen Appleberry, Appleberry's Attic

More info at PinnnersConference.com Office: 801-822-1333





Pinner's Texas at Will Rogers Memorial Center

September 25-26, 2020 in Fort Worth, TX **NEW**

2020 TX Floor Map



Demographics

96% female
62% married
18% ages 24-34
38% ages 35-44
30% ages 45-54
10% ages 55-64
Median household
income = \$83,300
*2019

Location

Will Rogers Texas, South
Texas and Round-up Halls

Attendance

2019 attendance =
11,390
2020 anticipated
attendance= 11-14,000

History

Pinner's TX is one of the
oldest Pinner shows. It began
in Arlington in 2016 & after
that venue leased to EA
Sports Pinner's went to
downtown Dallas & now
Fort Worth!

"Wow!!
Pinner's did NOT
disappoint!! 2 full days
of shopping, crafting,
eating, laughing,
inspiring and lifting
moments! Can't wait til
next year!!"
@deviniesdesire

"I have been a part of Pinner's TX since
the first year. It's been a wonderful experience all
around. Of all the shows we've ever participated in -
which have been a lot - Pinner's is easily the most
low-stress, well organized & lucrative of them all
...by far our favorite!"
Kelli Watts, Savory Patisserie

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Pinnners Utah at the Mtn America Expo Center

November 6-7, 2020 in Sandy, UT

2020 UT Floor Map



"It was a super successful event for us! Loved my location and am hoping to purchase two booths next year instead of one. We were constantly packed & needed more space!"

Liz Thompson, Practically Wholesale

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

*Leta Green
Lipsense*

Demographics

89% female
65% married
34% ages 24-34
24% ages 35-44
18% ages 45-54
13% ages 55-64
Median household income = \$87,000
*2019

Location

Mountain America Expo Center Halls 1-4

Attendance

2019 attendance = 21,850
2020 anticipated attendance= 20-24,000

History

Pinnners UT is the flagship Pinnners and is now entering it's 8th year (it's 7th at the current location). It has grown each year since 2013 and is America's best creative & educational event.

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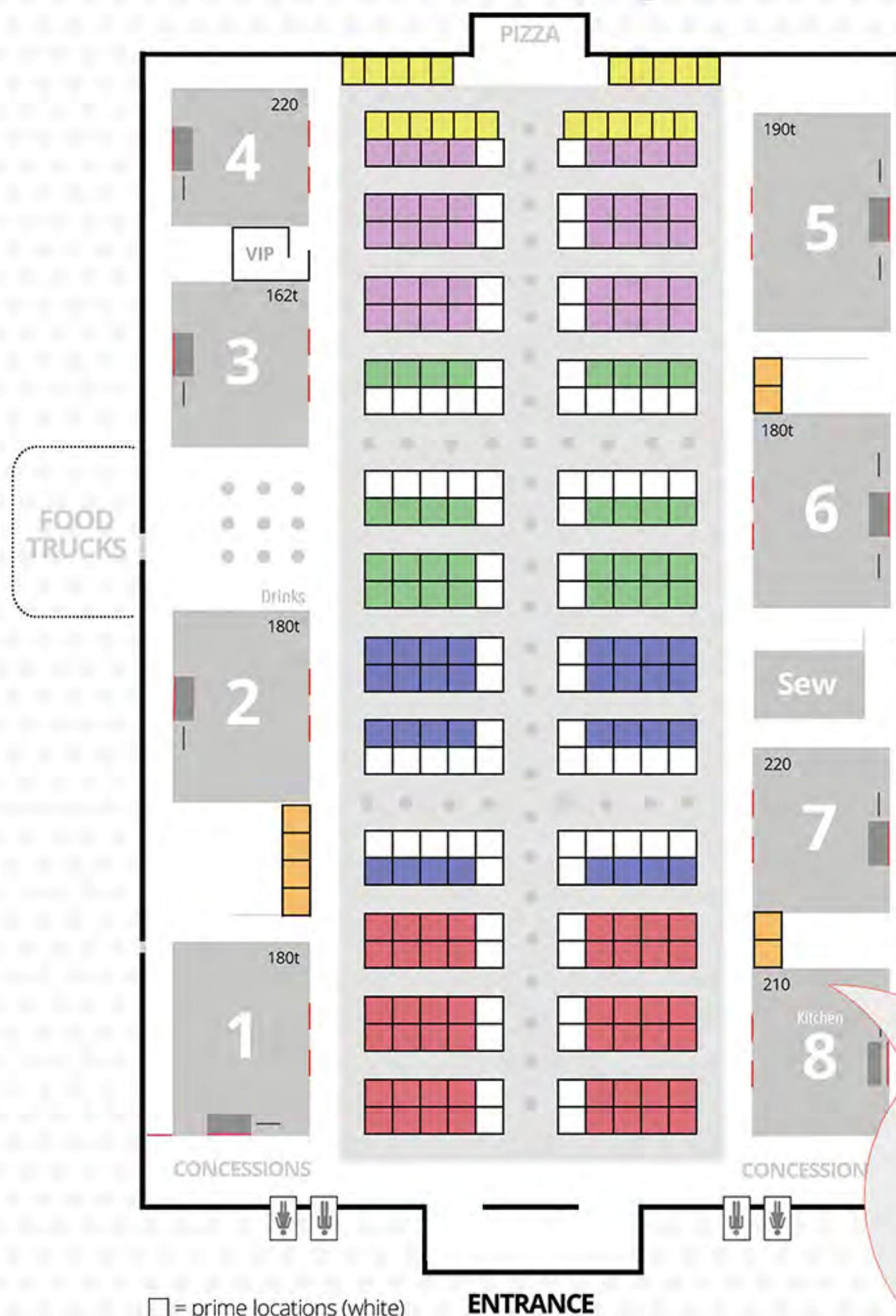




Pinner's Arizona at WestWorld of Scottsdale

November 13-14, 2020 in Scottsdale, AZ

2020 AZ Floor Map



Demographics

96% female
46% married
28% ages 24-34
30% ages 35-44
30% ages 45-54
8% ages 55-64
Median household income = \$79,900
*2019

Location

WestWorld's North Hall

Attendance

2019 attendance = 10,120
2020 anticipated attendance = 10-14,000

History

As one of Pinner's most established locations, Pinner's AZ is currently in its 5th year - all at WestWorld in Scottsdale.

"I have been an exhibitor & presenter (for years), and I love it! We have done a lot of other events in the past, and none of them allowed us to connect and create with our customers the way Pinner's does. I can't recommend Pinner's enough!"

*Kristin Smith,
BB Frosch*





Rate Card 2020

Exhibiting

Premium corner booth (10' x 10')	\$999
Premium in-line booth (10' x 10')	899
Corner booth (10x10)	899
In-line booth	799
Small corner booth (8x10, if avail.)	699
Small in-line booth (8x10, if avail.)	599
Additional Booths	-\$100 per booth

Multiple show discounts

Single show	no discount
Extra shows (2 thru 6)	-\$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	\$17,500
Major	7,500
In-show	4,000
VIP Night	See rep

Be guaranteed exposure in extensive Pinner's 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 :)

Pinner's invests in marketing

You've heard the saying, "You get what you pay for." It's really true. Pinner's doesn't just draw a chalk box for set-up & send out some e-mails. We believe in full traditional & digital conference marketing for *your* success.

- Expert, independent media buyers in each market
- Television (multiple stations)
- Radio (except UT)
- Paid & organic social media campaigns
- Sponsored ad campaigns
- Google Ad Words & SEO
- Direct mailings
- Billboards (where applicable)
- Earned media (news coverage, etc.)
- Print editorial
- Pinner's e-mail campaigns (100,000+ subscribers)
- Community outreach groups
- Influencer marketing & teacher collaborations
- ...and more.

* Face to face events are the #1 return on investment among all advertising options. Particularly good ones :) So here's to having a fabulous 2020!

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