

America's top creative, DIY & educational event :) 2019 exhibitor information

# *Pinner's*

*"Where Pinterest® comes to life!"*

Learn | Create | Connect



*California*



*Texas*



*Georgia*



*Utah*



*Minnesota*



*Arizona*

*Pinner'sConference.com | 801.822.1333 | info@bennettevents.com*



"We have exhibited at several Pinners and even though we are taking a break from consumer shows for a little while, we just HAD to do Pinners 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**

# Feel the love...

"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**

"We loved everything about this! Thank You!"  
*Jan Miller*

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

"Thank you so much for the opportunity to get involved in Pinners! It was awesome seeing so many people interested in sewing. The events and logistics staff, as well as the Pinners crew were SO awesome. So friendly & very helpful!"

*Baby Lock*

"Pinners Conference is the perfect mixture of inspiration & education coupled with being able to shop your favorite creative brands... It's perfection! Coming from the brand perspective, we had a ball getting to know our customers on a level that you can't experience anywhere else. We plan on coming back for years to come."

**Heather Thoming, Whipperberry**

"Pinners was a great way for our business to meet active, buying women across a wide demographic. We had a lot of success and will definitely be back!"

*Jana Francis  
The Steals Network*

"...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**

"Pinners was a fantastic experience for us--more than just financially. 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! We have already reached out to and encouraged many of our friends to be at future events. And...we have already built our booth for upcoming conferences :) "

**Kristen Smith, BB Frosch Chalk Paint**

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

*Alison Prince  
HowDoesShe.com*

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

**Leta Green, Lipsense**

"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*



# Pinners Rate Sheet 2019

## Exhibiting

|                                       |                   |
|---------------------------------------|-------------------|
| Premium corner booth (10' x 10')      | \$999             |
| Premium 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 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 :)

\* Face to face events are the #1 return on investment among all advertising options. Particularly good ones :) So here's to having a fabulous 2019!

## 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 YOU.

● 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 ● Pinners e-mail campaigns (nearly 100,000 subscribers)  
● Community outreach groups ● Influencer marketing & teacher collaborations... and more.





# Pinners California

March 8-9

Ontario  
Convention Center  
Ontario, CA

←new!→



## Demographics & attendance

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

2018 attendance = 9,550  
Expected 2019 attendance = 10-14,000

## Make Pinners CA part of a great 2019

"Thank you for letting me exhibit at the Pinners CA conference. 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

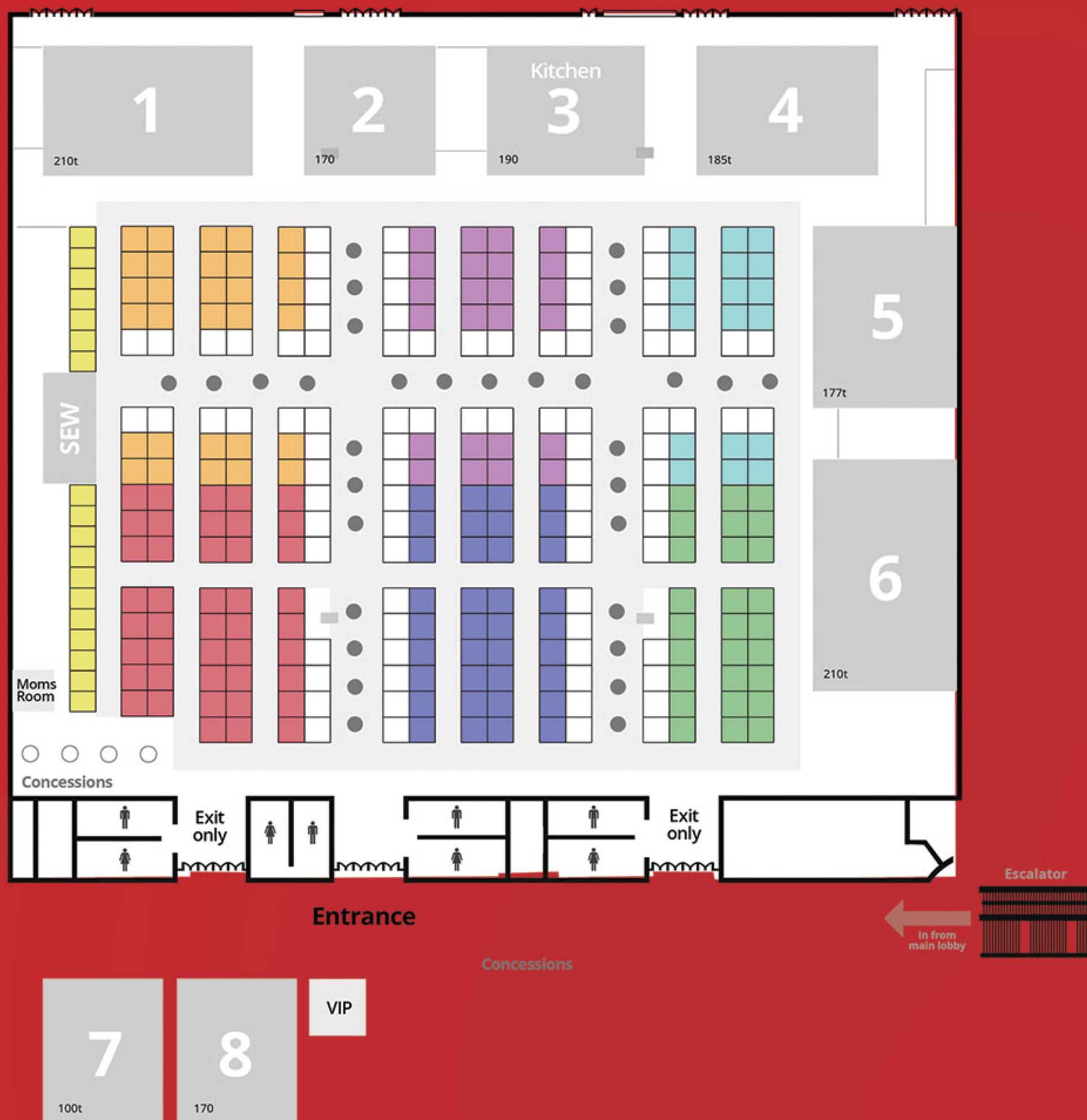




# Pinners Georgia

April 12-13, 2019

Cobb Galleria Center  
Atlanta, GA



## Demographics & attendance

95% female      58% married  
23% ages 24-34    33% ages 35-44  
28% ages 45-54    11% ages 55-64  
Median household income = \$75,000

2018 attendance = 10,640  
Expected 2019 attendance = 10-14,000

## Where Pinterest (and your business) comes to life...

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

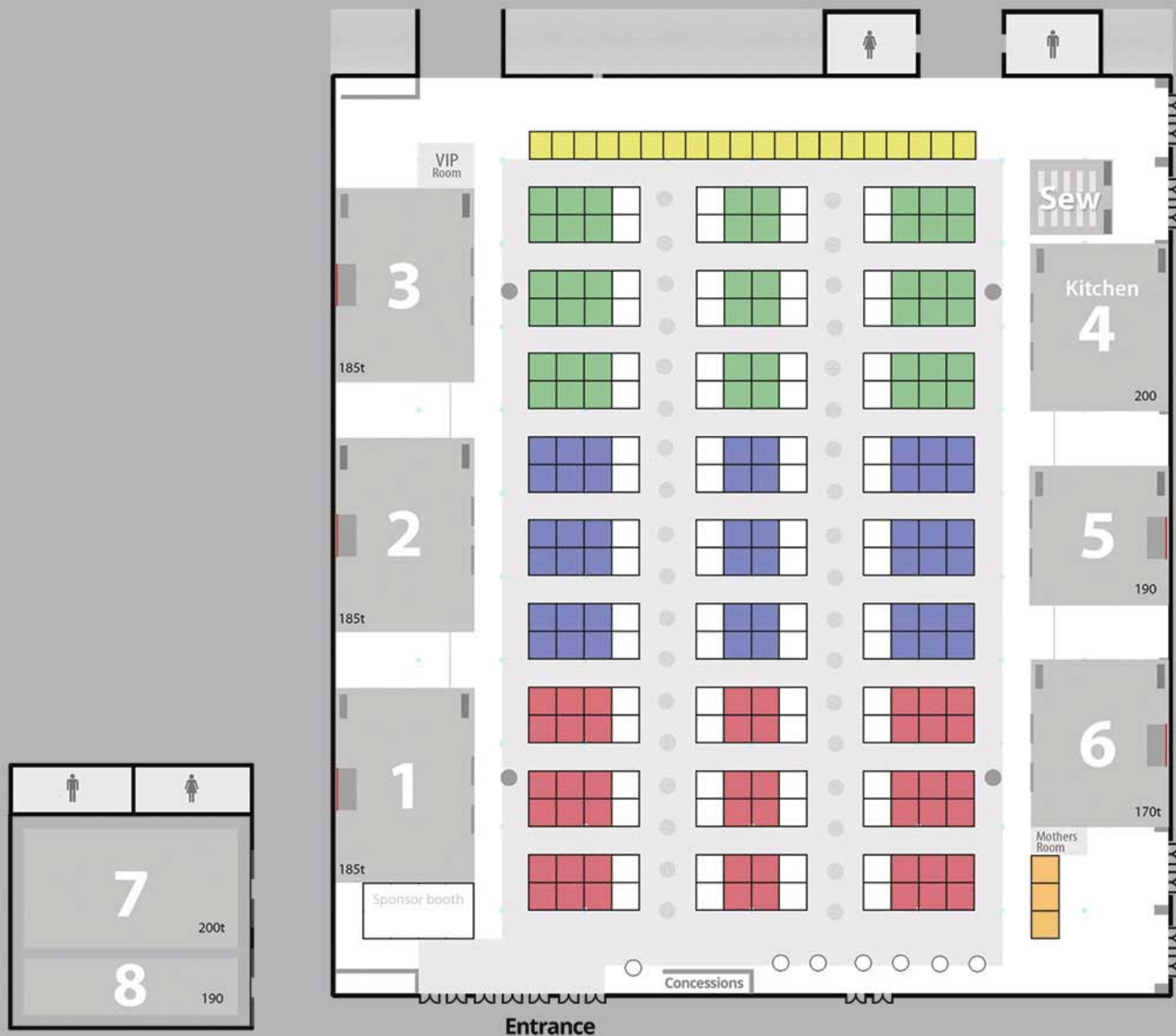
*Evan Sharp, Founder, Pinterest (at Pinners Georgia)*





# Pinners Minnesota

May 3-4, 2019 Minneapolis Convention Center,



## Demographics & attendance

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

2018 attendance = 6,420  
Expected 2019 attendance = 8-12,000

## Top results for you and your business

"Pinners 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, camaraderie and excitement at this event was priceless! I can't wait for next year!"

*Jen Appleberry, Appleberry's Attic - Craft Studio*





# Pinner's Texas

**Sept 13-14, 2019**

*new*

Kay Bailey Hutchison Dallas  
Convention Center, Dallas, TX



## Demographics & attendance

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

2018 attendance = 11,825

Expected 2019 attendance = 12-15,000

## A wonderful experience all around...

"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*





# Pinners Utah

Nov 1-2, 2019

Mountain America Expo Center  
Sandy (Salt Lake City), UT



## Demographics & attendance

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

2018 attendance = 17,530  
Expected 2019 attendance = 17-22,000

## Top results & recognition for your business

"It was super successful! 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*

"An absolute blast. We can't wait to come again!"

*Emily Peterson, Line Upon Line*

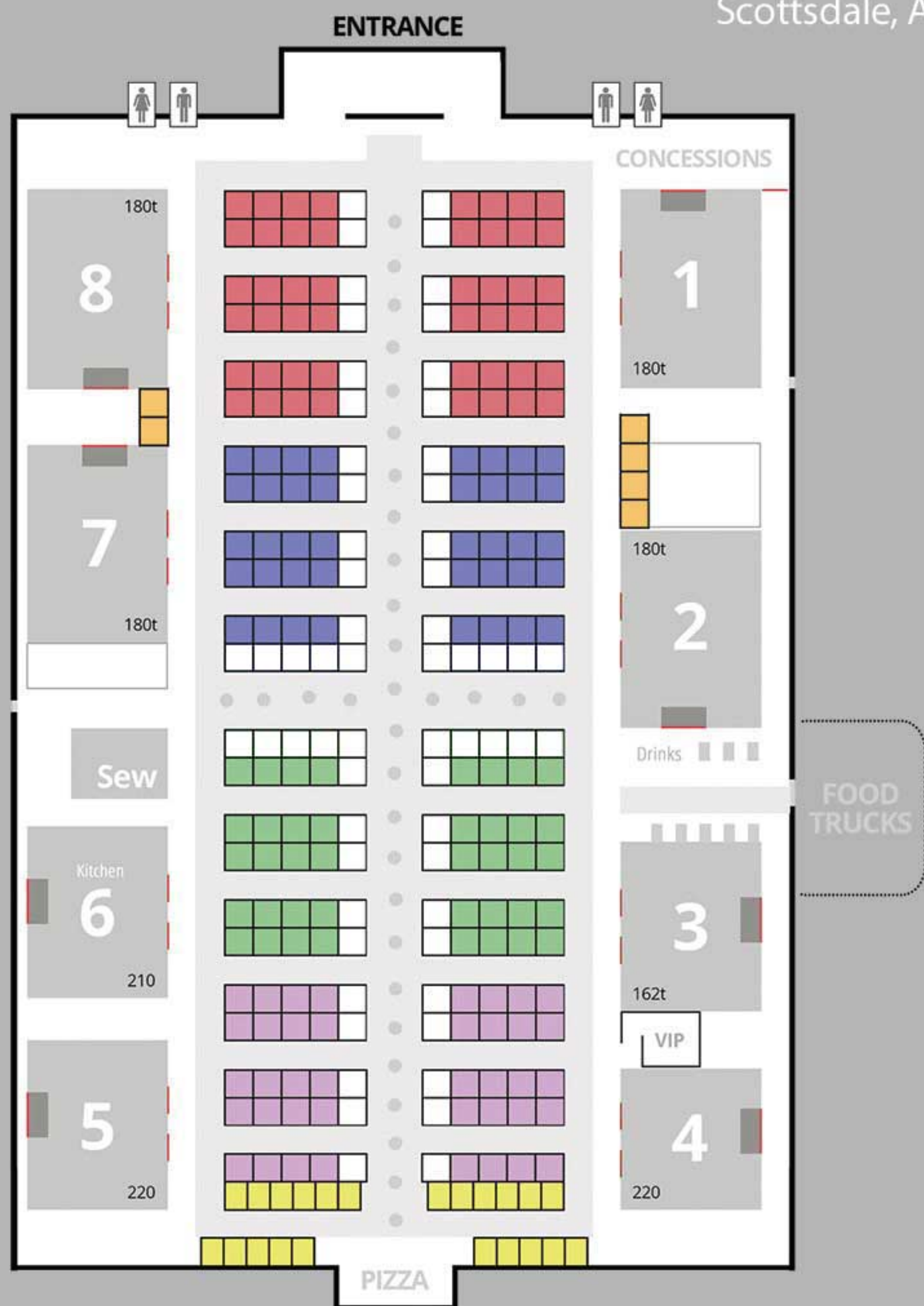




# Pinner's Arizona

Nov 8-9, 2019

WestWorld of Scottsdale  
Scottsdale, AZ



## Demographics & attendance

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

2018 attendance = 7,880  
Expected 2019 attendance = 8-12,000

## Top results & recognition for your business

"I have been an exhibitor & presenter in all locations for the past three 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. The Pinner's staff helps us have the best possible experience. I can't recommend Pinner's enough!"

*Kristin Smith, BB Frosch*



