

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

Pinner'sConference.com

PINNERS GEORGIA

Cobb Galleria Centre, Atlanta, GA | March 11-12, 2022

Georgia floor map (Cobb Galleria, Halls A & B)



Estimated attendance

Spring 2021 attendance: 8,130
2022 estimated: 9,000-12,000

Demographics

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
*2019

History

Pinners began in 2013 (UT) and is in its 5th year in Atlanta, Georgia. Each year the conference has been held at the beautiful Cobb Galleria Centre.

Exhibitor website

ga.pinnerconference.com
for-exhibitors

Main website

PinnerConference.com

Contact

Pinners office: 801.822.1333
E-mail: info@bennettevents.com

Pinner's perspective

Pinners Georgia was one of the earliest Pinners to happen once the show started to go national in 2015. New teachers continue to join us and attendance has grown in size each year. This year we've hired for the first time one of the best PR/marketing firms in GA to make sure attendance stays on the rise.

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

Alison Prince,
HowDoesShe.com

(PEOPLE AT ALL LEVELS) COME TO PINNERS 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. PINNERS IS LIKE A LIVING, BREATHING ADVERTISEMENT FOR YOUR COMPANY!

JEFF MCWILLIAMS, UNFINISHEDWOODCO.COM



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.

RATES FOR AMERICA'S TOP CREATIVE EVENT

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	minus \$100 per booth

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.*