



Awesome shows with your success in mind.

## 2023 Information Kit

# Pinners

Learn, Create,  
Connect

|              |                    |
|--------------|--------------------|
| Kansas       | February 3-4       |
| Georgia      | March 24-25        |
| <b>Idaho</b> | <b>April 21-22</b> |
| California   | August 25-26       |
| Texas        | September 22-23    |
| Utah         | Nov 3-4            |
| Arizona      | Nov 10-11          |

*PinnersConference.com*









## Pinners Idaho

### Expo Idaho Fairgrounds, Boise, ID

April 21-22, 2023

#### Estimated attendance

2022: 5,825 | 2023: 7,000-9,000

#### Demographics

95% female and 60% married  
24% ages 24-34  
32% ages 35-44  
28% ages 45-54  
10% ages 55-64  
Med. household income = 90,200

#### History

Pinners began 10 years ago in Utah & is now in 8 different states. 2023 will be just our second year in Idaho, but judging from our good start, we'll be enjoying helping great businesses here for a long time :)

#### Websites

Exhibitor: [id.pannersconference.com/for-exhibitors](http://id.pannersconference.com/for-exhibitors)  
Main: [PannersConference.com](http://PannersConference.com)

#### Contact

Office: 801.822.1333 or e-mail: [info@bennettevents.com](mailto:info@bennettevents.com)



#### Pinners perspective...

"Idaho's good start as a first year show was not surprising to us. So many friends from our Utah show are from Idaho and we knew people would catch on fast and love this show. We foresee Idaho as a staple springtime show for many years to come, and we can't wait to be back each year :)"

[id.pannersconference.com](http://id.pannersconference.com)



# Rates *for America's most creative event*

## Exhibiting

|                                         |                            |       |
|-----------------------------------------|----------------------------|-------|
| Standard in-line booth (10'x10')        | KS, GA, ID, CA & TX        | \$799 |
| Standard in-line booth (10'x10')        | AZ                         | \$849 |
| Standard in-line booth (10'x10')        | UT                         | \$899 |
| Corner or Premium in-line               | add \$100                  |       |
| Premium corner booth                    | add \$200                  |       |
| Small corner booth (8'x10', if avail.)  | minus \$100                |       |
| Small in-line booth (8'x10', if avail.) | minus \$200                |       |
| Additional Booths                       | minus \$100 per additional |       |

## 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                                                                                                                                                          | \$21,000 |
| Major                                                                                                                                                          | 9,000    |
| 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. |          |

## 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 regional marketing for *your* success.

- Expert, independent PR & media buyers
- Television & radio
- Billboards (where applicable)
- Paid & organic social media
- Google Ad Words & SEO
- Direct mailings
- Earned media (news coverage, etc.)
- Pinner's e-mail campaigns (165,000+ subscribers)
- Community orgs & outreach groups
- Influencer partners marketing
- ...and more!

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

## We create shows better than others.



### Audience

The most important thing a show can bring is qualified and active buyers. At Pinner's 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 new 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.



# Testimonials We <sup>really, really</sup> care about your business

"Thank you for letting me exhibit at Pinner's! 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's 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

"Michael's is proud to be at Pinner's 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, Michael's

"We wanted to tell you THANK YOU. Pinner's 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's apart from other conferences."

The Wood Connection



"Wow!! Pinner's 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

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

Rita Panulla, ImpressArt

"This was just an amazing event for us! I love the dual feeling of the show. It's chock full of both shoppers and learners and that makes Pinner's very special. You can tell people really love this event. Thanks again!"

Brittani Willnauer, Kansas City Kreations

"We've attended seven Pinner's 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

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