

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

PinnersConference.com

PINNERS IDAHO

Expo Idaho Fairgrounds, Boise, ID | April 22-23, 2022

Welcome
to the
Pinners
family
Boise!

Estimated attendance

2022 estimated: 6,000-8,000

2023 estimated: 8,000-10,000

Demographics

Not measured yet. We'll market based on our averages:

95% female	60% married
24% ages 24-34	26% ages 35-44
30% ages 45-54	10% ages 55-64

History

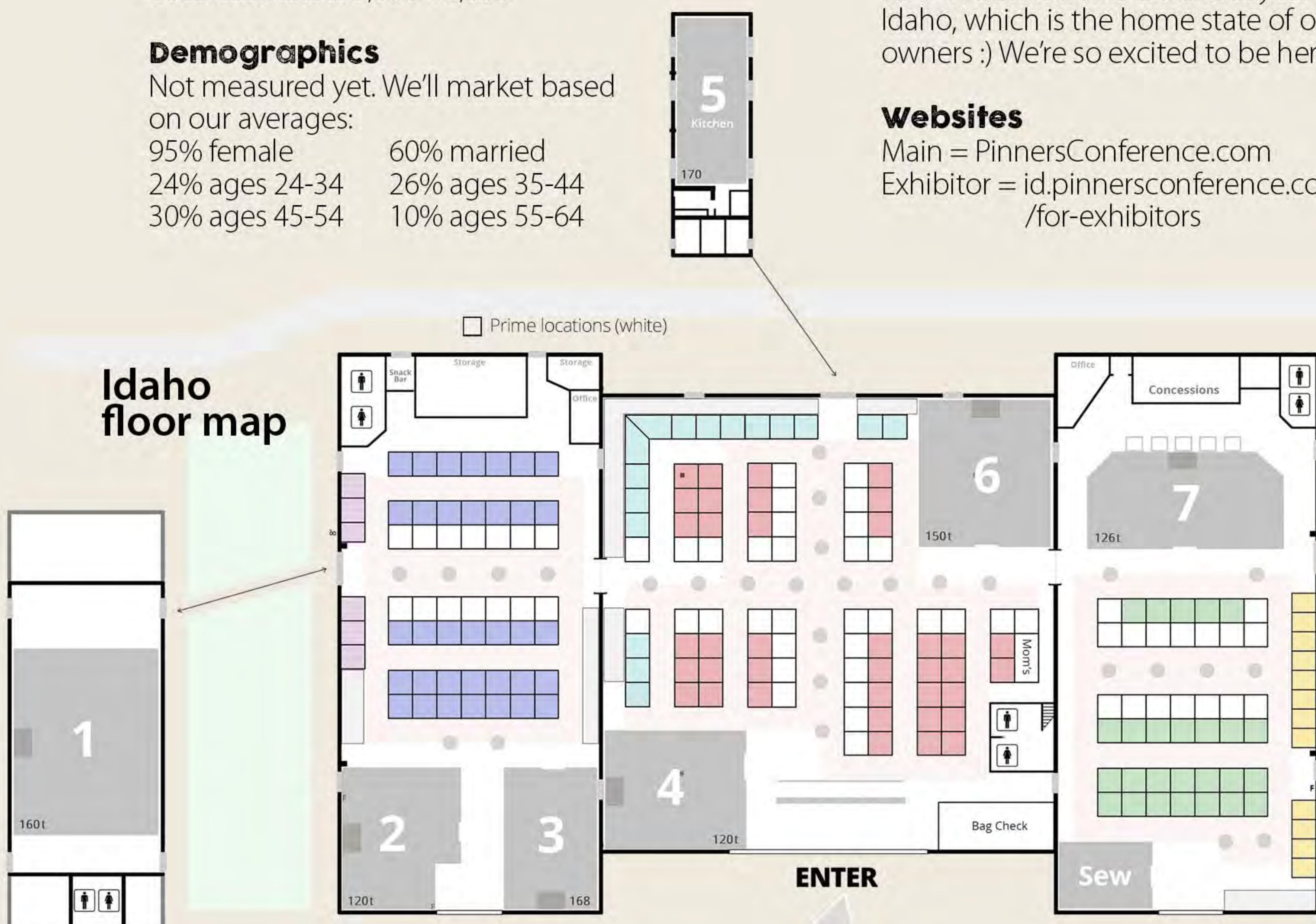
Pinners began 9 years ago in Utah & is now in 8 states. This is our first year in Idaho, which is the home state of our owners :) We're so excited to be here!

Websites

Main = PinnersConference.com

Exhibitor = id.pinnersconference.com/for-exhibitors

Idaho floor map



Pinner's perspective

Our customers in Utah (our largest show) go crazy for Pinners and we've known for years that many of our visitors come from Idaho. We feel like the same success elements exist in Idaho as in Utah and that this show will be a huge hit. You'll notice the crossover between the two shows and you'll also notice the same quality continue in our Idaho location!

Contact

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

"We've attended seven Pinners 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

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

Brittani Willnauer,
Kansas City Kreations

Main parking



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.*