

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 ARIZONA

WestWorld of Scottsdale, Scottsdale, AZ | November 11-12, 2022



Estimated attendance

2021: 9,925

2022 estimated: 10,000 - 12,000

Demographics

(2019 demo's. None taken in 2020)

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

History

Now in it's 6th year Pinnners AZ is one of our most established locations, and all have been at WestWorld. It was moved from October to November in 2019 to better capitalize on holiday shopping.

Exhibitor website

az.pinnnersconference.com/for-exhibitors

Main website

PinnnersConference.com

Contact

Pinnners office: 801.822.1333

E-mail: info@bennettevents.com

Pinner's perspective

Pinnners Arizona is one of the most established Pinnners events across the country because we have been doing this successful show in the same venue for 6 years running. It's also the perfect time of year for an event with it's coveted mid-November time slot. All this combined makes it successful for our exhibiting friends year after year.

"Thank you for letting me exhibit at Pinnners! 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

Pinnners 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



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.*