

2025 Information Kit

Pinners

Learn, Create,
Connect

Great shows designed for your success!

Kansas City	:	Jan 31 & Feb 1
St. George	:	March 7-8
Georgia	:	April 25-26
Texas	:	Sept 19-20
Utah	:	November 6-8
Arizona	:	Nov 14-15

PinnerConference.com

"The nation's best creative event"



Pinners



Nov 14-15, 2025
at WestWorld of Scottsdale

Estimated attendance
2024: 9,740 | 2025: 10,000-13,000

Demographics
96% female and 48% married
28% ages 24-34
30% ages 35-44
30% ages 45-54
8% ages 55-64
Median household income = \$98,900

History
Now in it's 9th year Pinners AZ is one of our most established locations, an all have been at WestWorld. It was moved from October to November in 2019 to better capitalize on holiday shopping.

Exhibitor website
az.pannersconference.com/for-exhibitors

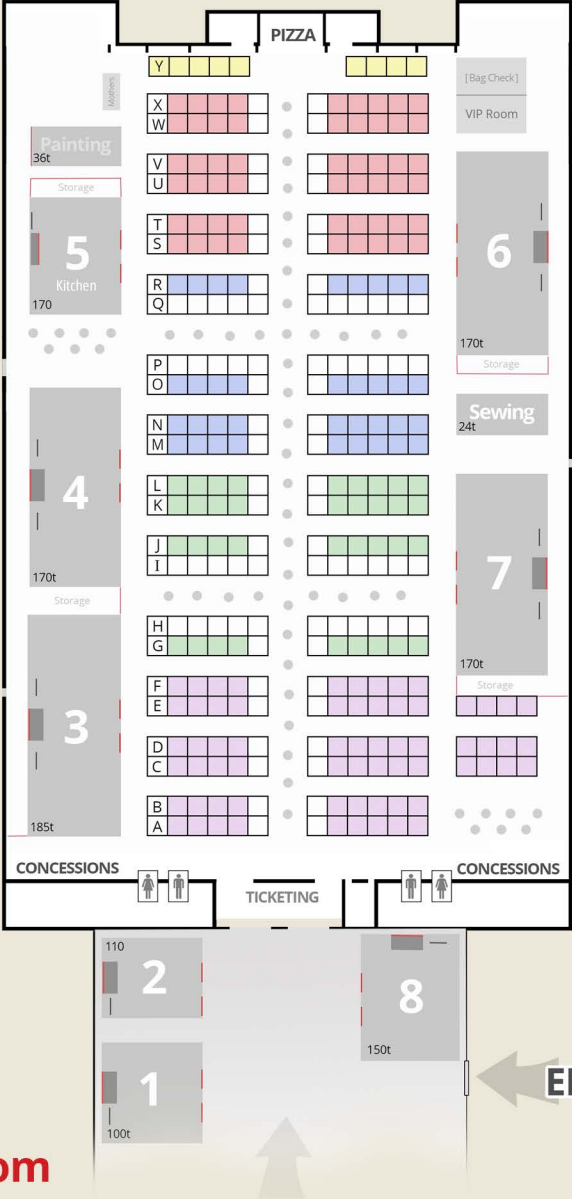
Main website
PannersConference.com

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

Pinners perspective...
Pinners Arizona is one of the most established Pinners events across the country because we have been doing this successful show in the same venue for 7 years running. It's also the perfect time of year for an event with it's coveted mid-November time slot. All of this combines to make the show successful for our exhibiting friends year after year after year. And we're looking for our record this year :)

az.pannersconference.com

FOOD TRUCKS



Rates for America's best creative event

Exhibiting

Standard in-line booth (10'x10')	KS, StG, GA, TX & AZ	\$849
Standard in-line booth (10'x10')	UT (3 days)	starting at \$1199 See UT Rates
Corner (regular)	add \$100	
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 (all shows) minus \$100 per additional

Multiple show discounts

Single show	no discount
Extra shows (2 thru 6)	minus \$100 per show

Ticket promo codes

Each exhibiting business will receive a \$5 off online ticket code that can be shared with anyone for any ticket.

Sponsorships

Title	\$25,000
Major	10,000
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.

Pinners invests in real marketing

You've heard the saying, "You get what you pay for." It's really true. We believe in full regional & online marketing for *your* success, everytime.

- Expert, independent PR & media buyers
- Television
- Billboards (where applicable)
- The industry's best paid Meta /social media channels
- Google Ad Words & SEO
- Earned media (news, shows)
- Pinners e-mail campaigns (220,000+ subscribers)
- Community orgs & outreach
- 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 Pinners you'll find your perfect audience.



Show quality

No chalk lines or outdoor shows here. It's a beautiful show that helps attendees associate with quality exhibiting shops.



Fresh format

Regular expos can be...tired. But with our combination of new classes, trends & top shops you can feel the energy each show.



Marketing

Organizers are on-their-honor to truly use show budget to create proper promotion & we *never* scrimp here.

Testimonials

Because our business
is helping your
business

"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 Pinnerers very special. You can tell people really love this event. Thanks again!"

Brittani Willnauer, Kansas City Kreations

"Pinnerers 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

"Michaels is proud to be at Pinnerers 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, Michaels Stores

"We wanted to tell you
THANK YOU. Pinnerers 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 Pinnerers apart
from other conferences."

The Wood Connection



"Wow!! Pinnerers 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

"Thank you for letting me exhibit at Pinnerers! 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

"Pinnerers 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 Pinnerers Convention just as inspired by fellow vendors as I am by the attendees."

Rita Panulla, ImpressArt

"We've attended seven Pinnerers 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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