

# Pinners

Learn, Create,  
Connect

**2020 INFORMATION KIT**

## **Utah**

November 6-7, Salt Lake City, UT

## **Arizona**

November 13-14, Scottsdale, AZ

[PinnersConference.com](https://PinnersConference.com)

America's top creative event!

Be a part of what's good,  
at Pinners





# Pinners



*New location!*

**Pinners Utah** at the Salt Palace Conv. Center  
**November 6-7, 2020** in downtown Salt Lake City

## 2020 UT Floor Map

200 West



Salt Palace  
 Convention Center  
 Downtown Salt Lake City, UT

West Temple

"It was a super successful event for us! Loved my location and am hoping to purchase two booths next year instead of one. We were constantly packed & needed more space!"

*Liz Thompson, Practically Wholesale*

"I did more sales at Pinners Conference than at any other event I've ever done."

*Leta Green Lipsense*

### Demographics

89% female  
 65% married  
 34% ages 24-34  
 24% ages 35-44  
 18% ages 45-54  
 13% ages 55-64  
 Median household income = \$87,000 \*2019

### Location

Mountain America Expo Center Halls 1- 4

### Attendance

2019 attendance = 21,850  
 2020 anticipated attendance= 20-24,000

### History

Pinners UT is the flagship Pinners and is now entering it's 8th year (it's 7th at the current location). It has grown each year since 2013 and is America's best creative & educational event.



More info at [PinnersConference.com](http://PinnersConference.com) Office: 801-822-1333



# Pinners



**Pinners Arizona** at WestWorld of Scottsdale  
**November 13-14, 2020** in Scottsdale, AZ

## 2020 AZ Floor Map



### Demographics

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  
 \*2019

### Location

WestWorld's North Hall

### Attendance

2019 attendance =  
 10,120  
 2020 anticipated  
 attendance= 10-14,000

### History

As one of Pinners most  
 established locations,  
 Pinners AZ is currently in it's  
 5th year - all at WestWorld  
 in Scottsdale.

"I have been an  
 exhibitor & presenter (for  
 years), and I love it! We have  
 done a lot of other events in  
 the past, and none of them  
 allowed us to connect and  
 create with our customers the  
 way Pinners does. I can't rec-  
 ommend Pinners enough!"

*Kristin Smith,  
 BB Froesch*





# Pinners



Rate Card 2020

## 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	-\$100 per booth

## Multiple show discounts

Single show	no discount
Extra shows (2 thru 6)	-\$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	\$17,500
Major	7,500
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 :)

\* Face to face events are the #1 return on investment among all advertising options. Particularly good ones :) So here's to having a fabulous 2020!

## 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 traditional & digital conference marketing for your success.

- Expert, independent media buyers in each market
- Television (multiple stations)
- Radio (except UT)
- Paid & organic social media campaigns
- Sponsored ad campaigns
- Google Ad Words & SEO
- Direct mailings
- Billboards (where applicable)
- Earned media (news coverage, etc.)
- Print editorial
- Pinners e-mail campaigns (100,000+ subscribers)
- Community outreach groups
- Influencer marketing & teacher collaborations ...and more.

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# Pinners

## Feel the love...

"We have exhibited at several Pinners and even though we are taking a break from consumer shows for a little while, we just HAD to do Pinners again. It really is our favorite consumer show experience for so many reasons! Our experience is always so good. In addition to the incredible interactions with customers in our booth and in the classroom, (the staff) is extremely accommodating and clearly has the vendors' best interest at heart. And they do such a great job with advertising and getting people to the show."

Becky Higgins, Becky Higgins LLC

"I have been a part of Pinners in Dallas since the first year, and it has been a wonderful experience all around. Of all of the shows we've ever participated in (which has been a lot), Pinners is easily the most low-stress, well organized, and lucrative of them all. The Pinners team is so easy to work with and the quality of customers at the events is top-notch. The Pinners Conference is by-far our favorite event of the year!"

Kelli Watt, Savor Patisserie

Thank you for putting together just an amazing event! It really was such a great tool for me to use! It's been wonderful to see what it's done (for my business)!"  
- Radio Junc

"...an amazing event! Not only is it a very profitable show for us, but it's super fun to check out all the fun booths and classes. It's our favorite show not only as an exhibitor but also as an attendee."

Betsy Mikesell, Beddy's

"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 Lindquist, Carrie Elle

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

The Wood Connection

Michaels is proud to be at Pinners 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

"Pinners Conferences have been an overall great experience for our company. The show is centered on education which helps foster relationships between companies and their consumers. 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 Pinners Convention just as inspired by fellow vendors as I am by the attendees."

- Michelle Knabbe, ImpressArt

Nice job on the conference. I'm seriously impressed with the Pinners (crowd) and how it flowed. Thanks so much!  
- Alison Prince  
HowDoesShe.com

"We loved everything about this! Thank you!"  
- Jon Miller  
"Can I buy my ticket for next year right now? Please!"  
- Lori Winston

"Pinners is pure craft customers. Beginner crafters, DIY professionals & home-based businesses all 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

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