

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 CALIFORNIA



Fairplex California, Pomona, CA

August 26-27, 2022

Estimated attendance

2019 attendance = 8,680
2022 anticipated attendance = 10-13,000

Demographics

92% female
40% married
34% ages 24-34
25% ages 35-44
26% ages 45-54
11% ages 55-64
Median household income = \$92,000
*2019

History

Pinner's began in 2013 & is in its 3rd year in California. We have also hosted the show in San Diego and Ontario. We're excited for our new year in beautiful, exhibitor and attendee friendly Fairplex California.

Exhibitor website

ca.pinnerconference.com
/for-exhibitors

Main website

PinnerConference.com

Contact

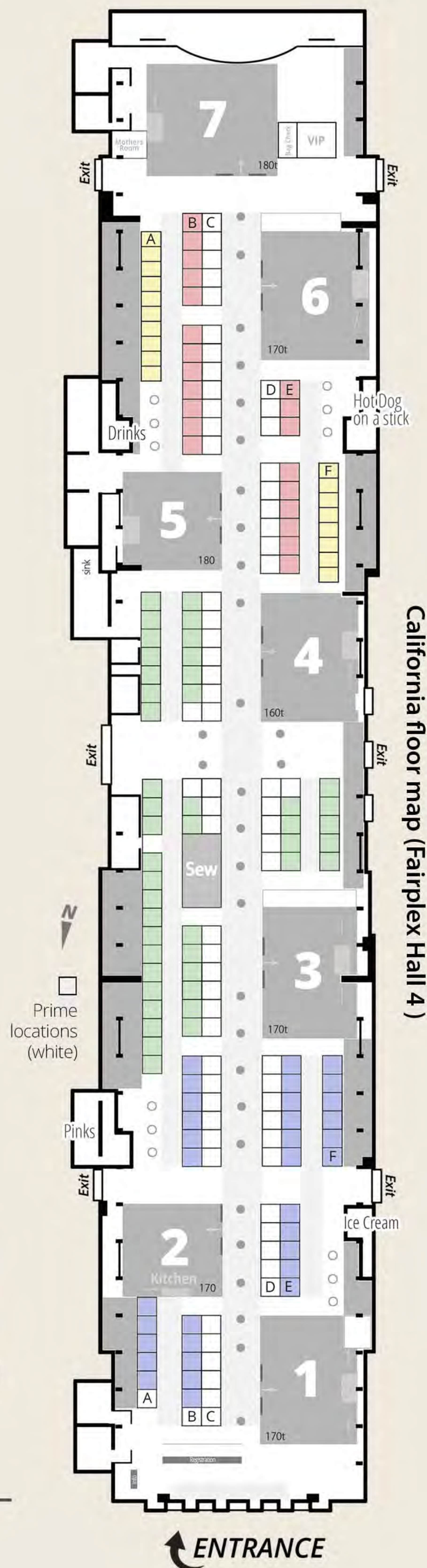
Pinner's office: 801.822.1333
E-mail:
info@bennettevents.com

Pinner's perspective

Pinner's California has waited 2 1/2 long years to get the go-ahead for fun, and we think everyone who joins us will afterwards confirm that it was well worth the wait. While on hold we added our best line-up of CA classes ever. Join us and other creative friends for a weekend of great business and top-notch fun!

Nice job on the conference!
It was a great weekend.
I'm seriously impressed with
the Pinner's (crowd) and
how it flowed.
Thanks so much!
Alison Prince,
HowDoesShe.com

Thank you I'm ridiculously
grateful and blessed. Pinner's
CA was again an amazing
time for me. I'm lucky to
have this amazing
opportunity to do something
that I love! Thank you."
Hillary Gingall
Just One Elle





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.*