

# Pinners

Learn, Create,  
Connect

## 2020 INFORMATION KIT

### Georgia

August 14-15, Atlanta, GA

### California

August 21-22, Pomona, CA

### Texas

September 25-26, Fort Worth, TX

### Minnesota

October 2-3, Minneapolis, MN

### Utah

November 6-7, Salt Lake City, UT

### Arizona

November 13-14, Scottsdale, AZ

*PinnersConference.com*

America's top creative event!

# Join us for fabulous fall 2020 shows!







**Pinners California** at Fairplex California (NEW!)

**August 21-22, 2020** in Pomona, CA

## 2020 CA Floor Map



"I'm  
ridiculously  
grateful and  
blessed. Pinners  
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

□ = prime  
locations  
(white)

More  
info at

**Pinners  
Conference.com**

Office: 801-822-1333

### 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

### Location

Fairplex Hall 4

### Attendance

2019 attendance =  
8,680  
2020 anticipated  
attendance= 10-13,000

### History

Pinners began in 2012  
(UT) and is in it's 3rd  
year in California starting  
in San Diego and then to  
Ontario in 2019. We're  
excited for our new year  
in beautiful, exhibitor-  
and-attendee-friendly  
Fairplex California.

"Thank you for  
letting me exhibit at Pinners CA.  
Having access to such a large group of  
our target audience - 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



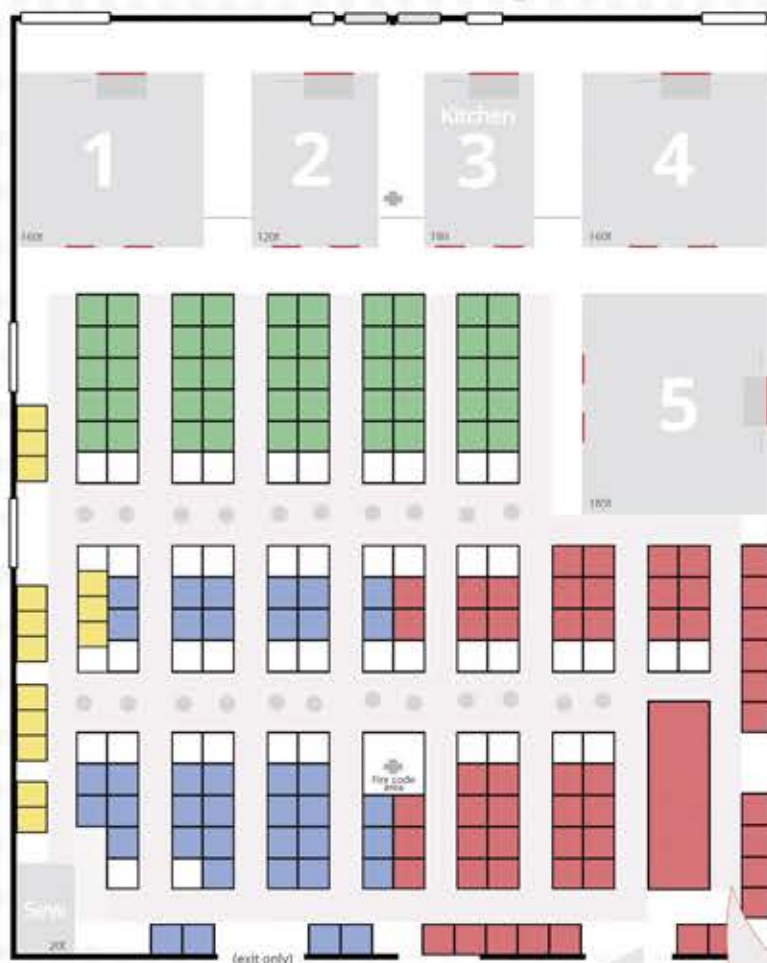




**Pinners Georgia** at the Cobb Galleria Centre

**August 14-15, 2020** in Atlanta, GA

## 2020 GA Floor Map



### Demographics

95% female  
58% married  
23% ages 24-34  
33% ages 35-44  
28% ages 45-54  
11% ages 55-64  
Median household  
income = \$75,000  
\*2019

### Location

Cobb Halls A & B

### Attendance

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

### History

Pinners began in 2012  
(UT) and is in its 4th year  
in Atlanta, Georgia. Each  
year the conference has  
been at the Cobb Galleria.

"When I came  
here I really didn't know  
what to expect. It really is  
inspiring - & humbling - to  
see (thousands) of people  
coming together to  
discover new ideas and  
try them in real life....  
Incredible."

Evan Sharp, Founder, Pin-  
terest (speaking at  
Pinners GA)

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**Pinners Texas** at Will Rogers Memorial Center

**September 25-26, 2020** in Fort Worth, TX *new*

## 2020 TX Floor Map



□ = prime locations (white)

"Wow!!  
Pinners did NOT  
disappoint!! 2 full days  
of shopping, crafting,  
eating, laughing,  
inspiring and lifting  
moments! Can't wait til  
next year!!"  
@deviniesdesire

"I have been a part of Pinners TX since  
the first year. It's been a wonderful experience all  
around. Of all the shows we've ever participated in -  
which have been a lot - Pinners is easily the most  
low-stress, well organized & lucrative of them all  
...by far our favorite!"

*Kelli Watts, Savory Patisserie*

### Demographics

96% female  
62% married  
18% ages 24-34  
38% ages 35-44  
30% ages 45-54  
10% ages 55-64  
Median household  
income = \$83,300  
\*2019

### Location

Will Rogers Texas, South  
Texas and Round-up Halls

### Attendance

2019 attendance =  
11,390  
2020 anticipated  
attendance= 11-14,000

### History

Pinners TX is one of the  
oldest Pinner shows. It began  
in Arlington in 2016 & after  
that venue leased to EA  
Sports Pinners went to  
downtown Dallas & now  
Fort Worth!



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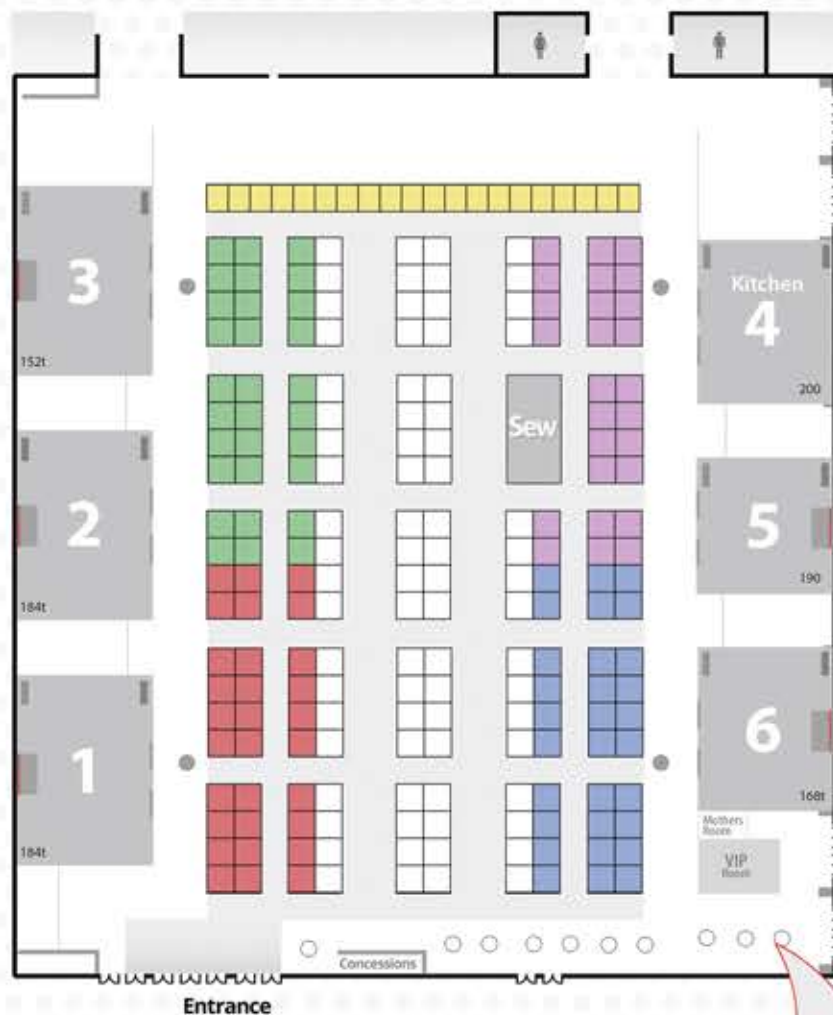




**Pinners Minnesota** at Minn. Convention Center

**October 2-3, 2020** in Minneapolis, MN

## 2020 MN Floor Map



### Demographics

93% female  
52% married  
19% ages 24-34  
34% ages 35-44  
34% ages 45-54  
9% ages 55-64  
Median household income = \$79,000  
\*2019

### Location

MCC Hall A

### Attendance

2019 attendance = 6,430  
2020 anticipated attendance = 8-11,000

### History

Pinners began in 2012 (UT) and is in its 3rd year in Minnesota. Each year it has been at the Minneapolis Convention Center.

"Pinners MN was an absolute blast! As an exhibitor I was so excited to see & help bring Pinterest to life for so many women. The vibe, creativity, camaraderie & excitement at this event was priceless! I can't wait for next year!"  
Jen Appleberry, Appleberry's Attic



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**Pinners Utah** at the Mtn America Expo Center

**November 6-7, 2020** in Sandy, UT

## 2020 UT Floor Map



"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.



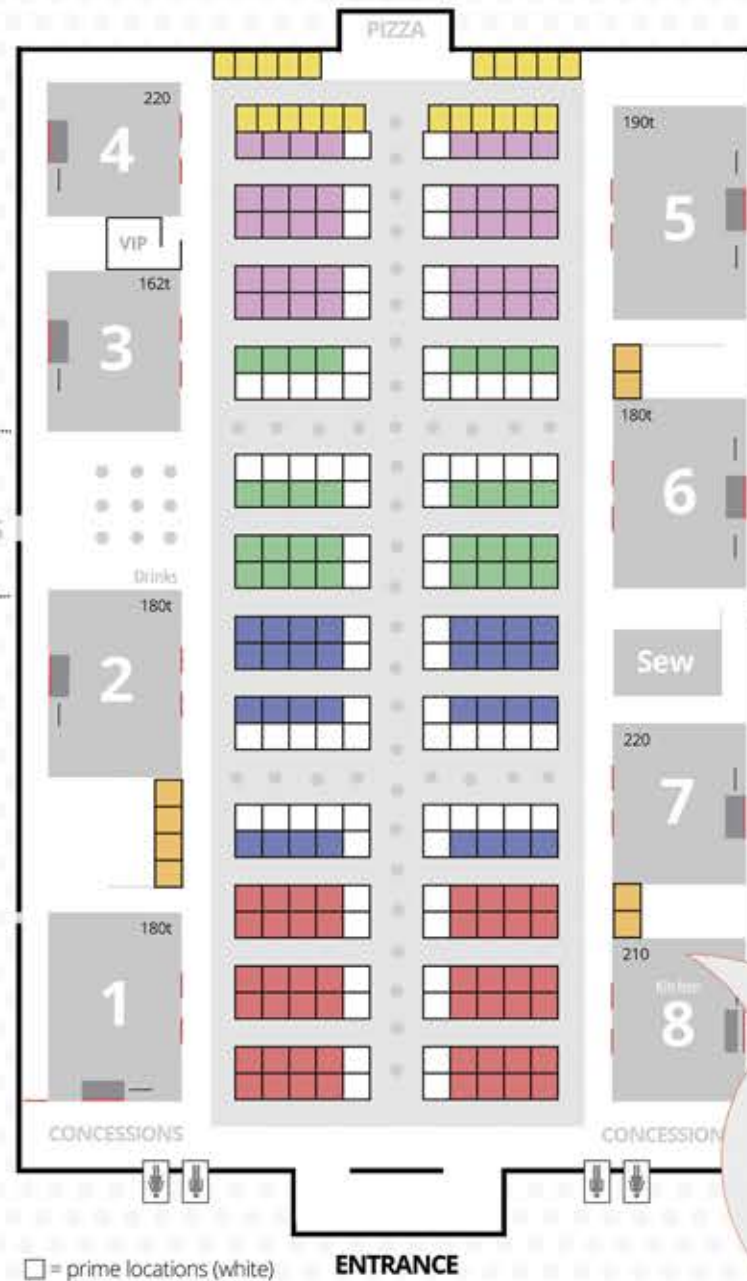
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**Pinners Arizona** at WestWorld of Scottsdale  
**November 13-14, 2020** in Scottsdale, AZ

## 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 Frosch



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## 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 Pinnners 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!

### Pinnners invests in marketing

You've heard the saying, "You get what you pay for." It's really true. Pinnners 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
- Pinnners e-mail campaigns (100,000+ subscribers)
- Community outreach groups
- Influencer marketing & teacher collaborations ...and more.



## Feel the love...

"We have exhibited at several Pinnners and even though we are taking a break from consumer shows for a little while, we just HAD to do Pinnners 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 Pinnners 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), Pinnners is easily the most low-stress, well organized, and lucrative of them all. The Pinnners team is so easy to work with and the quality of customers at the events is top-notch. The Pinnners 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)!"  
Sadie Dene

"...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 Pinnners 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

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

The Wood Connection

Michaels is proud to be at Pinnners 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

"Pinnners 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 Pinnners 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 Pinnners (crowd) and how it flowed. Thanks so much!"  
Alison Prince  
HowDoesShe.com

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

"Pinnners is pure craft customers. Beginner crafters, DIY professionals & home-based businesses all come to Pinnners 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. Pinnners is like a living, breathing advertisement for your company."

Jeff McWilliams, UnfinishedWoodCo.com

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