

We create great events for your great business.

2022 Information Kit



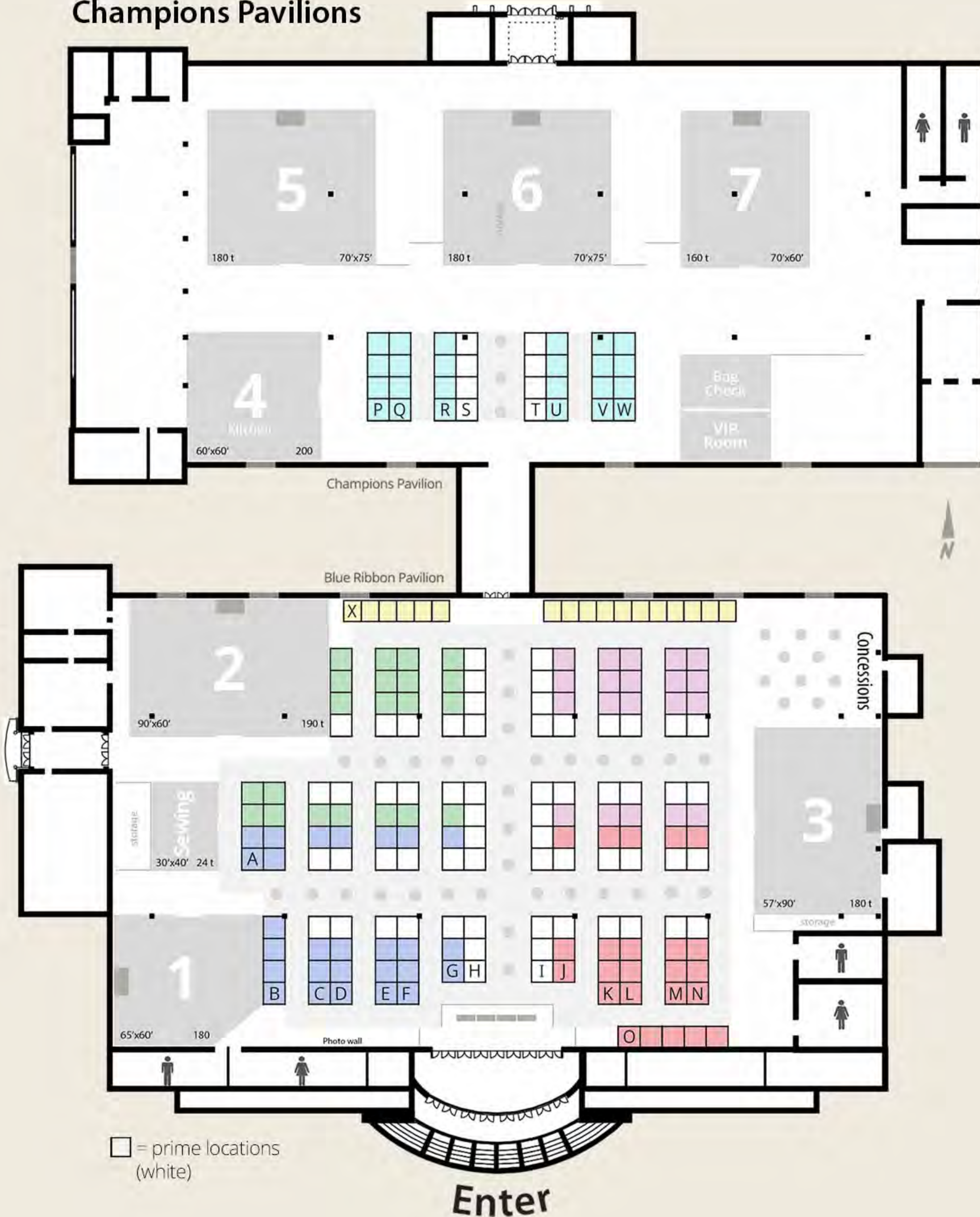
Kansas	February 4-5
Georgia	March 11-12
Idaho	April 22-23
California	August 26-27
Texas	Sept 30 & Oct 1
Indiana	October 7-8
Utah	Nov 4-5
Arizona	Nov 11-12

PinnersConference.com

PINNERS INDIANA

Indiana State Fairgrounds & Expo Center | October 7-8, 2022

Blue Ribbon & Champions Pavilions



Estimated attendance

2021 attendance: 4,910
2022 estimated: 6-8,000

Demographics

No demo collected yet.
Pinner's traditional
95% female
60% married
25% ages 24-34
35% ages 35-44
30% ages 45-54
10% ages 55-64
Median household income = \$75,000

History

Pinner's began in 2013 (UT) and 2022 will be the 2nd year in Indianapolis. Indianapolis replaces Pinner's mid-west show that has been held in Minneapolis.

Exhibitor website

in.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 Indiana is the newest of the eight Pinner's Conferences nationally, and the farthest northeastern of the shows. Pinner's previous mid-western show had been in Minnesota but we plan to keep it in Indianapolis for the foreseeable future. The great people we have already met have made all the difference in our love for this great location.

"Thank you 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 Jane

"Wow!! Pinner's did
not disappoint!!
Two full days of
shopping, crafting,
eating, laughing,
inspiring and lifting
moments! Can't wait
til next year!!"
@deviniesdesire



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.