

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 TEXAS

Will Rogers Memorial Center, Fort Worth, TX | Sept 30 & Oct 1, 2022

Texas floor map (Will Rogers Memorial, Amon G. Carter Halls)



Estimated attendance

2021 attendance: 8,140

2022 estimated: 9,000-12,000

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

History

Out of the eight Pinners states, Texas is the 2nd oldest location. Held mostly in Arlington (until the facility sold to EA Sports) Pinners TX now calls Fort Worth home, and has plans to stay put.

Exhibitor website

[tx.pinnersconference.com/
for-exhibitors](http://tx.pinnersconference.com/for-exhibitors)

Main website

PinnersConference.com

Contact

Pinners office: 801.822.1333

E-mail: info@bennettevents.com

Pinner's perspective

Pinners Texas has always been one of our favorite and most successful locations. New teachers continue to join us and attendance grows from different parts of north Texas each year. We are incorporating new marketing plans and a broader influencer campaign to reach that perfect exhibitor target audience for you, our friends who make Pinners a successful part of their business each year.

"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. Pinners is by-far our favorite event of the year!"

Kelli Watt, Savor Patisserie



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.*