

### **Auditorium & A/V**

- Source eight or more, eight-foot rectangular tables for Culinary Specialist's setup. Some additional tables may be needed for displays, door prizes, microwave ovens, etc. Check auditorium for availability. Borrowing or renting may be necessary. Make arrangements.
- Arrange for an audio/visual technician to be available to the Culinary Specialist during morning set up and during the show.

### **Local Business Sponsorships**

- Remind local sponsors to have their gift bag coupons and handouts ready one (1) week prior to the show.
- Make a diagram of the Vendor Expo. Designate each vendor's booth. Plan for electrical power for those who need it. Arrange for flow of traffic to avoid congestion; disperse displays with samples or handouts around the area.

### **Marketing/Promotions**

- Begin ticket sales at least four- six weeks prior to the show. If your tickets sell out, inform the Taste of Home Cooking School immediately through the Partner Portal: <https://tasteofhomepartners.force.com/login>. We may be able to ship you additional gift bag inserts at least 10 working days prior to your show date. Please contact your Culinary Specialist or Jaclyn Miller at 414-423-3704.
- We are able to send one (1) specialized e-blast to Taste of Home subscribers and previous Cooking School attendees who live in or near your market. If you would like to participate in this program, please fill out the information on the Partner Portal: <https://tasteofhomepartners.force.com/login>
  - The section to be updated is: WARNING: This information will be published on TasteofHome.com & TOH Email.
  - You have to "SAVE" your information.
- Design and print show programs, highlighting recipes, national and local sponsors and any special show events.

### **Miscellaneous**

- Assign someone to THOROUGHLY check to the BOTTOM of all cartons of the Taste of Home Cooking School shipment when they are received, approximately three weeks prior to



the show date. After checking your shipment, if cartons or individual items are missing or broken, we can ship additional gift bag inserts to you if you notify us at least 10 BUSINESS days prior to your event. Please notify your Culinary Specialist.