



## PROMOTIONAL REQUIREMENTS & RESOURCES

# Photography Requirements

**Please provide your photographer with this document prior to your show. We also recommend printing this document and having it on-hand during show day.**

After numerous months of planning your event, you will want to have photos and videos to help you remember the day and to promote future events. A professional photographer is not required; however, **photography will not be accepted from compact cameras, including mobile phone cameras.** Please use a camera with a resolution of at least 6 megapixels.

### Photographer Guidelines

- Plan on being at the event from pre-show through the end of the show to ensure that all shots below are accounted for
- Ensure that Taste of Home branding is included in your shots
- When photographing audience members, please try to capture young, diverse and attractive attendees to reflect our growing demographic

### Uploading Guidelines

- All photographs sent to *Taste of Home* **must be labeled according to the following format:**
  - Auditorium City\_Auditorium State\_Photo Description\_#  
For example: "Milwaukee\_WI\_AudienceLeft\_1"
- Images must be at least 300 dpi and can be a .jpg, .tif, or .psd file.
- **Please DO NOT send more than 30 photographs total.** Please save all of your show photographs for 45 days after your show in case we need to contact you for additional images.

### File Sharing Site

Once you've edited your photos down to your best ones, please upload them to our file sharing site here: <https://tasteofhome.sharefile.com/r/r88bc791e5704dc48>

For further instructions on how to upload your files, go here:

[http://www.tasteofhomeschools.com/wp-content/uploads/2014/04/File\\_Sharing\\_Site\\_Instructions\\_S2014.pdf](http://www.tasteofhomeschools.com/wp-content/uploads/2014/04/File_Sharing_Site_Instructions_S2014.pdf).

Password: spice\_2014



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# Photography Requirements

## Required Shots

	# Photos	Description
		<b>Pre-Show</b>
<input type="checkbox"/>	1	Event signage outside venue
<input type="checkbox"/>	1	Attendees waiting in line to enter the venue
<input type="checkbox"/>	1	Happy attendees holding their gift bag
<input type="checkbox"/>	3	Vendor booths with attendees
<input type="checkbox"/>	1	Stage - Straight Shot
<input type="checkbox"/>	1	Stage - From close-up
<input type="checkbox"/>	1	Stage - From back of auditorium
<input type="checkbox"/>	1	Stage - Demonstration table set-up
<input type="checkbox"/>	1	Door prizes on display
<input type="checkbox"/>	1	Culinary Specialist holding Cooking School show magazine
		<b>Show</b>
<input type="checkbox"/>	3	Culinary Specialist on stage during recipe demonstrations (smiling at the audience)
<input type="checkbox"/>	3	Enthusiastic, engaged audience members
<input type="checkbox"/>	1	Audience left
<input type="checkbox"/>	1	Audience right
<input type="checkbox"/>	1	Crowd shot of a full auditorium
<input type="checkbox"/>	1	Crowd shot from stage with the Culinary Specialist in shot
<input type="checkbox"/>	1	Attendees receiving door prizes
<input type="checkbox"/>	6	On stage displaying each National Sponsor product during or before the show <i>(one shot for each sponsor – see sponsor list directly below)</i>
	<b>28</b>	<b>TOTAL PHOTOS</b>

## Fall 2016 National Sponsors

	Sponsor	Product(s)
<input type="checkbox"/>	Eggland's Best	Eggs
<input type="checkbox"/>	Jones Dairy Farm	Breakfast Sausage
<input type="checkbox"/>	Mahatma/Carolina Rice	Rice
<input type="checkbox"/>	Galbani	Cheese
<input type="checkbox"/>	Kenmore	Appliance Sponsor
<input type="checkbox"/>	National Honey Board	Honey