



SHOW DAY

Pre-Show Activities

Create energy and excitement, while generating additional revenue, prior to the start of your Taste of Home Cooking School show with one or more of the following ideas:

1. Concessions

#1 Request from Cooking School Attendees: Provide Concessions!

Restaurants, caterers, and non-profit organizations are good options. They could offer their specialty dishes, recipes that will be presented during the show, or recipes from Taste of Home magazine. Invite several area restaurants to participate in a "Restaurant Row." Or, consider having a spaghetti/chili dinner or offer box dinners. Make sure to check with the venue because they may have contracted a food company that restricts others from selling at the venue.

2. Waiting in Line

Don't forget to engage attendees while they are waiting in line for entrance into the venue/event. Ideas include:

- Caterer or coffee shop can distribute coffee/snacks
- Salon can distribute mini emery boards/provide mini manicures
- Music company/DJ can provide musical entertainment
- Comedy troupe/club can provide comedian
- Hosting media can conduct interviews with those in line and use for future promotions

3. Food Drive

Partner with a local food pantry to create a food drive and collect items for local families. Consider further partnering with a local auto dealership to provide a truck to collect the food. Footage of the truck driving away to the local food pantry can be shown at the show.

4. Music

Arrange for music in the Vendor Booth area (e.g., deejay, local band, etc.). This creates a lively atmosphere.

5. Child Care

Consider providing child care at the event by partnering with the local YMCA or a local daycare center.

6. Pre-Show Talks

Invite a doctor or dietitian from a local hospital to lead a pre-show nutrition talk and host a Q&A session. Please remember that use of the Culinary Specialist's demonstration table, camera and microphone is not permitted.

7. Fashion Show

Include a style/fashion show sponsored by a local boutique or department store and/or a women's group. Consider having the models walk through the Vendor Booth area as a creative alternative to the auditorium stage.

8. Door Prizes

Use smaller prizes to "warm up" the audience. Have the emcee play "Trivial Pursuit," "Let's Make a Deal," "Deal or No Deal," "What's in Your Purse," or bingo before the show for restaurant coupons, \$5-10 gift certificates, bottles of water, mugs, etc.

Have a specialty store create items at their booth before and during the show, including infusing oils & vinegars, cooking sauces, etc. These items could then be given away as door prizes at the end of the show.