



LOCAL BUSINESS SPONSORSHIPS

Show Integration Guidelines

In effort to better maintain our brand integrity, ensure consistency of the attendee experience from show to show, effectively manage the timing of the show, and uphold our contractual obligations to our national sponsors, we have defined guidelines for local business sponsor integration within the Taste of Home Cooking School program.

Please refrain from selling certain sponsorship channels to local businesses:

- National, regional and/or local ingredients cannot be integrated into the Taste of Home Cooking School recipe demonstrations
- Local business representatives (e.g., owner, GM, etc.) are not permitted to assist with Cooking School recipe segments
- Local business sponsor signage (e.g., banners, posters, etc.) may not hang or be placed above or behind the demonstration table
- Only Taste of Home aprons may be worn by on-stage helpers

Consider adding the following show integration opportunities to your sales mix.

- Local business sponsor signage may be placed in the following locations:
 - Front of stage below the level of the demonstration table*
 - Stage right and stage left of the demonstration table*
 - Side walls of auditorium
 - Vendor booth area
 - Venue lobby
 - Parking lot
 - Other locations pre-approved by Taste of Home Cooking School
- *Local business sponsor signage may not be larger than or block Taste of Home signage or our national sponsor signage.
- Local business sponsor logos or videos may be displayed on the presentation screen(s) during pre-show activities, ending a minimum of 30 minutes prior to the show. If using the culinary specialist's computer to display logos, provide the culinary specialist with a USB drive containing the logos in a .jpg or .png format. Video formats should be .wmv or .mp4. PowerPoint files and DVD's cannot be used on the culinary specialist's computer. To use a PowerPoint or DVD, a laptop provided by the event partner or A/V company must be used.



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- Local business sponsor mentions should be made by the emcee, primarily occurring during pre-show, intermission, door prize distribution, and post-show. Please limit local business sponsor mentions made by the Culinary Specialist to the top 3 – 5 local business sponsors (names of sponsors only).
- Some cookware, utensils and small appliances from local business sponsors may be featured during the Cooking School program, provided that Taste of Home does not have a national partner for the respective categories. Pre-approval is required for program integration.
- During pre-show and/or intermission, a local business sponsor may be featured. If a local business sponsor is addressing the audience from stage during the pre-show period, the sponsor must complete his/her presentation a minimum of 30 minutes prior to the scheduled start of the show. If using the intermission period to feature a local sponsor(s), please keep the segment to 10 minutes or less. The Culinary Specialist is not available to participate in either of these segments. Please refrain from using the Culinary Specialist's demonstration equipment, including demonstration table, appliances, equipment, etc.
- Local door prizes, such as gift baskets, bags of groceries, floral arrangements and other items may be displayed on stage, but cannot be placed in front of or block Taste of Home signage when viewed from the audience.

Please see the Planning Website or contact your Culinary Specialist for ideas for revenue generation.