



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://readersdigest.sharefile.com/r-r65a985023184626b>



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Required Shots

<input checked="" type="checkbox"/>	# Photos	Description
		Pre-Show
<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	Taste of Home cookbook sales table or booth (if applicable)
<input type="checkbox"/>	1	Door prizes on display
<input type="checkbox"/>	1	Culinary Specialist holding Cooking School show magazine
		Show
<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"/>	5	On stage displaying each National Sponsor product during or before the show <i>(one shot for each sponsor – see sponsor list directly below)</i>
	20	TOTAL PHOTOS