



SHOW DAY

Registration Cards

You will receive Registration Cards as part of your general Taste of Home Cooking School shipment. The cards will provide both you and Taste of Home with valuable information about your show attendees.

You will be sent cards based on your estimated attendance. **Please check your show materials shipment for these cards.** If the cards are not found within your shipment, contact Kaylie Ladwig immediately at 414-423-2872 or at kaylie.ladwig@tmbi.com.

Each person attending the show should receive one (1) Registration Card. **Both the TOP and BOTTOM portions of the Registration Card must be filled in and collected prior to the beginning of the show.**

Following are several ways in which the Registration Cards can be distributed to attendees:

- The cards may be placed into the gift bags. Attendees then complete both portions of the card once they have been seated. Cards are then collected prior to the beginning of the show by the Registration Card staff, ushers and/or door prize runners.
- The cards may be given out to attendees as their tickets are collected. Attendees then complete the cards and turn them in to receive their gift bags.
- The cards may be given out to attendees in the Vendor Booth Area. Attendees then complete the cards and turn them in to receive their gift bags.

The emcee should make periodic announcements prior to the show instructing attendees to fill in the TOP and BOTTOM portions of the Registration Cards. The emcee should remind attendees that the cards are used for the door prize drawings.

Registration Card staff, ushers, and/or door prize runners should be available to walk through the auditorium numerous times prior to the start of the show to collect the cards.

Once the Registration Cards have been collected, the TOP portion **MUST** be separated from the BOTTOM portion. There is a slight perforation between the two portions (having a paper cutter available is helpful). The TOP portion must be given to the Culinary Specialist at the end of the show, and the BOTTOM portion is used for the door prize drawings.



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We encourage you to keep the BOTTOM portion of the Registration Cards and create a database of the attendee contact information for use in several ways:

- Send follow-up surveys to attendees for use in future planning
- Send e-blast invitations to the attendees for future shows
- Offer the attendee information to your local business sponsors for post-show follow-up. Ensure that you build the value of this component into your sales packages.