

Auditorium

- Confirm auditorium and capacity. Reserve the auditorium for the entire day and evening, as set-up generally begins around 8:00 a.m. the day of the show and concludes around 10:30 p.m. Request written confirmation of auditorium arrangements.
- Ensure the auditorium has sufficient parking for event attendees. If not, consider providing a shuttle service.
- Measure auditorium stage and display area. If the auditorium does not include a permanent stage, make arrangements to set up a temporary stage for the event. Stage platform must be a minimum of 30-feet long, 20-feet deep and 2-feet in height. A height clearance of 10 feet is also required. If the stage does not have curtains, consider procuring dividers or pipe and drape. The “Event Footprint & Stage Set-up” guide can be found in the “Show Day” section of the Media Website.
- Hot water is essential for pre-show preparation and clean-up during the show. Check availability of a hot water source near the stage area or make arrangements for hot water to be provided. If water must be carried to the stage, please provide a cart and buckets to supply clean water and dispose of used water. An example of an “Alternate Sink Arrangement” can be found in the “Show Day” section of the Media Website.

Audio Visual & Electrical

- Verify availability of a minimum of six (6), 110-120 volt, 15/20 amp circuits for use of appliances and video equipment on stage. Six (6) heavy-duty, grounded, three-pronged extension cords are also required.
- Verify availability of two (2) 220-240 volt 40/50 amp circuits. We need one (1) range in full operation. Consult an electrician and make arrangements so that ranges can be hooked up the day before or quickly on the morning of the show. Some venues may already have a 220/240V receptacle in the stage area while others will require temporary wiring to be run from a local electrical panel. In all cases this power supply should be set-up and verified by a qualified electrical or facility resource. The electric stove provided can be supplied with either a 3 prong or 4 prong connection plug (pigtail) that is wired to the back of the stove. Please verify which type of connection will be provided at the facility and then notify the appliance supplier so they can attach the appropriate plug or pigtail to the back of the stove to match the receptacle at the facility. Appliances should be placed at center stage, not against the back wall or curtain. Gas ranges may be used, if necessary. If so, make arrangements for connection to a gas source.
- Arrange for a sound system that is adequate for the size of the auditorium. The Taste of Home Cooking School provides a Shure wireless receiver, and a wireless headset for the Culinary Specialist’s stage use. He/she must be able to connect the receiver to the house audio system using an XLR cable. A podium or table is suggested for use by the emcee

during the show. A microphone for the emcee will need to be provided by the event partner, facility or contracted professional providing the sound equipment.

- Arrange for use of 1-2 projector(s) with projection screens. Ensure that projection screens are large enough for easy viewing for all members of the audience, including those in the back of the auditorium. Clarity of projection picture should also be considered. Projectors with between 2000-2500 lumens will be needed for picture brightness and clarity.

Appliances/Equipment

- Secure an appliance store, rental center or large chain retail appliance & electronics store to provide the required appliances: 1 range, 1 microwave and cart, 1 refrigerator.
- (Optional) Secure a kitchen design center, building contractor, cabinetmaker or granite manufacturer to provide the kitchen counter to be used by the Culinary Specialist during the recipe demonstration. If kitchen counter is provided, it should meet minimum size dimensions (8' x 2.5') and not include a cook-top.

Sponsorships

- Prepare sales materials and send information to potential local business sponsors. Sample sales materials can be found in the "Local Business Sponsorships" section on the Media Website, including a Local Sales Package Template. Tell the local business sponsors your plans for the Taste of Home Cooking School and generate their interest. Remember that national sponsors have exclusive stage rights in their product category. Please contact your Culinary Specialist prior to selling sponsorship opportunities to any food companies with national distribution.
- Secure a grocery sponsor to supply groceries (approximately \$300 - \$350) to be used by the Culinary Specialist during the recipe demonstrations. A Grocery List is provided prior to the show and can be found in the "Show Day" section on the Media Website. The grocery store may also want to provide 10 – 20 bags of groceries for door prizes.

Revenue Generating Opportunities

- Discuss and select revenue generating activities for your event. See the "Local Business Sponsorships" section on the Media Website for a comprehensive listing of suggested opportunities and recommendations for successful execution.
- Make arrangements to secure gift bags for each person attending the show. Mesh shopping, grocery, plastic and canvas bags have all been used. It is important to have handles on the bags. Often a local business purchases sponsorship of the bag or the event partner provides a gift bag imprinted with several local sponsor names or logos. Consider our preferred vendor for your gift bag needs. More information is located in the "How to Plan Your Show" section on the Media Website.
- Discuss and select pre-show activities. A comprehensive listing of suggested activities can be found within the "Show Day" section of the Media Website.

Community Forum

- Don't forget to join our community forum to interact with other event partners, share ideas and get inspiration for your show. Join the conversation now:

<https://www.facebook.com/groups/CookingSchoolCommunityForum/>