



featuring



Presented by:

Smart & Final.

**Saturday,
November 1, 2014
Rabobank Theater**

Shopping Bazaar 10:00 am to 3:00 pm
Cooking School 3:00 pm to 5:00 pm

The Bakersfield Californian

A MEMBER OF THE  TBC MEDIA FAMILY



Recipe For Success:

Let **The Bakersfield Californian** help increase your visibility, brand awareness and sales through its Taste of Home Cooking School!

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1. Take one large downtown theater
 2. Fill with more than 1,000 happy, enthusiastic guests
 3. Mix in an entertaining on-stage cooking demonstration
 4. Top with valuable gift bags and exciting door prizes
 5. Garnish with two dozen vendors displaying their goods and services.

Taste of Home Cooking School is the world's largest cooking school brought to you by America's most popular food magazine.

Hosted by TBC Media, the day event is packed with shopping, entertainment, product samplings, live culinary demonstrations and great food ideas hosted by culinary specialist, Jaime Dunn.

For more information contact Mira Patel at 661-395-7586 or mpatel@bakersfield.com



Girls Day Out featuring

Taste of Home Cooking School



Platinum Chef

\$5,000

(ONLY TWO AVAILABLE
Co-sponsorship of Girls Day Out)

- 20x10 booth space with up to 6 tables and 12 chairs
- Opportunity to play up to three (3) different :30 commercials in rotation with other sponsors prior to event and during intermission. Guarantee of 8 commercial run*
- Logo placement on all promotional material such as print, TV, online, memo stick, radio and event bags
- Twenty-five (25) tickets to the event
- Full color, full-page ad within first 8 pages inside the Taste of Home special section, publishing Thursday, Oct. 23
- Opportunity to provide product samples,

coupons, etc in the event bag

- Verbal recognition at the event
- Logo and link on the event website
- Opportunity to provide 250 deluxe goodie bags for VIPs. Bags must be 19x15 or larger in size and be able to hold up to 15 lbs
- Speaking opportunity at the VIP reception
- Includes 1 full color, full-page weekday ad in *The Bakersfield Californian*. Ad must run by 12/31/14.
- Guaranteed media coverage through First Look, Live Well and Bakersfield Life features
- Opportunity to place product on the stage
- A \$50 valued prized is required for a raffle prize

Master Chef

\$3,500

- 20x10 booth space with up to 6 tables and 12 chairs
- Opportunity to play up to two (2) different :30 commercials in rotation with other sponsors prior to event and during intermission. Guarantee of 8 commercial run*
- Logo placement on some promotional material
- Ten (10) tickets to the event
- Full color, 1/2 pg ad inside the Taste of Home special section, publishing Thursday, Oct. 23
- Opportunity to provide product samples, coupons, etc in the event bag
- Verbal recognition at the event
- Logo and link on the event website
- A \$50 valued prized is required for a raffle prize



Chef

\$2,000

- 10x10 booth
- Opportunity to play up to two (2) different :30 commercials in rotation with other sponsors prior to event and during intermission*
- Name mention on all promotional material
- Ten (10) tickets to the event
- Full color, 1/4 page ad inside the Taste of Home special section, publishing Thursday, Oct. 23
- Opportunity to provide product samples, coupons, etc in the event bag
- Logo and link on the event website
- A \$50 valued prized is required for a raffle prize

A'la Carte

Apron Sponsor: \$1,500

- Logo placement on all event staff aprons approximate 40 aprons worn by the host's staff

Booth Plus: \$600

- 10x10 booth space with 1 table & 2 chairs
- 1/4 page ad space within the special section publishing Thursday, 10/23
- A \$50 valued prized is required for a raffle prize

Booth Only: \$375

- A 10x10 booth space with 1 table & 2 chairs

Mini Booth: \$150

- A 6x6 booth space 1 table & 2 chairs
- Available to non profits and businesses without a brick & mortar

Goodie Bag Insert Only: \$100

- Provide insert for 1,500 bags



* Does not include commercial production.

For more information contact Mira Patel at 661-395-7586 or mpatel@bakersfield.com

Choose your Package

- ☐ **Platinum Chef** ☐ *Check box for electricity*
- ☐ **Master Chef**
- ☐ **Chef**
A'la Carte
- ☐ Apron Sponsor
- ☐ Booth Plus
- ☐ Booth Only
- ☐ Mini Booth
- ☐ Goodie Bag Insert Only

Terms & Conditions

Assignment of Space - Whenever possible, space assignment will be made in keeping with the desires of Exhibitor. However, Show Management reserves final determination of space assignment. Assignments will be made or changed in the best interest of the Show as determined by Show Management.

Confinement of Exhibits - Exhibitors must confine their displays to their contracted space. Aisles may not be used for displaying materials or signs. Displays which obstruct the view of neighboring exhibits are prohibited.

Exhibit Hours - Exhibitors agree that all parts of the exhibit will remain open during the public hours of 10:00 a.m. to 6 p.m. Booths must be set up by 9:30 a.m. No early tear-down permitted. Violators will not be invited to participate in future events hosted by *The Bakersfield Californian*.

Exhibit Selling - Direct sales may be made from exhibit booths. Food/beverage items may be sold for off-site consumption only. FREE samples of food must be no larger than 2 oz. FREE samples of beverages must be no larger than 4 oz.

Restrictions - Limit one vendor per company including independent consultants. Businesses selling similar merchandise are allowed, however no two same companies/brand.

Liability and Insurance - All reasonable precaution against damage or loss will be taken; however, show management does not guarantee or insure the exhibitor against any loss. Exhibitor is held responsible to insure his own exhibit, personnel, display and materials from any damage or loss through theft, fire, accident or other cause.

Amendment - These rules and conditions have been drawn for the purpose of providing a regulated, attractive and successful event. Event management shall have the power to interpret the rules and amend them if necessary to satisfy the best interest of the entire event and all amendments shall bind exhibitors.

Space reservations will not be confirmed without a signed contract and full payment 30 days prior to the Show. Please make checks payable to The Bakersfield Californian. In the event of a cancellation, the vendor will be responsible for 50% of any amount collected. Should the show be cancelled due to causes beyond the control of event management, its sponsors and exhibitors shall not be held liable and advance payments will be refunded in full.

Dates & Deadlines

Deadline to register: Friday, October 10

Special Section Art Deadline: Monday, October 13

Special Section Publish Date: Thursday, October 23

Registration/Payment Information

Company Name: _____

Type of Business: _____

Contact Name: _____

Address: _____

City: _____ State: _____ ZIP _____

E-mail: _____

Phone: _____

☐ **Charge to Credit Card (Circle One)** VISA MasterCard Discover AMEX

Card NO. _____

Expiration Date ____/____ CVV _____

Cardholder Name _____

☐ **Check (Payable to The Bakersfield Californian)**

☐ **TBC Account**

Signature: _____ Date: _____



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