

Taste of Home Cooking School

Presented by:

Smart & Final

Tues., Nov. 10, 2015 | Rabobank Theater
Shopping & Sampling 3:00 pm
Cooking School 6:00 pm

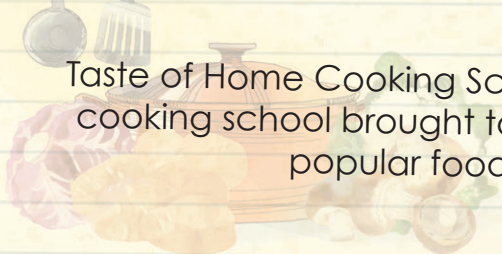


RECIPE FOR SUCCESS

From the kitchen of:

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

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 The Bakersfield Californian, the evening event is packed with entertainment, product samplings, live culinary demonstrations and great food ideas hosted by culinary specialist, Renee Morgan.

Taste of Home Cooking School

Platinum Chef

\$4,500*net

- 20x10 booth space with up to 6 tables and 12 chairs
- Opportunity to play up to three (3) different :30 commercial in rotation with other sponsors prior to event and during intermission. Guarantee of 8 commercial run.
- Logo placement on all promotional material such print, TV, online, memo stick goodie bags and radio
- Twenty-five (25) tickets to the event
- Full color, full pg ad within first 8 pages inside the Taste of Home special section, publishing Friday, Oct 30
- 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 goodie bags for VIPs, must be 19x15 or larger in size and be able to hold up to 15 lbs
- Speaking opportunity during show intermission
- Includes 1 full-page tabloid ad in the Bakersfield Californian with color. Must run by 12/31/15.
- Guaranteed media coverage through First Look, and Bakersfield Life features
- Opportunity to place product on the stage
- A \$50 valued prize is required for a raffle prize

Master Chef \$3,000*net

- 10x10 booth space with premium placement
- Full color half page ad in Taste of Home Cooking special section to be distributed in side *The Bakersfield Californian*.
- Logo placement on all promotional materials
- Opportunity to play up to two (2) different :30 commercials in rotation with other sponsors prior to event and during intermission.
- Guarantee of commercial run*
- Logo and link on the event website
- Verbal recognition during the event
- Opportunity to place gifts, product samples, coupons, etc. in event bags.
- Provide a \$50 valued raffle prize
- 10 tickets to event

Chef

\$1,500*net

- 10x10 booth space
- Full color quarter page ad in Taste of Home Cooking special section to be distributed inside *The Bakersfield Californian*.
- Logo placement on all promotional material
- Logo and link on the event website
- 6 event tickets
- Provide a \$50 valued raffle prize

Cook

\$650*net

- Full color 1/4 page ad in Taste of Home Cooking special section to be distributed inside *The Bakersfield Californian*
- 10x10 booth space
- Provide a \$50 valued 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 Only: \$350*

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

Goodie Bag Insert Only: \$100*

- Provide insert for 1,500 bags

Special Section Advertising
Sunday, Nov. 8

Ads include full color

** All rates are net*

For more information call Shauna Rockwell at 661-392-7516



Choose your Package

- Master Chef
- Chef
- Cook
- Apron
- Booth
- Goodie Bag

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 3:00 p.m to 6 p.m. Booths must be set up by 2:30 p.m.

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.

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: Tuesday, Oct. 13.

Special Section Art Deadline: Friday, Oct. 30

Special Section Publish Date: Sunday, Nov. 8

Registration/Payment Information

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ ZIP _____

E-mail: _____

Phone: _____

- Charge to Credit Card

Card NO. _____

Expiration Date ____/____/____ CVV _____

Cardholder Name _____

- Check (Payable to The Bakersfield Californian)

- TBC Account

Signature: _____ Date: _____



For more information call Shauna Rockwell at 661-392-7516