

What is Taste of Home Cooking School?



Taste of Home Cooking School is an evening packed with entertainment, product sampling and great food ideas sponsored by The Modesto Bee and Reiman

Publications, the company that publishes *Country Woman* and *Light & Tasty* magazines. Taste of Home is your chance to connect with a sell-out crowd of consumers who rush to this unique show year after year. Doors open two hours prior to the show, so guests have plenty of time to visit your booth to sample and purchase your product or service.



Booth reservation and special section advertising
DEADLINE Friday, October 23, 2009

Booth packages start at \$395

To reserve your space contact your Modesto Bee account manager or Lesa Canen (209) 578-2091



Gallo
FAMILY
VINEYARDS™

Presents

tasteofhome
COOKING SCHOOL
FALL COMFORT CLASSICS
seasoned \$hortcuts

Tuesday, Nov. 10, 2009
Modesto Centre Plaza



Sponsored by

The Modesto Bee
modbee.com

Back by popular demand!

RECIPE FOR SUCCESS:

Follow The Bee's Taste of Home recipe for increased visibility, brand awareness and sales!

1. Take one large downtown auditorium
2. Fill to capacity with 1,400 happy, enthusiastic guests
3. Mix with an entertaining on-stage cooking demonstration
4. Top with valuable gift bags and exciting door prizes
5. Garnish with dozens of sponsors displaying their goods and services

... Combine and serve for increased sales and profits!



Your Taste of Home sponsor package could include:

- On-stage signage
- Booth display
- Listing in the show program
- On-stage mention of your business
- Gift bag promotional opportunities
- Your ad in The Bee's Taste of Home special section

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Sponsor Packages

GOURMET \$3,500

- Category exclusivity (among Gourmet and Master Chef sponsors)
- Customized promotional package tailored to fit sponsor's needs
- Onstage announcement of door prizes
- Onstage display
- Double booth space (20' x 10') in premium location
- Full page, full color ad in The Bee's Taste of Home Cooking School special section on November 4, (a \$3,500 value)
- 10 event tickets with reserved seating

MASTER CHEF \$1,900

- Onstage announcement of door prizes
- Booth space (8' table, 2 chairs, electricity upon request)
- 1/2 page B/W ad in The Bee's Taste of Home Cooking School special section on November 4 (a \$1,375 value)
- 5 event tickets

CHEF \$750

- Booth space (8' table and 2 chairs)
- 1/4 page B/W ad in The Bee's Taste of Home Cooking School special section on November 4 (a \$800 value)
- Onstage announcement of door prizes
- 2 event tickets

COOK \$395

- Booth space (8' table and 2 chairs)
- 4 column inch ad in The Bee's Taste of Home Cooking School special section on November 4 (a \$200 value)
- Onstage announcement of door prizes

Booth reservation deadline is October 23.

Contact your Modesto Bee account manager or call Lesa Canen (209) 578-2091 to reserve your space.

Event Set-up 11:00 am-4:00 pm
Doors Open 5:00 pm
Show Begins 7:00 pm

The Modesto Bee
 modbee.com

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Exhibitor/Sponsor Contract

- Gourmet \$3500
- Master Chef \$1900
- Chef \$750
- Cook \$395
- Electricity \$35

Mail this application and payment to:

The Modesto Bee Attn: Lesa Canen (209) 578-2091
 P.O. Box 3928, Modesto, CA 95352
 or fax with payment information to (209) 578-2118

Company name _____ Contact _____

E-mail _____

Address _____

City _____ ZIP _____

Phone _____ Fax _____

Credit Card ____ / ____ / ____ / ____ Exp. ____ / ____

Name on Card _____

Signature _____

Terms and 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 and assignments will be made or changed in the best interest of the Show as determined by Show Management at their best discretion. Priority is given to Gourmet sponsors.

Payments and Refunds - Space reservations will not be confirmed without a signed contract and full payment prior to the Show. Please make checks payable to The Modesto Bee. Exhibitor is liable for the entire rental unless written notice of space cancellation is made by October 10, 2009. 50% of any amount collected will be refunded if cancellation is received in writing after October 10, 2009 but before October 23, 2009. No refunds will be made for cancellations received after Friday, October 23, 2009. Should the show be cancelled due to causes beyond the control of event management, its sponsors and exhibitors shall not be held liable and advanced payments will be refunded in full.

Confinement of Exhibits - Exhibitors must confine their displays to the space for which they have contracted. 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 5:00 p.m. to 7:00 p.m. but may be removed once the program begins at 7:00 p.m. Exhibits located inside the Harvest Hall, if any, must remain in place until the conclusion of the program (approximately 10:00 p.m.) Set-up begins at 11:00 a.m.

Exhibit Selling - Direct sales may be made from exhibit booths. Food items may be sold for off-site consumption only. Refund/exchange policies must be posted in each booth. Exhibitors are responsible for providing copies of business and resale licenses as governed by local, state and federal laws. In the event of a dispute, The Modesto Bee reserves the right to give out the exhibitor's name and contact information.

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.

Sales Rep: _____ **Account #:** _____

