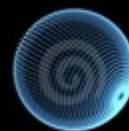


Creative Profit
Pros.com



Be Creative or Be Like Everyone Else

Las Vegas Food TV.com

Videos of Your Favorite Food and Restaurants



The **Agreement** and **Shot Sheet** are included below. The **Shot Sheet** is fairly standard but with slight differences. It's important that we maintain those differences. After all, we don't want to be like everyone else.

The videographer is scheduled for specific times and he runs on a tight schedule for maximum productivity. The videographer may be in and out of your restaurant in 40-60 minutes if we stick to the **Shot Sheet** on the following page.

It is advantageous for you if we shoot several videos at no cost to you while the videographer is on site. Have two or three interesting dishes ready for the arrival of the videographer to take advantage of this offer. As long as it is within the scheduled time frame we will shoot as many as possible. .

The videographer has a lighting system but please have the kitchen as lit up as possible and keep in mind that the cooking area is a representation of your business.

Please read the **Shot Sheet** 24 hours before the videographer is scheduled.

Get Creative,
Kenny Atcheson 702.992.0825
www.CreativeProfitPros.com

Shot Sheet

The final video will never be longer than 10 minutes and much of the time, not longer than 5 minutes. If your dish takes longer than 3 minutes please have one ready-made sitting in the oven so you can show us the final dish after prep and cook time. Unless there is something interesting in the process of the cooking there is no need to watch it sit in a pan or on a grill.

An interesting story about the dish or the food is great if at all possible. It can be about the food itself or a personal story. If you don't have a story, try to think of something about the food or where the dish came from. For example, if you were going to make truffle risotto you might say, "Truffles only grow wild...they are found by pigs..." After the story go into the details of how to make the dish and finish with the final product.

We want to shoot a great video but it does not have to be perfectly scripted. Think of it as shooting LIVE without any second takes. **The audience loves natural video.** It's okay if we fall off script as long as it's not cutting off a finger, cursing, or too much like a television commercial. **A good thought process** is to think of it as if you are shooting a video to send to a friend to demonstrate how you make a dish.

Important-Start by saying your name and **not the restaurant name or location or any other details.** Just your name and the name of the dish. We will add the details in editing.

ACTION-

"Hi I'm _____ Your name _____ and today I am going to show you how to make _____ name of dish _____ but first I want to tell you _____ insert story _____"

What's the story behind the dish? Tell a story if it's your grandmother's recipe or a story of how this dish came to America.... Is there something interesting about it? Why is it different? Then go into the description.

First we start with...

Then we...

And here's the finished dish _____name of dish. Enjoy.

Quick Hints:

Smile

Show Personality

Energy is good

Tell a story

Please sign and return the document on the next page.

I _____(Authorized Agent of Restaurant)
with _____(Establishment Name) grant Kenny Atcheson,
Creative Profit Pros, and Las Vegas Food TV, full ownership and distribution
rights to promote, distribute, and upload any videos that are recorded on
_____(Date) for viewing on any websites deemed necessary for the
promotion and distribution of the video(s). Kenny Atcheson and his companies
may also reproduce these videos for viewing on DVDs, podcasts, and other forms
of video/audio playback. The only condition is that these videos will not be used on
websites involving pornography or extreme violence. There will be no monetary
exchange for the right to record, display, distribute, or promote these videos unless
specified on a separate page or addendum signed by all parties.

I _____(Authorized Agent of Restaurant) understand that
software exists that allow an unknown person the ability to re-record, copy, and re-
distribute videos that are uploaded to the internet and in no way hold Kenny
Atcheson, Creative Profit Pros, Las Vegas Food TV, or any partners liable for any
damages that may occur as a result of video theft. Kenny Atcheson and company
will do their best to keep this from occurring but it is not possible to keep an
unknown person from re-capturing internet videos with 100% certainty.

Signature of Authorized Agent of Establishment Date

Printed Name of Authorized Agent Email Address to View Results