

Saturday, Aug. 29, 2026

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Read before you are seen by the Industry Professional

- ❖ Fill out the small audition form [clipped to the clip board].
- ❖ Return clipboard to designated bin.
- ❖ Ages 10 and older, fold script to only show the commercial; hold script at shoulder level with elbow slightly bent [do not cover face nor have it at your belly button]
- ❖ Before you enter the audition room, watch the person in front of you. This will help you on what to expect in the audition room with the Guest Agent and the St. Louis' Agent, Donya.
- ❖ Talent will give Donya the small audition form and give the Guest Agent your headshot and resume.
[Talent does this, not the parent]
- ❖ If you have a purse, phone, or any extra stuff in your hands, put it on the chair by the audition mark.
- ❖ If you have a fan club, they go to the door in the room away from the door you entered.
- ❖ Take your mark [X] on the floor.
- ❖ Slate to the camera or the guest Agent. Ask them where you need to look, if you have not been told.
Make sure you speak loud and clearly. And we can understand your name when you slate.
- ❖ Perform your commercial for the camera. Don't read the TV Commercial, perform it!
Use facial expressions and inflection in your voice to make it interesting. Remember, you are talking to a friend.
- ❖ It's all about the choices you choose on how to deliver your TV Commercial.

[What to wear](#)

[Sample Resume](#)

Audition Times are by age group:

▪ Ages 4 to 9 @ 12:15 pm

▪ Ages 10 to 17 @ 12:30 pm

▪ Ages 18+ @ 12:45 pm

~Ages 4-9 Commercial script for 2026 is below to memorize.

~Ages 10 and older: This audition is a Cold Read; your TV Commercial will be given to you when you arrive at the “Agent Day Audition”.

Ages 4-9 – Below is the Audition Commercial for 2026

➤ **PARENTS:** Below is the script to memorize. The talent must say their slate [name, age, with Images Models & Actors] before the commercial. Parents work with them on their slate and their commercials, do not have it sound like they are just memorized words. **Performance should be over the top!**

~Ages 4-6

Crest for Kids

My Dentist told me I had sugar bugs on my teeth. He gave me Crest Toothpaste for kids. **I don't want any sugar bugs on my teeth.**

~Ages 7-9

Crest for Kids

My Dentist told me I have sugar bugs on my teeth. In order to kill those bugs, he gave me Crest Toothpaste for kids. He said it has fluoride to make my teeth strong too. I sure hope it works. **No More Sugar Bugs!**