



2021 CALIFORNIA WINE FESTIVAL EXHIBITOR INSTRUCTIONS

Sunset Reserve & Rare Wine Tasting

Friday, September 24, 6:30-9pm • Chase Palm Park Plaza and Carousel House on
Cabrillo Blvd. @ Garden St. – 223 E. Cabrillo Blvd. Santa Barbara, CA

Questions: Call Emily: 805-886-5103; emily@californiawinefestival.com

Thank you for your participation in this special California Wine Festival event. We have limited ticket sales for this tasting event that will showcase your best wines in an intimate high-quality environment. Individual event tickets are priced from \$110-\$140, VIP Pass holders paid \$225, so the privileged few who are in attendance have already demonstrated their love for fine wines and food!

We appreciate your being part of this special night. Without your participation, this night of fine wine, gourmet food and great music would not be possible.

Sincerely,

Emily Kaufmann, Executive Director

Exhibitor Instructions: Offloading begins at 5:00 pm-6:00pm.

Location: Chase Palm Park Plaza is located at 223 E. Cabrillo Blvd., @ Garden St. in Santa Barbara (right across the street from the Beachside Wine & Food Fest on Saturday).

Driving Directions: Exit Hwy. 101 at Garden St, turn toward ocean (Turn right if coming from No., left from So.) onto Garden St. Stay on Garden St. until it dead ends into Cabrillo Blvd., make a U-turn on Garden St., go approx. 100 yards, then turn right into service road on Chase Palm Park Plaza area (before RR tracks) to offload wine and supplies. Volunteers will help offload and transport supplies to your table. Do NOT leave your car in the service road area after offloading. **NO PARKING Leave offloading area immediately. Park in lot, then proceed to exhibiting area.**

Parking: Public parking is available immediately across the street from the venue on Garden St. Offloading turnabout area is very small! Move car out of turnabout on service road immediately after offloading, THEN return to set up your exhibit area after parking.

Check-In: You must check in at the EXHIBITOR REGISTRATION near the offloading area. **You and your assistant (2 total) will be given a VENDOR WRISTBAND and location of your assigned booth.**

Set Up/Teardown: Set up begins at 5:00 p.m. Event begins at 6:30 p.m. Bus tubs with ice and test-tasting wine glass will be available. You must be ready to go by 6:15 pm, as guests will arrive early. Event ends promptly at 9 pm. PLEASE place all empty bottles back in case boxes. Pick up debris in area

Table supplies: Your 6' draped table will contain a tabletop sign, dump bucket, towels, bus tub with ice, and water (for rinsing).

Wine Recommendations – We recommend 2 – 2 ½ cases of wine for this event. We expect 600 attendees at this event.

PLEASE PLAN TO SERVE UNTIL EVENT ENDS AT 9 pm. NO EARLY EXITS PLEASE!

SEE YOU AT THE FESTIVAL!