



## 2021 CALIFORNIA WINE FESTIVAL EXHIBITOR INSTRUCTIONS

### Beachside Wine Festival

You are assigned **DELIVERY GROUP #2 for Saturday, September 25**

Please arrive at the Festival site @ 236 E. Cabrillo Blvd. between

**9:45 am-10:30 am** to offload your wine, food or supplies.

Questions: Call Emily-805-886-5103; [emily@californiawinefestival.com](mailto:emily@californiawinefestival.com)

We're very excited that you have accepted our invitation to participate in our California Wine Festival. There is a great deal of enthusiasm and industry "buzz" about our event and your participation is certainly part of the reason why.

*Thank you for your support and participation.*

### EXHIBITOR INSTRUCTIONS:

**IMPORTANT:** You are assigned **Delivery Time Group #2** -Please arrive for offloading between 9:45 am-10:30 am on Saturday, September 25. Your promptness is appreciated! Due to the limited amount of offloading space curbside on Cabrillo Blvd., we have staggered the arrival times for our exhibitors to alleviate congestion while offloading your supplies. **PLEASE ARRIVE AT THE DESIGNATED TIME ASSIGNED.**

**Location:** Our site is on busy 236 E. Cabrillo Blvd. Please obey traffic control volunteers. Line up on the curb next to the venue. Volunteer off loaders will assist you in taking your supplies out of your vehicle and to your booth. **THEN GO PARK YOUR VEHICLE AND RETURN TO THE REGISTRATION BOOTH. DO NOT LEAVE YOUR VEHICLE UNATTENDED AT THE CURB.**

**Parking:** One complimentary spot per vendor will be provided at the Hilton Santa Barbara Beachfront Resort (additional paid spots are available at Palm Parking City Lot adjacent to the event site). When you arrive to unload your supplies, you will be directed to the Hilton Santa Barbara Beachfront Resort parking lot. Entrance for the Hilton Santa Barbara Beachfront Resort parking lot is on Calle Caesar Chavez. Go EAST 1/4 mile to Calle Caesar Chavez, turn left. Lot entrance is on RIGHT immediately after turning onto Calle Caesar Chavez. Park anywhere nearest the Calle Caesar Chavez entrance (set off by cones).

**Check-In:** Please check in at the EXHIBITOR REGISTRATION TABLES near the Cabrillo Blvd. side entrance near the offloading area. **You and your assistants (4 total) will be given a VENDOR WRISTBAND and directed to your assigned booth.** You cannot enter/leave the venue without your wristband.

**Your booth is: 10' x 10'** canopied area, with a sign identifying your business. No other signs are necessary. Your booth contains: 1- 8' draped serving table, 1 dump bucket, water (for rinsing), bus tub (for ice), 1 chair and wine glasses for testing beers. There are no walls for hanging signs. You are welcome to bring brochures and other promotional materials. We suggest you keep booth decorations to a minimum.

**Please be ready to serve by 12 pm.** 700 - 800 VIP/Press Trade are allowed in at 12:00pm, one hour before the general public (at 1 pm).

**Beer Recommendations/Attendance** – We recommend 2 half barrels for this event. Please keep pours to 2 ounces. We expect 2500-2700 attendees at this event.

**Please plan to serve until 4 pm.** There will be booth supply attendants to supply ice, empty trash, dump buckets etc.

**Booth tear down** will commence shortly after we close at 4 pm. **No early departures please!**

***PLEASE PICK UP ALL CORKS, BOTTLES AND DEBRIS IN YOUR BOOTH AREA***