EXHIBITOR INSTRUCTIONS

Beachside Wine Festival
📅 **Saturday, October 17, 2026**
🕛 **Event Time:** 12:00 PM – 4:00 PM
📍 **Location:** Paséa Hotel & Spa – Indoor/Outdoor
21080 Pacific Coast Hwy, Huntington Beach, CA
📞 **On-site Contact:** Emily | 805-886-5103

🚚 Arrival & Unloading

Arrival Group: #3
Arrival Window: 10:45 AM – 11:15 AM

- **UNLOADING SPACE IS LIMITED. IF YOU CAN CARRY OR ROLL IN, PLEASE DO SO**
- Loading dock and ramp are located on the right side of the hotel on Huntington Street.
- Larger trucks must utilize the hotel's loading dock on Huntington Street.
- Smaller vehicles and those without a lift may use the ramp/driveway to the left of the loading dock with direct access to the freight elevator – **SEE MAP BELOW**
- CA Wine Festival staff will meet you to assist in unloading
- Unload quickly, then **move your vehicle immediately**
- Proceed to **Exhibitor Check-In at Sapphire Ballroom**

🅿️ Parking

- Paséa Hotel & Spa: Valet parking is available – Special Vendor Day Valet Parking: $10
- Huntington Beach Parking: Park across the street from Paséa Hotel & Spa at Pier Plaza for $1.50/hour or $15/day.

✅ Check-In

- Pick up your **Exhibitor Wristbands** at registration at entrance to **Sapphire Ballroom**
- Up to **4 staff members** allowed per table
- Wristbands are required for entry/exit

🎪 Exhibitor Space Details

Each booth includes:

- (1) 6’ draped table
- Dump bucket + rinse water
- Ice tub (ice provided)
- Wine glasses
- Business sign (no additional signage needed)

✔ You may bring:

- Marketing materials (brochures, etc.)

❌ No electricity unless pre-arranged
❌ No walls for hanging signage

🍷 **Serving Guidelines**

- Be **fully set up by 11:45 AM**
- VIP/Trade entry: **12:00 PM**
- General admission: **1:00 PM**

Recommended supply:

- 5-6 cases of wine
- Pour size: **1–2 oz per guest**

👥 Estimated attendance: **~1,800 guests**

⏱️ **Event Timing**

- **Serve until 4:00 PM**
- **No early breakdowns**
- Breakdown begins **after 4:00 PM**

🧹 Clean-Up

- Remove all trash from your booth area
- Dispose of corks, bottles, and debris properly
- Staff will assist with trash, ice, and maintenance during the event

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🚗 **Directions (Quick Overview)**

From North:
-405 S → Exit 16 for Beach Blvd toward Huntington Beach → Right onto Atlanta Ave → Left onto Huntington St → Right onto Pacific View Ave.

From South:
I-5 N → Exit 85A for CA-73 N toward Long Beach → Exit 17B to merge onto CA-55 S → Exit 3 toward 22nd St/Victoria St → Right onto Victoria St → Left onto Newland St → Right onto CA-1 N → Right onto Huntington St → Left onto Pacific View Ave.

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