



EXHIBITOR INSTRUCTIONS

Sunset Rare & Reserve Wine Tasting

 Friday, July 17, 2026

 Event Time: 6:30 PM – 9:00 PM

 Location: Hilton Santa Barbara Beachfront Resort
Plaza Del Sol (Outdoors)
633 E. Cabrillo Blvd., Santa Barbara, CA

 On-site Contact: Emily | 805-886-5103

Arrival & Unloading

Arrival Group: #2

Arrival Window: 5:00 PM – 5:30PM (STRICT)

- **UNLOADING AREA SPACE IS LIMITED. IF YOU CAN CARRY IN, PLEASE DO SO**
- **HOTEL STAFF PORTERS ARE UNABLE TO ASSIST.**
- No early arrivals. Please arrive during your assigned time.
- Use the vendor entrance just past the Grand Ballroom entrance (near Calle Puerto Vallarta).
- Proceed to unloading area (**look for Exhibitor Unloading signs**)
- Volunteers will assist with unloading and transporting supplies.
- Unload quickly, then **move your vehicle immediately**
- Do not leave vehicles in the unloading zone
- Park your vehicle and proceed through the lobby to **Plaza Del Sol**.

Parking

- Complimentary parking is available in the Hilton Santa Barbara Beachfront Resort parking lots.

Check-In

- Check in at Exhibitor Registration table at entrance to Plaza Del Sol
- Receive:
 - Table assignment
 - **2 exhibitor wristbands**



Exhibitor Space Details

Each includes:

- (1) 6' draped table
- Tabletop ID sign
- Ice + bus tubs
- Dump bucket
- Tasting glass
- Rinse water
- ✓ Outdoor event
- ✓ Bring promotional materials if desired
- ✗ No electricity available – unless prearranged

Serving Guidelines

- Be **fully set up by 6:15 PM**
- Guests may arrive early and line up

Recommended supply:

- 2–2½ cases of wine
- Pour size: **1–2 oz per guest**

 Estimated attendance: **550–600 guests**

 High-end audience (ticketed event)

 **NO BOTTLE DISTRIBUTION ON-SITE-** Please do not provide, exchange, or give full or opened wine bottles to ticket holders or volunteers. No wine bottles may leave the event with guests or volunteers. Please contact CA Wine Festival staff if needed.

Event Timing

- **Event begins:** 6:30 PM
- **Serve until:** 9:00 PM
- **No early breakdowns or exits**

Clean-Up

- Return empty bottles to original cases
- Clear all trash and debris from your area
- Event staff will assist with ice and maintenance

Directions (Quick Overview)

From North:

101 S → Exit Garden St → Right on Garden St → Left on Cabrillo Blvd → Hilton Santa Barbara Beachfront Resort Vendor Entrance

From South:

101 N → Exit Garden St → Left on Garden St → Left on Cabrillo Blvd → Hilton Santa Barbara Beachfront Resort Vendor Entrance

Unloading Vendor Entrance:

Located just past the Grand Ballroom entrance near Calle Puerto Vallarta.

REMINDER – IF YOU CAN CARRY IN WITHOUT THE USE OF HOTEL STAFF, PLEASE ENTER THROUGH LOBBY DIRECTLY TO EXHIBITOR CHECK IN TABLE AT ENTRANCE TO PLAZA DEL SOL

