



EXHIBITOR INSTRUCTIONS

Beachside Wine Festival

 **17 Saturday, July 18, 2026**

 **Event Time:** 12:00 PM – 4:00 PM

 **Location:** Chase Palm Park – Great Meadow
236 E. Cabrillo Blvd., Santa Barbara, CA

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

Arrival & Unloading

Delivery Group: #1

Arrival Window: 9:00 AM – 9:45 AM

- Line up on the curb next to the venue and obey traffic volunteers.
- Pull up to the unloading area and park temporarily.
- Volunteers will assist with unloading your supplies
- After unloading, **move your car immediately to vendor parking**
- Then proceed to **Exhibitor Registration to check in**

Parking

- **1 vehicle per vendor at Hilton Santa Barbara Beachfront Resort** (parking permit provided onsite)
 - Continue east ¼ mile to Calle Cesar Chavez.
 - Turn left onto Calle Cesar Chavez.
 - Hilton parking lot entrance is immediately on the right.
 - Park near the Calle Cesar Chavez entrance (marked by cones).
- Additional paid parking available at Palm & Garden Parking City Lot.

Check-In

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

Booth Details

Each booth includes:

- 10' x 10' canopied space
- (2) 8' draped table (serving+ prep)
- (1) chair
- 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



Event Guidelines

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



Estimated attendance: **~2,500 guests**



Event Timing

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



Clean-Up

- Consolidate all trash in your booth area
 - Staff will assist with trash, ice, and maintenance during the event
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