



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: #1

Arrival Window: 4:30 PM – 5:00PM (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
 - **4 exhibitor wristbands**



Exhibitor Space Details

Each includes:

- (1) 6' draped table
- (1) 6' prep table
- Tabletop ID sign
- Ice + bus tubs
- Tasting glass
- ✓ 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:

- Please bring 600 small bites

 Estimated attendance: **550–600 guests**

 High-end audience (ticketed event)

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
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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

