





EXHIBITOR INSTRUCTIONS

Beachside Wine Festival

 Saturday, April 25, 2026

 Event Time: 12:00 PM – 4:00 PM

 Location: Sea Terrace Community Park
Pacific Coast Hwy & Niguel Rd, Dana Point, CA

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

Arrival & Unloading

Delivery Group: #3

Arrival Window: 10:30 AM – 11:15 AM

- Enter via **Stonehill Drive and pass Fire Station** (GPS address to **OCFA - Fire Station 30 23831 Stonehill Dr, Dana Point, CA 92629**)
- Pull up to the unloading area and park where directed by event staff
- Volunteers will assist with unloading your supplies
- **If parking adjacent to venue it full, you will be directed to overflow parking**
- Then proceed to **Exhibitor Registration to check in**

Parking

- **1 vehicle per vendor only adjacent to Sea Terrace Park** (permit provided onsite) **-LIMITED**
- Park in designated gravel lots near the park
- Overflow parking: Niguel Rd, Stonehill Dr, or Salt Creek Beach 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
- (1) 8' draped table
- (1) chair
- 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:

- 6–8 cases of wine
- Pour size: **1–2 oz per guest**

 Estimated attendance: **~2,300 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

Directions (Quick Overview)

From North:

CA-73 S → Moulton Pkwy → Crown Valley Pkwy → Niguel Rd → Stonehill Dr

From South:

I-5 N → CA-1 (PCH) → Golden Lantern → Stonehill Dr

