



2025 CALIFORNIA WINE FESTIVAL

EXHIBITOR INSTRUCTIONS

Sunset Rare & Reserve Wine Tasting - Friday, June 20, 6:30-9pm

You are assigned to **DELIVERY GROUP #3**

Please arrive at the event site between **5:00 – 5:30pm** to offload your wine, food and/or supplies.

Park Hyatt Aviara Resort- THE GARDENS

7100 Aviara Resort Drive, Carlsbad, CA 92011

Questions: Call Emily: 805-886-5103 emily@californiawinefestival.com

Thank you for your participation in this special California Wine Festival event. We have limited ticket sales to just 500 for this tasting event that will showcase your best wines and foods at the picturesque Park Hyatt Aviara. Individual event tickets are priced from \$140, VIP Pass holders paid \$200+ so the privileged few who are in attendance have already demonstrated their love for fine wines and food! We appreciate your being part of this special night. Without your participation, this night of fine wine, gourmet food and great music would not be possible.

Sincerely,

Emily Kaufmann, Executive Director

EXHIBITOR INSTRUCTIONS:

Location: Park Hyatt Aviara Resort- THE GARDENS

7100 Aviara Resort Drive, Carlsbad, CA 92011

PLEASE NO EARLY ARRIVALS and PLEASE ARRIVE DURING ASSIGNED TIME.

Due to the limited unloading zone, we ask that you only use the loading dock if you cannot hand carry or roll in your supplies in order to alleviate congestion. IF YOU USE VALET PARKING, PLEASE PLAN TO HANDLE TRANSPORT OF YOUR WINE TO EVENT. HOTEL STAFF PORTERS ARE UNABLE TO ASSIST.

LOAD-IN LOCATION AND DIRECTIONS:

THE GARDENS Load In:

NEW!!! IMPORTANT INFORMATION:

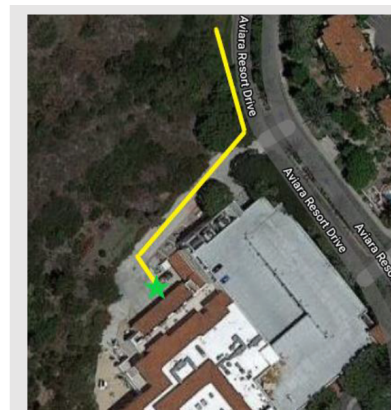
Load-in/out directions

Directions Coming in from Aviara Parkway

- From Aviara Parkway Turn into Resort on Aviara Resort Drive
- Upon Entering Resort Make First Right
- Follow the Steep Hill Past the Loading Dock Until it Dead Ends Into the Brown Gate

Directions Coming in from Batiquitos Drive

- From Batiquitos Drive turn onto Kingfisher Lane
- 0.3 Miles Turn Left onto Blue Heron Place
- Continue past the Hotel Porte Cochere
- Turn Left at the Employee Parking Garage Sign



We Are Located At -
**7100 Aviara Resort
Drive, Carlsbad, CA
92011**

PARKING - Tennis Parking Lot:

All vendors must park their vehicles in the tennis parking lot. Once you turn onto Aviara Resort Drive continue until you see the sign that points to the Tennis Center (hotel entrance will be right in front), turn left, follow the road down the hill. At the stop sign, turn right, continue until you pass through entrance, and turn left into parking lot. There are shuttles that run continuously from the Tennis Center.

Check-In/Exhibitor Passes: Check in is at the "Exhibitor Check In" table at the entrance to the **THE GARDENS** where you will get your table assignment and other instructions. You will have **2 exhibitor passes** for you and your assistant.

Set Up/Teardown: Set up begins at 4:00 p.m. Event begins at 6:30 p.m. Bus tubs with ice and a test tasting wine glass will be available. You must be ready to go by 6:15 pm, as guests will arrive early and line up. Event ends promptly at 9 pm. PLEASE place all empty bottles back in case boxes. Pick up debris in your area.

Table supplies: Your 6' draped table will contain a tabletop I.D. sign, dump bucket, bus tub with ice, and water (for rinsing).

Attendance/Wine Recommendation: We expect 500-600 attendees at this event. We recommend 2 - 2.5 cases of wine. Please keep pours to 1-2 ounces.

PLEASE PLAN TO SERVE UNTIL EVENT ENDS AT 9 pm. NO EARLY EXITS PLEASE