



## 2022 CALIFORNIA WINE FESTIVAL EXHIBITOR INSTRUCTIONS

**Beachside Wine Festival** – Saturday, May 21, 12-4pm

You are assigned to **DELIVERY GROUP #1**

Please arrive at the event site between **9:00 – 9:45am** to offload your wine, food and/or supplies.

**Park Hyatt Aviara Resort- Heron Lawn**

**7100 Aviara Resort Drive, Carlsbad, CA 92011**

Questions: Call Emily: 805-886-5103 [emily@californiawinefestival.com](mailto:emily@californiawinefestival.com)

We're very excited you are sponsoring the California Wine Festival – Carlsbad. There is a great deal of enthusiasm and industry "buzz" about our event and your participation is certainly part of the reason why.

*Thank you for your support and participation.*

### EXHIBITOR INSTRUCTIONS:

#### Location:

**Park Hyatt Aviara Resort- Heron Lawn**

**7100 Aviara Resort Drive, Carlsbad, CA 92011**

### LOAD-IN LOCATION AND DIRECTIONS:

#### Heron/Tennis Lawn Load In:

**Please see the direction below for entrance into the Heron Lawn the back way. This WILL NOT take you by the main entrance of hotel.**

#### Directions coming from Poinsettia Lane Exit

- From Poinsettia Lane turn right onto Batiquitos Drive
- Drive 2.7 miles and turn left onto Kingfisher Lane
- Take the first right into the parking lot entry

Please pull up to unloading area adjacent to venue. Volunteer off-loaders will assist you in taking your supplies out of your vehicle and to your booth. THEN GO PARK YOUR VEHICLE AND RETURN TO THE REGISTRATION BOOTH. **PLEASE DO NOT LEAVE YOUR VEHICLE AT DROP-OFF AREA.**

**Parking Options:**

- Tennis Center Parking lot - This is first come, first serve.
- Event Parking lot – This lot is across from the Tennis Center. It is a large parking lot for overflow from the Tennis Center.

**Check-In:** Please check in at the EXHIBITOR REGISTRATION TABLES near the event entrance near offloading area. You and your assistants (**4 total**) will be given EXHIBITOR WRISTBANDS and directed to the VIP Pavilion. You cannot enter/leave the venue without your wristband.

**Your booth is:** 10' x 10' canopied area, with a sign identifying your business. No other signs are necessary. Your booth contains: 2- 8' draped table and 1 chair. There are no walls for hanging signs. You are welcome to bring brochures and other promotional materials. We suggest you keep booth decorations to a minimum.

**Please be ready by 11:45 am.** 700 VIP guests are allowed in at 12pm, 1 hour before the general public (at 1 pm-2000 total). Electric power is not available (without prior arrangements).

**Attendance** –We expect 2000 attendees at this event.

**Please plan to serve until 4 pm.** There will be booth supply attendants to supply ice, empty trash, dump buckets etc.

**Booth tear down** will commence shortly after we close at 4:00 pm. **No early departures please!**

***PLEASE PICK UP ALL CORKS, BOTTLES AND DEBRIS IN YOUR BOOTH AREA***