



2025 CALIFORNIA WINE FESTIVAL EXHIBITOR INSTRUCTIONS

Beachside Wine Festival – Saturday, June 21, 12-4pm

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

Please arrive at the event site between **10:30 – 11:15am** to offload your wine, food and/or supplies.

Park Hyatt Aviara Resort- Tennis Lawn

7100 Aviara Resort Drive, Carlsbad, CA 92011

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

Dear Exhibitor,

We're very excited to feature your winery at 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- Tennis Lawn

7100 Aviara Resort Drive, Carlsbad, CA 92011

LOAD-IN LOCATION AND DIRECTIONS:

Heron 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:

- Limited parking alongside event venue - This is first come, first serve.
- Event Parking lot – This lot is across from the Tennis Center. It is a large gravel parking lot for vendor parking.

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: 1- 8' draped serving table, 1 dump bucket, water (for rinsing), bus tub (for ice provided), 1 chair and wine glasses for testing wines. 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 to serve by 11:45 am. 600 VIP guests are allowed in at 12pm, 1 hour before the general public (at 1 pm- 1800 total). Please bring any other type of portion service containers or tableware you need with you. Electric power is not available (without prior arrangements).

Wine Recommendations/Attendance – We recommend 6-8 cases of wine for this event. We expect 1800-2000 attendees at this event. Please keep pours to 1-2 ounces.

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