EXHIBITOR INSTRUCTIONS

Sunset Rare & Reserve Wine Tasting
📅 **Friday, October 16, 2026**
🕕 **Event Time:** 6:30 PM – 9:00 PM
📍 **Location:** Paséa Hotel & Spa – Sapphire Ballroom
21080 Pacific Coast Hwy, Huntington Beach, CA

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

🚚 Arrival & Unloading

Arrival Group: #2
Arrival Window: 5:15 PM – 6:00PM (STRICT)

- Offloading begins at **5:15 PM – no early arrivals** - **UNLOADING SPACE IS LIMITED. IF YOU CAN CARRY OR ROLL IN, PLEASE DO SO**
- Loading dock and ramp are located on the right side of the hotel on Huntington Street.
- Larger trucks must utilize the hotel's loading dock on Huntington Street.
- Smaller vehicles and those without a lift may use the ramp/driveway to the left of the loading dock with direct access to the freight elevator – **SEE MAP BELOW**
- CA Wine Festival staff will meet you to assist in unloading
- Unload quickly, then **move your vehicle immediately**
- Proceed to **Exhibitor Check-In at Sapphire Ballroom**

🅿️ Parking

- Paséa Hotel & Spa: Valet parking is available – Special Vendor Day Valet Parking: $10
- Huntington Beach Parking: Park across the street from Paséa Hotel & Spa at Pier Plaza for $1.50/hour or $15/day.

✅ Check-In

- Located at entrance to **Sapphire Ballroom**
- Receive:
  - Table assignment
  - **2 exhibitor wristbands**

🎪 Exhibitor Space Details

Each includes:

- (1) 6’ draped table
- Tabletop ID sign
- Ice + bus tubs
- Tasting glass

✔️ Indoor event
✔️ Bring promotional materials if desired
❌ No electricity available

🍷 **Serving Guidelines**

- Be **fully set up by 6:15 PM**
- Guests may arrive early and line up

Recommended supply:

- 1.5 – 2.5 cases of **reserve level wine**
- Pour size: **1–2 oz per guest**

👥 Estimated attendance: **500–600 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

🚗 Directions (Quick Overview)

From North:
-405 S → Exit 16 for Beach Blvd toward Huntington Beach → Right onto Atlanta Ave → Left onto Huntington St → Right onto Pacific View Ave.

From South:
I-5 N → Exit 85A for CA-73 N toward Long Beach → Exit 17B to merge onto CA-55 S → Exit 3 toward 22nd St/Victoria St → Right onto Victoria St → Left onto Newland St → Right onto CA-1 N → Right onto Huntington St → Left onto Pacific View Ave.

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