



EXHIBITOR INSTRUCTIONS

Beachside Wine Festival

 **Saturday, July 18, 2026**

 **Event Time:** 12:00 PM – 4:00 PM

 **Location:** Chase Palm Park – Great Meadow
236 E. Cabrillo Blvd., Santa Barbara, CA

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

Arrival & Unloading

Delivery Group: #3

Arrival Window: 10:30 AM – 11:15 AM

- Line up on the curb next to the venue and obey traffic volunteers.
- Pull up to the unloading area and park temporarily.
- Volunteers will assist with unloading your supplies
- After unloading, **move your car immediately to vendor parking**
- Then proceed to **Exhibitor Registration to check in**

Parking

- **1 vehicle per vendor at Hilton Santa Barbara Beachfront Resort** (parking permit provided onsite)
 - Continue east ¼ mile to Calle Cesar Chavez.
 - Turn left onto Calle Cesar Chavez.
 - Hilton parking lot entrance is immediately on the right.
 - Park near the Calle Cesar Chavez entrance (marked by cones).
- Additional paid parking available at Palm & Garden Parking City 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: **~2,500 guests**



NO BOTTLE DISTRIBUTION ON-SITE- Please do not provide, exchange, or give full or opened wine bottles to ticket holders or volunteers. No wine bottles may leave the event with guests or volunteers. Please contact CA Wine Festival staff if needed.



Event Timing

- **Serve until 4:00 PM**
- **No early breakdowns**
- Breakdown begins **after 4:00 PM**



Clean-Up

- Consolidate all trash in your booth area
 - Staff will assist with trash, ice, and maintenance during the event
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