



2024 CALIFORNIA WINE FESTIVAL EXHIBITOR INSTRUCTIONS

Beachside Wine Festival -Saturday, November 9, 12- 4pm

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

Please arrive at the Festival site between **10:45-11:15am** to offload your wine, food and/or supplies.

Paséa Hotel & Spa-Indoor/Outdoor Areas

21080 Pacific Coast Hwy, Huntington Beach, CA 92648

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

We're very excited that your winery will be featured in at the 2023 California Wine Festival – Huntington Beach. 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

IMPORTANT: You are assigned **Delivery Time Group #3** - Please arrive for offloading **between 10:45 - 11:15am** on **Saturday, November 9, 2024**. Your promptness is appreciated!

Due to the limited amount of offloading space at **Paséa Hotel & Spa**, we have staggered the arrival times for our exhibitors to alleviate congestion while offloading your supplies.

PLEASE ARRIVE AT THE DESIGNATED TIME ASSIGNED.

Location: Paséa Hotel & Spa- 21080 Pacific Coast Hwy, Huntington Beach, CA 92648

Driving Directions:

From the North: Take I-405 S. Take exit 16 for Beach Blvd towards Huntington Beach. Turn right onto Atlanta Ave. Turn left onto Huntington St. Turn right onto Pacific View Avenue.

From the South: Take I-5 N. Take exit 85A for CA-73 N toward Long Beach. Take exit 17B to merge onto CA-55 S. Use right lane to take exit 3 toward 22nd St/Victoria St. Turn right onto Victoria St. Turn left on Newland St. Turn right onto CA-1 N. Turn right onto Huntington St. Turn left onto Pacific View Avenue

Offloading: Due to the limited unloading zone, we ask that you only use the loading dock if you cannot hand carry or roll your supplies in to assist in alleviating congestion. Loading dock and ramp are located on right side of hotel on Huntington Street.

- Larger trucks must utilize the hotel's loading dock, located on the right side of the hotel on Huntington Street.
- For smaller vehicles and those without a lift, there is a ramp / driveway to the left of the loading dock with direct access to the freight elevator.

Please proceed to loading dock or unloading zone near freight elevator. CA Wine Festival staff will meet you to assist in unloading your items. Please unload car and leave the unloading area immediately to the one of the parking options below. Please do NOT leave your car in the unloading zone.

Parking Options:

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

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

Table supplies: Your 6' table will contain a tabletop I.D. sign, dump bucket, bus tub with ice, wine glass for tasting wines and water (for rinsing). 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 11:45am 700 VIP/Press Trade are allowed in at 12pm, one hour before the general public (at 1:00pm). 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 5-6 cases of wine for this SOLD OUT event. We expect 1800 attendees at this event. **PER ABC - 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 pm. **No early departures please!**