



# 2024 CALIFORNIA WINE FESTIVAL EXHIBITOR INSTRUCTIONS

**Sunset Rare & Reserve Wine Tasting - Friday, November 8, 6:30-9pm**

You are assigned to **DELIVERY GROUP #2**

Please arrive at the event site between **5:15 – 6pm** to offload your wine, food and/or supplies.

**Paséa Hotel & Spa- Sapphire Ballroom**

21080 Pacific Coast Hwy, Huntington Beach, CA 92648

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

Thank you for your participation in this special California Wine Festival event. The tasting event that will showcase your best wines and foods at the picturesque Paséa Hotel & Spa. Individual event tickets are priced from \$140, VIP Pass holders paid \$220+ so the privileged few who are in attendance have already demonstrated their love for fine wines and food! We appreciate your being part of this special night. Without your participation, this night of fine wine, gourmet food and great music would not be possible.

Sincerely,

*Emily Kaufmann, Executive Director*

## EXHIBITOR INSTRUCTIONS:

**Location: Paséa Hotel & Spa- Sapphire Ballroom**, 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 begins at 4:30 pm – PLEASE NO EARLY ARRIVALS and PLEASE ARRIVE DURING ASSIGNED TIME. Due to the limited unloading zone, we ask that you only use the loading dock if you cannot hand carry or roll in your supplies in order to alleviate 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/Exhibitor Passes:** Check in is at the “Exhibitor Check In” table at the entrance to the **Sapphire Ballroom** where you will get your table assignment and other instructions. You will have **2 exhibitor passes** for you and your assistant.

**Set Up/Teardown:** Set up begins at 4:30 p.m. Event begins at 6:30 p.m. Bus tubs with ice and a test tasting wine glass will be available. You must be ready to go by 6:15 pm, as guests will arrive early and line up. Event ends promptly at 9 pm. PLEASE place all empty bottles back in case boxes. Pick up debris in your area.

**Table supplies:** Your area will contain 6’ serving table, 6’ prep table, tabletop I.D. sign.

**Attendance/Wine Recommendation** –We expect 500-600 attendees at this event. We recommend 1.5- 2.5 cases of wine. **PER ABC - Please keep pours to 1-2 ounces.**

**Food exhibitors:** Food exhibitors will have prep table and serving table. Please bring all cooking equipment in addition to serving plates and utensils. Electrical power is not available without prior arrangements. Please bring extension cords if you have requested power. Event ends at 9 pm sharp.

**PLEASE PLAN TO SERVE UNTIL EVENT ENDS AT 9 pm. NO EARLY EXITS PLEASE**