



## EXHIBITOR SERVICES MANUAL

**March 12, 2026**

Paso Robles Event Center

PRESENTED BY:

**WINEBUSINESS MONTHLY**

 **PASO ROBLES**  
WINE COUNTRY ALLIANCE

[www.wivicentralcoast.com](http://www.wivicentralcoast.com)



**Welcome** to *WiVi Central Coast, the premier wine and viticulture conference and trade show in Central California.* As an exhibitor, you have complete access to the most important gathering in the region, attracting wine professionals from Santa Cruz to Santa Ynez.

This Exhibitor Service Kit contains all the key information and forms you need to order services and prepare to exhibit. There are helpful suggestions regarding promoting your company, preparing your staff and ensuring your experience is a success.

Our 2026 general services contractor, Tricord, will be on hand to make move-in, move-out and ancillary service ordering as easy as possible.

If any questions may come up, please don't hesitate to reach out to me at [danielle@winebusiness.com](mailto:danielle@winebusiness.com).

Thank you again for participating in WiVi. We look forward to seeing you in March!

Sincerely,

Danielle Gomez  
Events Director  
Wine Business

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# Key Deadlines

**Final Booth Payment Due** December 12, 2025

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**Lead Retrieval Early Bird Discount Deadline** January 12, 2026

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**Advertise in the Show Program** February 6, 2026

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**Advance Order Discount Deadline** February 13, 2026

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**Online Booth Staff Registration** February 26, 2026

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**Advance Freight Warehouse Deadline** March 5, 2026

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# Show Information

**MARCH 12, 2026**

## **Paso Robles Event Center**

2198 Riverside Avenue  
Paso Robles CA 93446

### **EXHIBIT HALL HOURS**

MARCH 12            9:00 AM - 3:30 PM

### **REGISTRATION HOURS**

March 11            7:30 AM - 5:00 PM  
March 12            7:30 AM - 4:00 PM

### **EXHIBITOR MOVE IN**

MARCH 10            8:00 AM - 3:00 PM  
**Large equipment load-in only –**  
Contact [orders@tricord.net](mailto:orders@tricord.net) to schedule your  
large equipment delivery.

### **EXHIBITOR MOVE OUT**

MARCH 12            3:30 - 8:00 PM  
MARCH 13            8:00 AM - 12:00 PM

MARCH 11            8:00 AM - 3:00 PM  
**General exhibitor load-in & set-up**

### **SHOW MANAGER**

Contact:            Danielle Gomez  
E-mail:            [danielle@winebusiness.com](mailto:danielle@winebusiness.com)  
Phone:            313-443-7693

### **REGISTRATION**

Contact: Marissa Higgins  
E-mail: [wbm@executiveevents.com](mailto:wbm@executiveevents.com)  
Phone: 877-749-8826

### **ACCOUNTING**

Contact:            Katie Kohfeld  
E-mail:            [katie@winebusiness.com](mailto:katie@winebusiness.com)  
Phone:            707-940-3928

### **SPONSORSHIP & EXHIBIT SALES**

Contact:            Aidan O'Mara  
E-mail:            [aidan@winebusiness.com](mailto:aidan@winebusiness.com)  
Phone:            707-758-1769

# Schedule at a Glance

## **Tuesday, March 10, 2026**

8:00 AM - 3:00 PM: Large equipment load-in - Through Flowers Gate

Contact [orders@tricord.net](mailto:orders@tricord.net) for more information

## **Wednesday, March 11, 2026**

8:00 AM - 3:00 PM: General exhibitor load-in and set-up

3:30 - 5:30 PM: Bottle Bash Central Coast (Paso Robles Event Center- Mission Square)

Exhibitors are invited to join this gathering of winemakers, speakers, and board members to celebrate Central Coast Insights and WiVi Central Coast

## **Thursday, March 12, 2026**

7:30 AM: Registration opens

8:30 AM - 4:00 PM: Sessions

9:00 AM - 3:30 PM: Tradeshow

11:00 AM - 2:00 PM: Lunch in Exhibit Halls

3:30 - 8:00 PM: General exhibitor load-out (including large equipment)

## **Friday, March 13, 2026**

8:00 AM - 12:00 PM: Additional exhibitor load-out hours

# Booth Details & Registration Info

## Basic Booth Package

- Fireproof side and back wall draping in black
- One (1) 6' table skirted in black, Two (2) chairs, One (1) Wastebasket
- Complimentary Exhibit Hall passes to give to customers
- Four (4) Complimentary Exhibitor Staff badges. Badge holder entitled to attend WiVi sessions for additional fees. Exhibit staff must be pre-registered online by **February 26, 2026**. Your exhibitor badge grants you the following:
  - Exhibit Hall access March 11 - March 13
  - Bottle Bash, March 11
  - Cahoots' Tri-tip BBQ Lunch, March 12
- Additional Staff badges are \$35 in advance, \$45 regular, \$55 onsite
- **Information on registering your booth personnel will be emailed to the contact on your contract. If you have not received this information, please contact Marissa at [wbm@executiveevents.com](mailto:wbm@executiveevents.com)**
- Internet: Complimentary wireless internet is available in the Exhibit Halls.
- Trash Removal: Please keep your booth and outlying area debris-free. Trash will be collected on an ongoing, basis during set-up and load-out.
- Electricity: Basic power is provided with each booth. Exhibitors are responsible for supplying their own extension cords and power strips. If you need additional power, contact Freestyle Events by submitting the order form in this packet.
- Exhibitor Services: For booth furnishings, carpet and flooring, shipping/delivery, or setup/dismantle services, please contact TriCord by email at [orders@tricord.net](mailto:orders@tricord.net) or call 831-264-6215.
- Security: Commercial buildings are locked overnight. WiVi is not responsible for lost or stolen items. Take care with all valuables.

# Exhibit Arrival and Set Up

## Check-In Instructions

Drive into the Flowers Gate entrance on Gregory Road at the Paso Robles Event Center. Event staff will welcome you and direct you to your exhibit booth. Please check-in, unload and then remove your vehicle as quickly as possible to make way for others. Following load-in, please park your vehicle in the Carnival Lot ([Lot C](#)). There is no Exhibitor parking in the Riverside Avenue lots on any days. ([See Event Center Map](#)).

Any exhibitors who do not arrive by 3:00 PM on Wednesday, March 11 **must** make prior arrangements with event staff or risk their booth being converted to a water station. If you do not plan to set up your booth on March 11, please contact [danielle@winebusiness.com](mailto:danielle@winebusiness.com) to notify our team.

## Badges

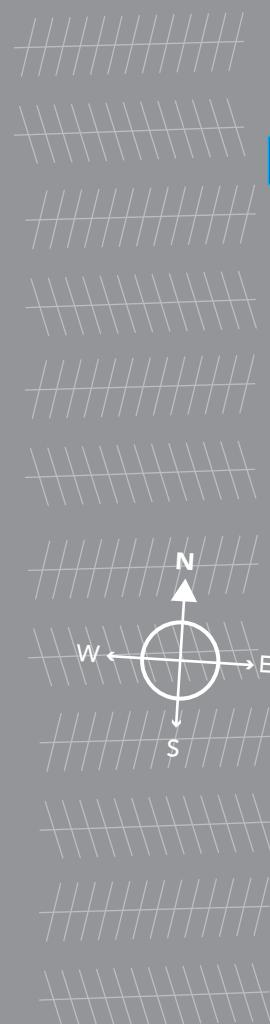
Company name badges are available at the main registration building window; see map on the next page.

## Show Day

There will be muffins, coffee and juice on Thursday morning, a hearty BBQ lunch by Cahoots, Firestone Beer Garden, wine tastings in the exhibit hall following lunch, and a lot of attendees making their rounds!

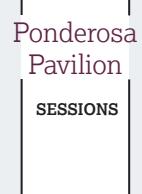


Paso Robles Event Center



Riverside Avenue

Entrance



Registration

# Exhibitor Rules

1. In addition to building regulations and local union practices, there are show rules that Wine Communications Group (WCG) enforces to provide a safe exhibit floor for attendees, while assuring each exhibitor the optimal use of their space. If your booth does not conform to these rules, please make prior arrangements to request a waiver. If you have any questions or doubts about whether your exhibit is too large, too tall, too heavy, too noisy, or includes anything that could be a problem, please email the show manager, [danielle@winebusiness.com](mailto:danielle@winebusiness.com)
2. Exhibit space fees must be paid in full to WCG.
3. Exhibitors are not permitted in other exhibitors' booths at any time, when the exhibit hall is not open to registrants.
4. Exhibitors must always be mindful of the security of items in their booth, including non-registrant hours, such as the hours exhibitors are allowed in the hall early and after hall hours at tear down. WCG is not responsible for loss or damage to exhibitor's property at any time. WCG strongly recommends that exhibitors: a) cover their small display items when the hall is closed to attendees; b) cable lock electronic equipment; c) remove high value items during non-show hours; d) do not ever leave briefcases/purses, laptops unattended; and e) carry insurance that includes coverage for theft and damage.
5. Any exhibit materials packaged for shipment, but not picked up by freight carrier by 12:00pm on March 13, 2026, will be "forced" on to any available carrier of the service contractor's choice. Any costs, penalties and fines associated with removal of the materials from the show floor will be billed to the exhibitor.
6. All building fire hoses, extinguisher cabinets and electric panels must be visible and accessible at all times.
7. Exhibitors are responsible for any damage done to the PREC property or equipment by their employees, contractors, volunteers, or other staff during the event, including move-in and move-out.
8. All electrical cords must be UL rated. Electrical cords must be safely secured prior to the event opening.
9. All decorations must be flame retardant. No nails, tacks, staples, adhesive or masking tape may be used on the walls, tables, chairs, or any other areas belonging to the Association. The only exception is the securing of electrical cords to the flooring or ground.
10. All exhibit booths, drapes, curtains, table covering skirts, carpet and other material used in a booth shall be constructed with non-combustible or flame-proof materials. Use of bark dust, mulch, chips, or hay, etc., is not allowed unless preapproved by the Fire Marshal's office.
11. All exhibitors are to keep all their exhibit items, tables, chairs, etc., within their assigned booth space. Nothing is to be placed in any aisle.
12. WCG reserves the right to rearrange floor plans and relocate any exhibit at any time.

## 2026 Pricing

1st License Fee

**\$225**

Additional Licenses Fee

**\$100**

iPhone Rental Fee

**\$250**

Early Bird Pricing  
Until January 12<sup>th</sup>, 2026

**\$275**

**\$125**

**\$250**

Standard Pricing  
Until March 11<sup>th</sup>, 2026

**\$325**

**\$150**

**\*NOT AVAILABLE**

Onsite Pricing

\*Rentals must be reserved prior to going onsite

### Finish your tasks!

- Purchase or Activate Licenses
- Watch Fetch Video
- Assign Licenses
- Review Qualifiers
- Review Materials
- Download Event Data

### EXHIBITOR TASKS

START HERE

NEXT

Use the link from your invite email or login to your [Fetch Portal here!](#)

OR

Account not setup?  
Click Order Now below to set up your account & join Fetch!

[Order Now](#)

NEXT

And **FINALLY**  
**CLICK HERE**  
to watch a  
**FETCH LEADS**  
**SETUP VIDEO**





1030 Carrier Parkway Ave  
Bakersfield, CA 93308  
Tel: (661) 324-1234  
info@freestyleevents.com

# Electrical Order Form 2026



COMPANY:

BOOTH #:

EVENT: WiVi Central Coast Trade Show

DATE(S): Thursday, March 12, 2026

## ELECTRICAL SERVICE

Prices are per day

**Electricity:** Basic power is provided with each booth. Exhibitors are responsible for supplying their own extension cords and power strips.

**120 Volt – Additional Requirement:**

QTY	PRICE	TOTAL
1000 Watts (10 AMPS)	\$150.00 ea	_____

**240 Volt Single & 208 / 480 Volt Three Phase Power**

QTY	PRICE	TOTAL
240V Single Phase Power	\$550.00 ea	_____
208V Three Phase Power Generator w/ Three Phase Cabling	\$1150.00 ea	_____
480V Three Phase Power Generator w/ Three Phase Cabling	\$1250.00 ea	_____

**Electrical Accessories**

15' Extension Cord	\$15.00 ea	_____
Power Strip	\$15.00 ea	_____

**Sub Total:** \_\_\_\_\_

+ Delivery, Setup & Strike: \$150

**TOTAL:** \_\_\_\_\_

Orders placed after March 1st 2026, will incur an additional \$100 rush fee. Applies only to actual power service not including electrical accessories.

## INSTRUCTIONS

**Order Deadline (5 Business Days)**

Orders must be received and confirmed a minimum of 5 business days before the event. Electrical services for orders received after the deadline, including orders received the day of the event can not be guaranteed. Orders not received and confirmed prior to the deadline will be reviewed individually by Freestyle Event Services to determine if sufficient equipment and electrical service exists to complete the order. It is highly recommended that orders are placed prior to the deadline.

**Service Locations**

This order form covers electrical services for the exhibitor trade show venue.

**Electrical Delivery**

Electrical service will be setup at the most convenient location determined by Freestyle Event Services at the back of the booth. If you require the outlet(s) to be distributed or moved to any other location, material and labor charges apply. There is a minimum 1 hour charge for installation and minimum 1 hour charge for removal. Please provide a floorplan of your booth layout indicating outlet locations if specific placement is required.

**Cancellations**

Credits will not be made for services delivered and not used.

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

Email: \_\_\_\_\_

Card Type: \_\_\_\_\_ Card #: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Card Holder Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

CC Billing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_



**WiVi 2026**  
**March 11-13, 2026**  
**Paso Robles Event Center**  
**Paso Robles, CA**

## TriCord Introduction Letter

Dear Exhibitor,

TriCord is pleased to advise you that we have been selected by Show Management to serve as your Official Service Contractor.

Your Exhibitor Kit contains all of the information and service order forms to ensure a successful marketing presentation. Please see the link below. The password to open this document is 2026wivi and it is case sensitive.

### [\*\*Click here to access the WiVi 2026 Exhibitor Kit\*\*](#)

Online ordering is now available. Log-in information will be automatically sent to the email address on file with the association at the time of registration. If you do not receive log-in information, or are not a registered contact, please contact us at (831)883-8600 or [orders@tricord.net](mailto:orders@tricord.net). To place your order online, log-in and follow the instructions. Be advised that a credit card is required to complete your order. An email will be sent confirming TriCord has received your order. The charges on your confirmation are not considered final until the show closes (material handling fees are added once freight is received and floor orders may be added.)

TriCord will still accept orders via email or fax. All orders need to be submitted with payment and exhibitor information. We do not accept orders over the phone.

To receive discounted rates, full payment must be submitted with your order, and received by the "Rental Discount Deadline" noted on the Show Information page. Orders received after that date, or without full payment will be processed at "standard pricing" as listed on the order forms. Orders paid via check or wire transfer will require a credit card on file to cover any variances with regards to material handling, labor and show site orders.

Please review our payment policies on the Payment and Exhibitor Information page. TriCord requires payment in full at the time you place your order, along with a completed credit card authorization form. Please notify your company representative scheduled to be on show site of our payment policy. No credits will be issued after the close of the show. Stop by the service desk prior to show close for concerns with charges.

We look forward to serving you from start to finish. If you need additional information or assistance with ordering, please contact our Exhibitor Services at:

**Email:** [orders@tricord.net](mailto:orders@tricord.net)  
**Phone:** (831) 883-8600  
**Fax:** (831) 883-8686

**738 Neeson Road  
Marina, CA 93933  
[www.tricord.net](http://www.tricord.net)**

Thank you,

TriCord Exhibitor Service Team

**[View our Privacy Policy HERE](#)**