WiVi

EXHIBITOR SERVICES MANUAL

February 25, 2027

Paso Robles Event Center

PRESENTED BY:

WINEBUSINESS MONTHLY

PASO ROBLES WINE COUNTRY ALLIANCE

www.wivicentralcoast.com

Welcome ***to WiVi Central Coast, the premier wine and viticulture conference and trade show in Central California.*** As an exhibitor, you'll have the opportunity to connect with wine industry professionals from across the Central Coast, 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 general services contractor, Tricord, is available to assist with move-in, move-out, furnishings, and other exhibitor services to help make your experience as smooth as possible.

If you have any questions, please don't hesitate to contact me at danielle@winebusiness.com. I'm happy to help. Thank you for being part of WiVi Central Coast 2027. We appreciate your participation and look forward to seeing you in February!

Sincerely,

Danielle Gomez
Events Director
Wine Business

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Key Deadlines

Final Booth Payment Due	December 4, 2026
Advertise in the Show Program	January 22, 2027
Lead Retrieval Early Bird Discount Deadline	January 24, 2027
Advance Order Discount Deadline	February 3, 2027
Online Booth Staff Registration	February 12, 2027
Advance Freight Warehouse Deadline	February 22, 2027

Show Information

FEBRUARY 25, 2027

Paso Robles Event Center
2198 Riverside Avenue
Paso Robles CA 93446

EXHIBIT HALL HOURS

February 25	9:00 AM - 3:00 PM

REGISTRATION HOURS

February 24	7:30 AM - 5:00 PM
February 25	7:30 AM - 3:30 PM

EXHIBITOR MOVE IN

February 23 8:00 AM - 3:00 PM
Large equipment load-in only –
Contact orders@tricord.net to schedule your large equipment delivery.

February 24 8:00 AM - 3:00 PM
General exhibitor load-in & set-up

EXHIBITOR MOVE OUT

February 25	3:00 - 8:00 PM
February 26	8:00 AM - 12:00 PM

SHOW MANAGER

Contact: Danielle Gomez
E-mail: danielle@winebusiness.com
Phone: 313-443-7693

REGISTRATION

Contact: Marissa Higgins
E-mail: wbm@executivevents.com
Phone: 877-749-8826

ACCOUNTING

Contact: Katie Kohfeld
E-mail: katie@winebusiness.com
Phone: 707-940-3928

SPONSORSHIP & EXHIBIT SALES

Contact: Aidan O'Mara
E-mail: aidan@winebusiness.com
Phone: 707-758-1769

Schedule at a Glance

Tuesday, February 23, 2027

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

Contact orders@tricord.net for more information

Wednesday, February 24, 2027

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, February 25, 2027

7:30 AM: Registration opens

8:30 AM - 3:30 PM: Sessions

9:00 AM - 3:00 PM: Tradeshow

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

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

Friday, February 26, 2027

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 12, 2027.** Your exhibitor badge grants you the following:
    - Exhibit Hall access February 24 - 25
    - Bottle Bash, February 24
    - Cahoots' Tri-tip BBQ Lunch, February 25
- Additional Staff badges are priced the same as the current attendee rate.
- **Information on registering your booth personnel will be emailed to the contact on your contract. If you have not received this information, please contact WBM Registration at wbm@executivevents.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 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).

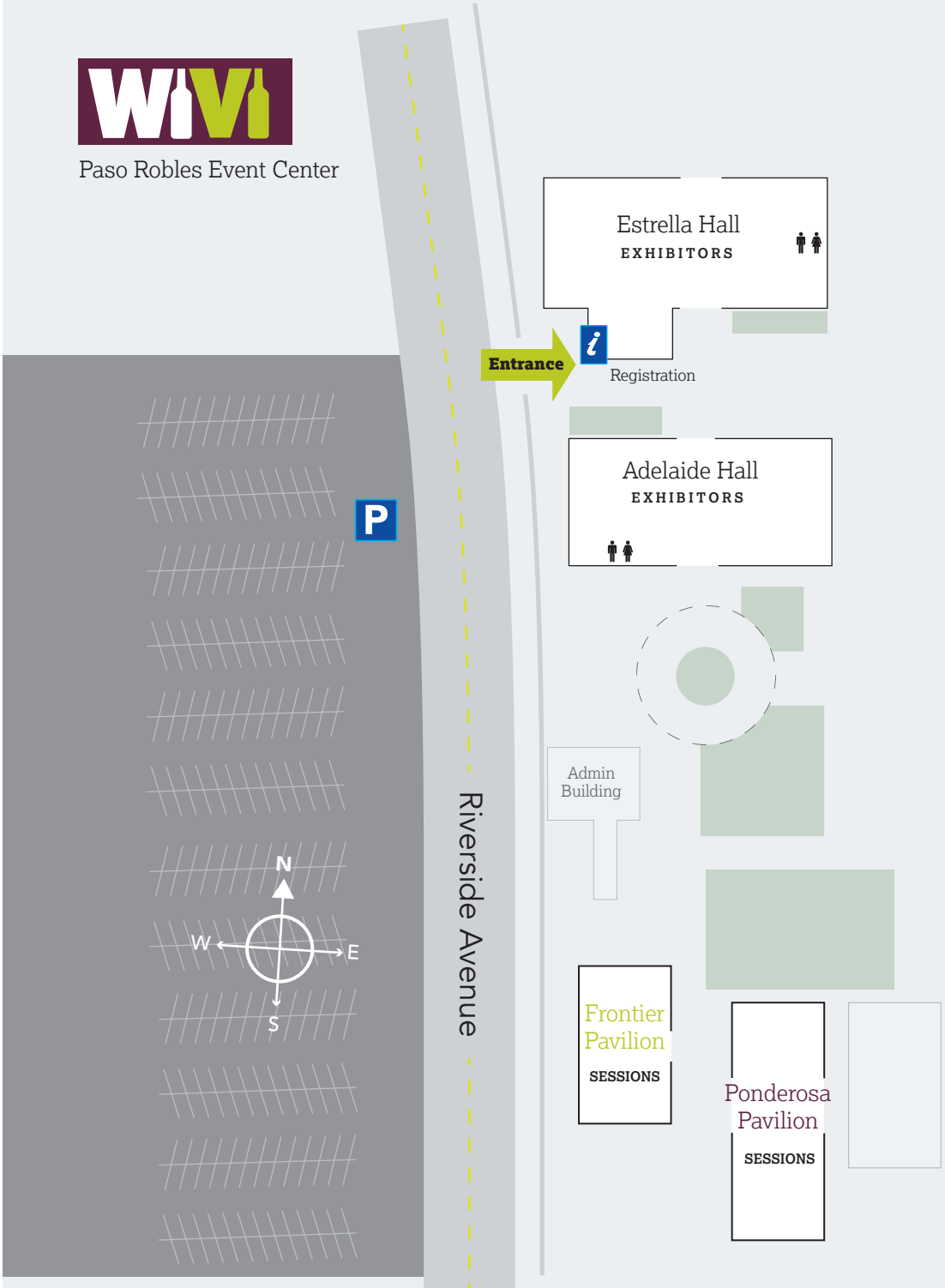
Any exhibitors who do not arrive by 3:00 PM on Wednesday, February 24 **must** make prior arrangements with event staff or risk their booth being converted to a water station. If you do not plan to set up your booth on February 24, please contact danielle@winebusiness.com to notify our team.

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!


WiVi
Paso Robles Event Center
Estrella Hall
EXHIBITORS
Entrance
Registration
Adelaide Hall
EXHIBITORS
P
Admin Building
Riverside Avenue
N
W
E
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Frontier Pavilion
SESSIONS
Ponderosa Pavilion
SESSIONS

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
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 February 26, 2027, 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.

ORDER FORM

LEAD RETRIEVAL

WiVi 2027
PASO ROBLES, CA

FEBRUARY 24 - 25, 2027

Maximize your ROI at this year's event with Fetch Lead Retrieval.
Fetch makes it easy to scan badges, capture qualified leads, add notes, and instantly export clean data so your team can focus on conversations instead of writing info. Purchase licenses, assign them to your onsite team, download and log into the Fetch Leads app, scan badges at the event. Collect lead data in real time, send company materials instantly, maximize ROI!

	FIRST LICENSE	ADDITIONAL	IPHONE RENTAL
Early Bird until January 24	$225	$100	$250
Standard until February 23	$275	$125	$250
On-Site	$325	$150	*N/A

FETCH LEADS WORKS ON ANY SMARTPHONE OR TABLET!
**RENTALS MUST BE REQUESTED PRIOR TO GOING ONSITE*

RETURNING USER? CLICK HERE TO ACCESS YOUR EXHIBITOR PORTAL

FIRST TIME USER? CLICK HERE TO SET UP YOUR EXHIBITOR PORTAL

NEED HELP? FETCH@EXECUTIVEVENTS.COM | 800-443-9343

fetch

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

Electrical Order Form 2027

COMPANY:	BOOTH #:
EVENT: WiVi Central Coast Trade Show	DATE(S): Thursday, February 25, 2027

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 February 10th, 2027 , 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:

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.

Click here to access the WiVi 2027 Exhibitor Kit

Password: 2027wivi (case sensitive)

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. 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
Phone: (831) 883-8600
Fax: (831) 883-8686

738 Neeson Road
Marina, CA 93933
www.tricord.net

Thank you,

TriCord Exhibitor Service Team

View our Privacy Policy HERE