WiVi Central Coast
February 25, 2027
Paso Robles Event Center

The largest gathering of wineries, growers and vendors on the Central Coast.

Sponsorship & Exhibit Opportunities
Aidan O'Mara | 707-758-1769
aidan@winebusiness.com

Platinum $10,000

- Four (4) premium exhibitor booths
- Logo recognition on select event signage
- Logo recognition in the show program
- Logo recognition in *WineBusiness Monthly* ads
- Complimentary banner ad on event website
- Logo recognition and web link on event website and select digital communications
- Opportunity to include a promotional item in tote bag distributed at registration
- Six (6) tickets for WiVi session passes and admission to the Iconic CABS of Paso Robles event
- Twelve (12) exhibitor staff passes
- Complimentary trade show passes for your winery customers
- Full-page color ad in the show program

Gold $7,500

- Two (2) premium exhibitor booths (end cap)
- Logo recognition on select event signage
- Logo recognition in the show program
- Logo recognition in *WineBusiness Monthly* ads
- Complimentary banner ad on event website
- Logo recognition and web link on event website and select digital communications
- Opportunity to include a promotional item in tote bag distributed at registration
- Four (4) tickets for WiVi session passes and admission to the Iconic CABS of Paso Robles event
- Eight (8) exhibitor staff passes
- Complimentary trade show passes for your winery customers

Silver $5,000

- One (1) premium exhibitor booth
- Logo recognition on select event signage
- Logo recognition in the show program
- Logo recognition in *WineBusiness Monthly* ads
- Logo recognition and web link on event website and select digital communications
- Opportunity to include a promotional piece in tote bag distributed at registration
- Two (2) tickets for WiVi session passes and admission to the Iconic CABS of Paso Robles event
- Four (4) exhibitor staff passes
- Complimentary trade show passes for your winery customers

Bronze $2,750

- One (1) premium exhibitor booth
- Logo recognition in the show program
- Logo recognition and web link on event website
- One (1) session pass and admission to the Iconic CABS of Paso Robles event
- Four (4) exhibitor staff passes
- Complimentary trade show passes for your winery customers

Customized Packages are available, contact Aidan O'Mara at 707-758-1769 or email aidan@winebusiness.com.
www.WiviCentralCoast.com

Sponsorship & Exhibit Opportunities

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Lunch Sponsor – $2,500 (Exclusive Opportunity)

- Afternoon networking lunch provides attendees and exhibitors with a convenient way to enjoy a meal together, all compliments of your company!
- Company recognized in the show program & website
- Logo placed on signage at networking lunch

Session Sponsor – $1,000 (6 Available)

- Showcase your company's strengths by becoming the official sponsor of an educational session
- Company logo displayed on session screens before each session and during break periods
- Pull-up signage allowed at the doors of designated session room (provided by sponsor, limit 1)
- One piece of collateral placed on each seat at start of first session (sponsor to provide)
- Collateral placed on small table at entrance to the main session room for entire day (sponsor to provide)

Lanyard – $4,000
(Exclusive Opportunity)

- Ensure every attendee and speaker sees your brand with your company's logo printed on each badge lanyard. WiVi event team to provide provide lanyards.

**Ask your sales manager about a 2 or 3 year contract discount!*

Coffee Station – $2,000
(Exclusive Opportunity)

- Put your company directly in attendees' hands throughout the day. This sponsorship includes your logo printed on disposable coffee cups along with tent card signage on coffee stations during the event. Sponsor to provide cups.

Tote Bag – $3,000 (Exclusive Opportunity)

- Distributed to every attendee when they collect their badge. Includes company logo in color on one side of the attendee bag. WiVi event team to pay for and provide tote bags.

Swag – $1,500

- One piece of collateral placed in each tote bag handed to all attendees at registration.
- Price may vary depending on size/weight of swag item.

Bottle Water – $2,500 (Exclusive Opportunity)

- Put your company directly in attendees' hands throughout the day. This sponsorship includes your logo on 8oz. water bottles in the main session room. Bottles will be set out in break and meal areas.
- Sponsor to provide bottled water. WiVi event team to distribute the bottled water at the event site.

Event Program Ads

- Back Cover (Full Page): $2,100
- Inside Back Cover (Full Page): $1,600
- Inside Front Cover (Full Page): $1,600
- Full Page: $1,300
- Half Page: $900
- Quarter Page: $650

Exhibitor Booth Packages

- Link to 2027 Floorplan
- Exhibit Floor Hours: Thursday, February 25: 9:00 am to 3:30 pm
- Booth rental includes one (1) skirted 6 ft table, Fireproof side & back wall draping in black, two (2) chairs, company ID sign and wastebasket
- Complimentary Wi-Fi and basic electricity included!
- Four (4) exhibitor staff badges and complimentary trade show passes for your winery customers
- 2027 Pricing: 10x10 Booth: $2,250
  10x8 Booth: $2,125

  Inquire with Aidan for specialty pricing on booths larger than 10x10 or sponsorship booths.
- To submit your 2027 booth selection, please fill out the contract on page 3.

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WiVi Central Coast
EXHIBITOR AND SPONSOR CONTRACT
February 25, 2027 | Paso Robles Event Center

COMPANY CONTACT INFORMATION

Please note that company name and contact information will be included on the event website and in the program guide AS PROVIDED: (Please type or print clearly)

ORGANIZATION NAME

COORDINATOR'S NAME

JOB TITLE

ADDRESS (NO P.O. BOXES PLEASE) COMPANY

CITY

STATE ZIP CODE

PHONE MOBILE

EMAIL

WEBSITE URL FOR LINKING LOGO

SIGNATURE DATE

METHOD OF PAYMENT

A minimum deposit of 50% must accompany signed contract. Final balance is due on or before **December 4, 2026**. Payment in full is due at time of signing for exhibitors who contract after December 4, 2026.

TO PAY BY CHECK: Please make a check payable to Wine Communications Group, with "WiVi Central Coast" in the memo. Mail checks to: Wine Communications Group. 584 First St East, Sonoma, CA 95476

TO PAY BY CREDIT CARD: You will be emailed an invoice/statement to pay online. Please add WiVi Central Coast in the memo.

We fully understand that this form shall become a binding contract upon acceptance of exhibit space by the applicant and is subject to the terms and conditions and rules and regulations set forth herein and on the second page, and as set forth in the Exhibitor Service Manual.

BOOTH PACKAGE

10x10 Booth. $2,250
8x10 Booth $2,125

1st Choice Booth #_____

2nd Choice Booth #_____

3rd Choice Booth #_____

Link to 2027 Floorplan

SPONSORSHIPS

Platinum . . . . . ☐ $10,000
Gold . . . . . ☐ $7,500
Silver. . . . . ☐ $5,000
Lanyard. . . . . ☐ $4,000
Tote Bag . . . . . ☐ $3,000
Lunch Sponsor . . . . . ☐ $2,500
Bronze. . . . . ☐ $2,750
Bottle Water . . . . . ☐ $2,500
Coffee Station. . . . . ☐ $2,000
Session Sponsor . . . . . ☐ $1,000
Swag . . . . . ☐ $1,500

Price may vary depending on size or weight of swag item

EVENT PROGRAM ADS

Back Cover (Full Page) . . . . . ☐ $2,100
Inside Back Cover (Full Page) . . . ☐ $1,600
Inside Front Cover (Full Page) . . . ☐ $1,600
Full Page . . . . . ☐ $1,300
Half Page . . . . . ☐ $900
Quarter Page: . . . . . ☐ $650

FOR OFFICE USE ONLY

Acceptance of Application: This contract for exhibit space is accepted and the space listed below is assigned to change at Management's discretion should circumstance require.

Booth Assigned: _____ Size of Space: _____ Sponsorship: _____ Total Charges $_____

AIDAN O'MARA
WiVi Sales Manager, Wine Communications Group | 584 First Street East, Sonoma, CA 95476 USA
Phone: 707-758-1769 | Email: aidan@WineBusiness.com

RULES AND REGULATIONS

1. SHOW MANAGEMENT – The owner of the WiVi Central Coast is Wine Communications Group. The exhibit management of the WiVi Central Coast is the duty of Wine Communications Group. The word “management” as specified in this contract, shall mean Wine Communications Group, and includes any agents, officers or employees who have been authorized to act for it.

2. EXHIBIT CONDITIONS - Facility lighting does not illuminate all areas evenly and effectively. Management will not assume responsibility for providing additional lighting. The exhibitor can order additional lighting at the prevailing rates. (See Exhibitor Service Manual). Management will not assume responsibility for the temperature levels of the exhibit hall during setup, show and tear down. Management reserves the option in any emergency to either substitute comparable display space if required by unforeseen circumstances, or to refund the exhibit fee. Exhibitors shall be bound by all pertinent laws, codes and regulations of municipal or other authorities having jurisdiction over the exhibit facility or the conducting of said exhibit, together with the rules and regulations of the owners and/or operators of the facility in which the exhibition is held.

3. SOLICITATION - Distribution of advertising material and exhibitor solicitation of any sort shall be restricted to the exhibitor’s booth. Exhibitor’s exhibit or product may not extend into any aisle. No exhibitor shall so arrange his exhibit to obscure or prejudice adjacent exhibitors.

4. SUBLETTING OF SPACE - Exhibitor agrees not to assign, sublet, or apportion space or any parts thereof allotted to him, not to exhibit or advertise goods other than manufactured or sold by him in the regular course of business unless approved in writing by Management.

5. CANCELLATION AND REFUND POLICY - Cancellation of all, or part, of the exhibit space must be in writing to management. Exhibitors canceling before three months prior to the event forfeit 50% of the total rental. No refund after this time. Platinum, Gold, and Silver sponsorships are non-refundable. All other sponsor opportunities, including Bronze Sponsorships, may be canceled according to the Exhibitor Cancellation Policy.

6. FAILURE TO PAY -Show Management will make reasonable efforts to notify exhibitors of outstanding balances; however, failure to receive full payment 14 days prior to the event start date will result in cancellation of booth space without notice.

7. INSURANCE - Exhibitor shall carry its own insurance. Management and the exhibition facility assume no responsibility for the safety of the properties of exhibitor, its officers, agents or employees from theft, damage by fire, accident or any other cause whatsoever, and the exhibitor expressly agrees to save and hold harmless Management, the sponsor, and the exhibition facility and their respective management, agents and employees from any and all liability resulting from injuries or damage to exhibitor, its agents, employees, persons and/or properties in connection with the exhibitor’s use of exhibit space.

8. EXHIBITOR SERVICE MANUAL - Management will furnish an Exhibitor Service Manual to the exhibitor prior to the exhibition. This manual will include specifications for shipping, exhibition hours, setup hours, security, drayage, labor requirements, labor rates, electricity, lighting, water, carpeting, furniture, telephones, food and beverage service, etc. This manual is to be read over carefully by the person in charge of preparing the exhibit.

9. SERVICE ORGANIZATIONS - Management shall designate contractors to perform work at exhibitor’s expense where not otherwise done by Management pursuant to this Contract. Where union personnel are required by the Exhibition Facility or by contractors involved, it shall be the exhibitor’s responsibility to comply with such requirements, in no event shall Management be responsible for the conduct of contractors or their employees. Management assumes no responsibility for failure to perform by contractors, their charges, or any other matter relating to contractors or the Exhibition Facility.

10. BOOTHS - A standard booth package (6’ draped table, 2 side chairs, back and side wall draping, identification sign) is provided by Management without cost to the exhibitor. If an exhibitor plans to install a completely constructed display of such a character that the exhibitor will not require or desire the use of standard booth equipment, no part thereof shall so project as to obstruct the view of adjacent booths. No display may exceed a height of eight feet on the back wall nor be higher than side wall specifications, without the consent of Management in writing (See Exhibitor Service Manual for specifications and restrictions).

11. MUSIC, PHOTOGRAPHY AND COPYRIGHTED MATERIAL - Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in exhibitor’s booth, display, hospitality suite or any form of entertainment. No exhibitor will be permitted to play, broadcast or have performed any music or use any other copyrighted material, such as photographs or other artistic works, without first presenting to Management proof satisfactory that the exhibitor has or does not need a license to use such music or copyrighted material. Management reserves the right to remove from the exhibitor all or any part of any booth, display, hospitality suite or any form of entertainment that incorporate music, photographs, copyrighted material and for which the exhibitor fails to produce proof that the exhibitor holds all required licenses. The exhibitor shall remain liable for, and shall indemnify and hold Management, their agents and employees, harmless from all loss, cost, claims, causes of action, suits, damages, liability, expenses and costs, including reasonable attorney’s fees, arising from or out of any violation or infringement (or claimed violation or infringement) by exhibitor, exhibitor’s agents or employees of any patent, copyright or trade secret rights or privileges.

12. TAXES AND LICENSES - Exhibitors shall be responsible for obtaining any licenses, permits, or approvals required under local, state or federal law applicable to their activity at the exhibition. Exhibitor shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees or other charges that shall become due to any governmental authority in connection with their activities at the exhibition.

13. ELIGIBLE EXHIBITS - Exhibits will be limited to those companies or other entities offering materials, products, or services of specific interest to registrants. Management reserves the right to determine the eligibility of any product for display. Exhibiting manufacturers’ representatives must list his participating principals as the exhibitors of record. Only the sign of the Exhibitor whose name appears upon the face of this contract may be placed on the booth or in the printed list of Exhibitors of the Exhibition. No exhibits or advertising will be allowed to extend beyond the space allotted to the exhibitor, or above the back and side rails.

14. LIMITATION OF LIABILITY - The Exhibitor agrees to indemnify and hold harmless the Management, the Co-Sponsors, Owner, Exhibition Hall Facility, and City in which this Exhibition is being held, and their Officers, Agents and Employees, against all claims, losses, suits, damages, judgments, expenses, costs and charges of every kind resulting from its occupancy of the space herein contracted for by reason of personal injuries, death, property damages or any other cause sustained by any persons or others. The Management shall not be responsible for loss or damage to displays or goods belonging to exhibitors, whether resulting from fire, storms act of God, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats or other causes. All such items are brought to the Exhibition and displayed at Exhibitor’s own risk and should be always safeguarded. Management services of a reputable protective agency during the period of installation, show and dismantling, and Exhibitor agrees that the provision of such services constitutes adequate discharge of all obligations of the Management to supervise and protect Exhibitor’s property within the Exhibition. Exhibitors may furnish additional guards at their own cost and expense only with prior approval by Management. The Exhibitor agrees that Management shall not be responsible in the event of any errors or omission in the listings in the Exhibitors’ Official Directory and in any promotional material. Exhibitor agrees to indemnify Management against and hold it harmless for any claims and for all damages, costs and expenses, including, without limitation, attorneys’ fees and amounts paid in settlement, incurred in connection with such claims arising out of the acts of negligence of Exhibitor, his Agents or Employees.

15. DEFAULT IN OCCUPANCY - If exhibition space is not occupied by the time set for completion of installation of displays, such space may be possessed by Management for such purposes as it may see fit.

16. DAMAGE TO PROPERTY - Exhibitor is liable for any damage caused to building floors, walls or columns, or to standard booth equipment, or to other Exhibitor’s property. Exhibitor may not apply paint, lacquer, adhesives or other coating to building columns and floors or to standard booth equipment.

16. SOUND LEVEL - Mechanical or electrical devices that produce sound must be operated so as not to prove disturbing to other Exhibitors. Management reserves the right to determine the acceptable sound level in all such instances.