



WINES & VINES PACKAGING CONFERENCE
35 Maple St, Sonoma, CA 95476

EXHIBITOR HANDBOOK

PACKAGING CONFERENCE 2019

Conference date, time and location:

August 8, 2019

8am-3:30pm

Lincoln Theater, 100 California Drive, Yountville, CA 94599

DISPLAYS (WHAT WILL I HAVE? WHAT CAN I BRING?)

- Set up times are 1pm-5pm on August 7th, and 7am-8am on August 8th. You can unload in the circle drive at the building entrance, then park in one of several lots belonging to the theater complex. Parking signs and attendants will be in place to guide you to designated parking areas. A new Parking Map is available here on the website WVPack.com
- Most of you have an exhibit space approximately 10 feet wide by 5 feet deep. Height in most exhibit areas is more than 15 feet since this is a two-story Lobby.
- Wines & Vines will be contacting you with a link to place your order for table and chairs. **Please complete your order by June 30th so that our furniture rental for you is correct.**
- Wines & Vines provides an electrical connection, and the building will have boosted WiFi.
- Break down times: You can break down your exhibit at 4pm when the Awards Session ends.

You can bring a standing backdrop no more than 10 feet wide, or standing signs. There are no walls behind you for hanging signs.

You can bring or ship any display pieces that are small enough for a single hand truck or person to carry or roll in through a normal doorway. 100# maximum weight. Shipments can only arrive at the building on August 6th or 7th.

Ship to:

Wines & Vines Packaging Conference

(your company and exhibit number)

Attn: Christian Parks

Lincoln Theater

100 California Drive

Yountville, CA 94599



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LODGING

We can recommend a couple of hotels just south of the conference site:

[Hilton Garden Inn at north Napa](#)

[Best Western Ivy Hotel in north Napa](#)

[Napa Valley Marriott](#)

RULES AND REGULATIONS (THESE ARE SHORT!)

- ***You may not pour wine in your booth, and please do not bring wine to serve. Wine pouring is restricted to the Lobby Bars only.***
- Exhibitors may not attend the Sessions unless you arranged a specific badge to do so. Email events@winesbusiness.com and ask Tina if you are not sure what type of badge you have.

REVERSE CONFERENCE SCHEDULE

(WHEN WILL PEOPLE VISIT OUR EXHIBITS?)

Please note: about 25% of attendees have trade show-only passes and will be in the Exhibits throughout the day. Do not leave your booth unattended.

8am-8:45am: Registration, breakfast and exhibits are all in the central Lobby exhibits areas. There will be a Coffee Truck outside in the circle drive from 7am-noon.

10:30am-11:00am: The first Interactive Break happens in the Lobby exhibits areas!

- The Packaging Design Competition features displays of the packages entered, on the Mezzanine. Encourage winery attendees to view the displays and vote! They could win a door prize for participating.
- The Innovation Station will be on the Lobby Mezzanine upstairs for attendees to visit throughout the day.
- There are 3 Sampling Bars located in the downstairs Lobby. The Bars will feature pours of trial wines and discussion of packaging choices, equipment and production.



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11:45am-1pm: Lunch is served buffet-style. Small high-top tables will be scattered around the lobby areas and patios outside for people to eat casually. We encourage you to eat with the attendees and network with them, then visit with them at your booth during the long lunch break.

Remind attendees that 1pm is their deadline to vote in the Design Contest!

2pm-2:15pm: Afternoon break between sessions, with soft drinks served in the Lobby areas.

3:00pm: Sessions are over for the day. Packaging Award winners were announced and Awards given in the Theater. A door prize is awarded to a winery person for participating in the voting. You can break down your exhibit and pack up. We must clear the building by 6pm on August 8th.

Exhibitors who have outgoing shipments: There will be a loading area backstage for storing your re-packed cartons for outgoing shipment on August 9. Please have Return Shipment labels prepaid and ready to affix to your outgoing cartons after packing up.