



WINES & VINES

65 Mitchell Blvd., Suite A
San Rafael, CA 94903
(866) 453-9701
www.winesandvines.com
www.wvpack.com

EXHIBITOR HANDBOOK

PACKAGING CONFERENCE 2017

Conference date, time and location:

August 16, 2017

8am-4:30pm

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 15th, and 7am-8am on August 16th. 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 will be uploaded to 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 July 15 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 4:30pm when the Awards Presentation 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 14th or 15th.

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 reasonable 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@winesandvines.com and ask Tina or Ian 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 Non-Sessions trade show passes and will be in the Exhibits throughout the day. Do not leave your booth unattended.

8am-9am: 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 Hour 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.
- Speed Dating with Designers happens on the Lobby Mezzanine upstairs. 6-12 designers will be set up with large round tables with chairs, and winery people get 10 minutes with each design firm to discuss a package they want to launch, or change, or develop.
- 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.

2pm-2:45pm: Afternoon break between sessions, another Interactive Hour, and soft drinks will be served in the Lobby areas.

Remind attendees that 2:45 is their deadline to vote in the Design Contest!

4:00pm: Sessions are over for the day. Packaging Award winners are announced and Awards are given in the Theater. A door prize is awarded to a winery person for participating in the voting.

4:30pm: You can break down your exhibit and pack up. We must clear the building by 6pm on August 16th.

Exhibitors who have outgoing shipments: There will be a loading area backstage for storing your re-packed cartons for outgoing shipment on August 17. Please have Return Shipment labels prepaid and ready to affix to your outgoing cartons after packing up.