



## EXHIBITOR SERVICES MANUAL



**March 29, 2023**

Paso Robles Event Center

PRESENTED BY

**WINE BUSINESS MONTHLY**



[www.wivcentralcoast.com](http://www.wivcentralcoast.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 area. WiVi remains the place to be, drawing wine professionals from Santa Cruz to Santa Inez.

*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 employees, and ensuring your experience is a success.*

*Our 2023 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 Robb  
Events Director  
Wine Business*

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# Key Deadlines

<b>Final Booth Payment Due</b>	December 16, 2022
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<b>Certificate of Insurance Due</b>	February 1, 2023
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<b>Advertise in the Show Program</b>	February 9, 2023
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<b>Advance Order Discount Deadline</b>	March 10, 2023
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<b><a href="#">Online Booth Staff Registration</a></b>	March 15, 2023
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<b>Advance Freight Warehouse Deadline</b>	March 23, 2023
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# Show Information

**MARCH 29, 2023**

## **Paso Robles Event Center**

2198 Riverside Avenue

Paso Robles CA 93446

### **EXHIBIT HALL HOURS**

MARCH 29                      9:00 AM - 4:00 PM

### **REGISTRATION HOURS**

March 28                      8:00 AM - 5:00 PM

March 29                      7:30 AM - 2:00 PM

### **EXHIBITOR MOVE IN**

MARCH 27                      8:00 AM - 3:00 PM

Large equipment load-in –

Contact [jordan@tricord.net](mailto:jordan@tricord.net) to schedule your large equipment delivery.

MARCH 28                      8:00 AM - 4:00 PM

General exhibitor load-in & set-up

### **EXHIBITOR MOVE OUT**

MARCH 29                      4:00 - 8:00 PM

MARCH 30                      8:00 AM - 12:00 PM

### **SHOW MANAGER**

Contact:                      Danielle Robb

E-mail:                        [danielle@winebusiness.com](mailto:danielle@winebusiness.com)

Phone:                        313-443-7693

### **REGISTRATION**

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:                      Tamara Leon

E-mail:                        [tleon@winebusiness.com](mailto:tleon@winebusiness.com)

Phone:                        707-940-3937

# Schedule at a Glance

## **Monday, March 27, 2023**

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

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

## **Tuesday, March 28, 2023**

8:00 AM - 4:00 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.

## **Wednesday, March 29, 2023**

7:30 AM: Registration opens

8:30 AM - 3:30 PM: Sessions

9:00 AM - 4:00 PM: Tradeshow

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

4:00 - 8:00 PM: General exhibitor load-out (including large equipment)

## **Thursday, March 30, 2023**

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
- Five (5) 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 March 15, 2023. Your exhibitor badge grants you the following:
  - Exhibit Hall access March 28 - March 29
  - Bottle Bash, March 28
  - Lunch, March 29
- 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 [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 Danielle at [danielle@winebusiness.com](mailto:danielle@winebusiness.com)
- Exhibitor Services: For booth furnishings, carpet and flooring, shipping/delivery, or setup/dismantle services, please contact Jordan Pezzini at TriCord, [jordan@tricord.net](mailto:jordan@tricord.net), 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

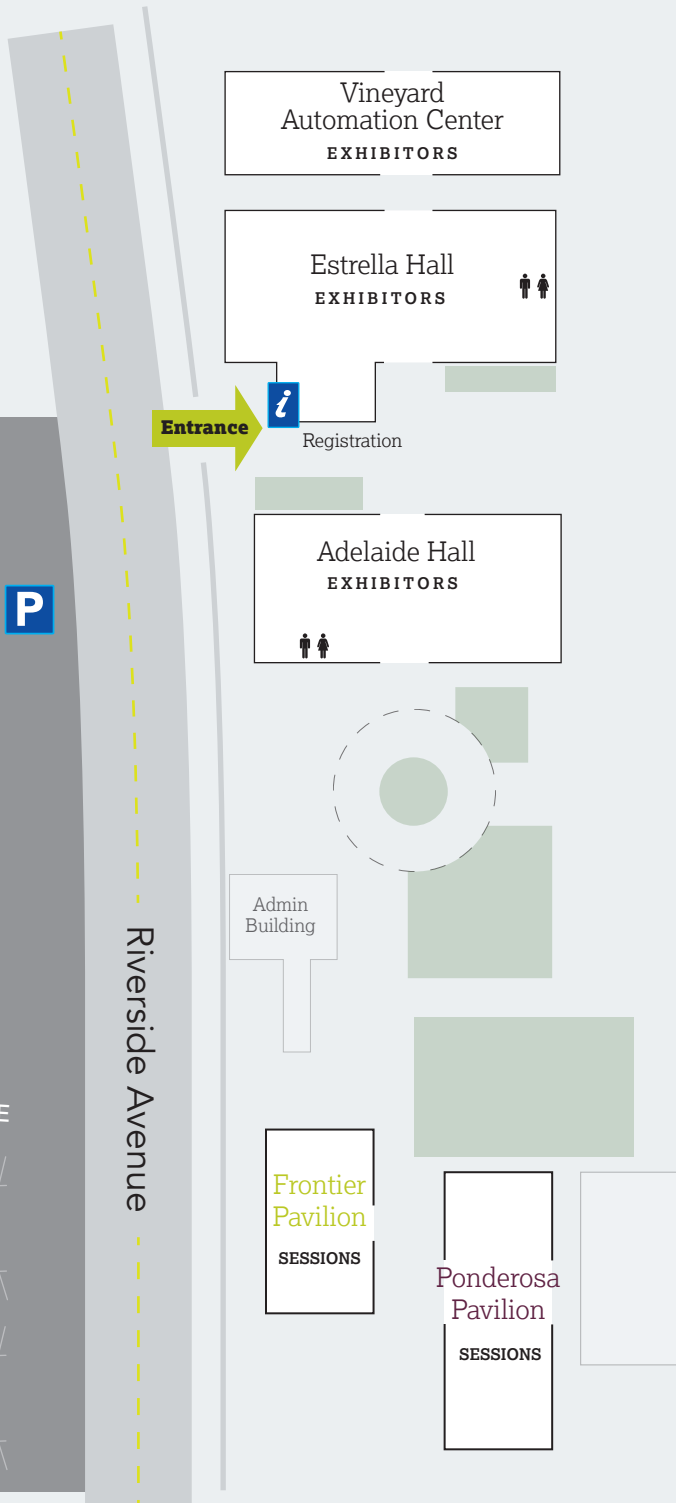
**Check-in:** Please check-in, unload and then remove your vehicle as quickly as possible to make way for others. Following load-in, please park your vehicle in the Carnival Lot ([Lot C](#)). There is no Exhibitor parking in the Riverside Avenue lots on any days. ([See Event Center Map](#)).

**Badges:** Name badges are available at the main registration window; see map on next page.





Paso Robles Event Center



# Exhibitor Rules

1. In addition to building regulations and local union practices, there are show rules which 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 and required liability insurance certificates supplied to WCG, before booth set up may begin.
3. Exhibitors are not permitted in other exhibitor's booths at any time when the exhibit hall is not open to registrants.
4. Exhibitors must be always 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 30, 2023, 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-proofed 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.

## 2023 CERTIFICATE OF LIABILITY INSURANCE & ADDITIONAL INSURED ENDORSEMENT REQUIREMENTS

WiVi Central Coast Conference & Tradeshow

March 29, 2023

**Policy Coverage Dates: March 27 - March 30, 2023**

Paso Robles Event Center, Paso Robles, California, USA



Our ability to maintain our insurance as required coverage for this event necessitates that a Certificate of Liability Insurance and Additional Insured Endorsement CG 2026 be provided by the Exhibitor. There will be a cost associated with each option below.

**You may choose one option below:**

### 1 Current Commercial General Liability Insurance Policy

To utilize your current Commercial General Liability (CGL) insurance policy, we suggest contacting your insurance agent to obtain a quote for a certificate of liability insurance and CG 2026 endorsement. **We will only accept a CG 2026 for your endorsement.** Your insurance shall be primary and non-contributory to any insurance held by WiVi Central Coast. Insurance held by WiVi Central Coast shall be in excess of your primary insurance.

If your insurance provider is unable to issue a CG 2026 for your current Commercial General Liability (CGL) insurance policy, you must purchase a Single Event Liability Policy that will provide you with a certificate of insurance and CG 2026 endorsement for this event. Refer to option 2 below.

### 2 Single-Event Liability Policy

We have identified the following single-event liability insurance provider.

#### 1. Rain Protection Insurance

Premium rate per policy for exhibitors is \$84. Please see the enrollment form.

There is no endorsement of these providers inferred by or in a business agreement with the Wine Communications Group, Inc. We receive no incentives or financial benefit from these providers.

**Please submit your Certificate of Liability Insurance with Additional Insured Endorsement CG 2026 to:**

Wine Communications Group, Inc

DBA: WiVi Central Coast

584 First Street East, Sonoma, CA 95476 USA

Email: [danielle@winebusiness.com](mailto:danielle@winebusiness.com)



Please submit your Certificate of Liability Insurance with your Additional Insured Endorsement Form issued for your current Commercial General Liability (CGL) policy. All sections must be completed as done in the example and in English.

- 1 Minimum insurance limits in US Dollars as listed.
- 2 Insurance Company must be located and licensed to do business in the USA.
- 3 The Insured Name on the certificate must be identical to the Legal Entity name listed on the exhibit contract.
- 4 Occur box must be selected for Type of Insurance.
- 5 Additional Insured box must be selected.
- 6 Policy number.
- 7 Policy period must cover the dates of the show week  
3/27/23 - 3/30/2023.
- 8 Name event, dates and endorsement form number.
- 9 Additional Insured endorsement (Form CG 2026) must be attached to the certificate (see next page).

# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER	CONTACT NAME
Insurance Agent Name/Address	PHONE (A/C, No, Ext):
	FAX (A/C, No):
	E-MAIL ADDRESS:
	INSURER(S) AFFORDING COVERAGE
	NAIC #
INSURED (AS NAMED IN POLICY)	INSURER A : Insurance Company Name
Insured Name/Address	INSURER B :
	INSURER C :
	INSURER D :
	INSURER E :
	INSURER F :

**COVERAGES** **CERTIFICATE NUMBER:** **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADOL SUBR INSR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
X	GENERAL LIABILITY		(Policy Number Mandatory)	(Policy term must cover event dates)	Current Policy Period	EACH OCCURRENCE \$1,000,000
	COMMERCIAL GENERAL LIABILITY					DAMAGE TO RENTED PREMISES (Ea occurrence) \$50,000
	CLAIMS-MADE X OCCUR					MED EXP (Any one person) \$1,000
	PERSONAL & ADV INJURY \$1,000,000					
	GEN'L AGGREGATE LIMIT A PER: POLICY PRO-JECT LOC					GENERAL AGGREGATE \$2,000,000
	PRODUCTS - COMPIOP AGG					\$1,000,000
	AUTOMOBILE LIABILITY					COMBINED SINGLE LIMIT (Ea accident) \$
	ANY AUTO					BODILY INJURY (Per person) \$
	ALL OWNED AUTOS					BODILY INJURY (Per accident) \$
	SCHEDULED AUTOS					PROPERTY DAMAGE (Per accident) \$
	HIRED AUTOS					\$
	UMBRELLA LIAB					EACH OCCURRENCE \$
	EXCESS LIAB					AGGREGATE \$
	DED RETENTION \$					\$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY					WC STATUTORY LIMITS OTHER
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICEMEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below					E.L. EACH ACCIDENT \$
						E.L. DISEASE - EA EMPLOYEE \$
						E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

WiVi Central Coast Conference & Tradeshow at Paso Robles Event Center held on March 29, 2023. Additional insureds per endorsement CG 2026 attached. This insurance shall be primary and non-contributory.

CERTIFICATE HOLDER	CANCELLATION
Wine Communications Group, Inc. DBA: WiVi Central Coast 584 First Street East Sonoma, CA 95476	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE

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Wine Communications Group, Inc DBA:  
WiVi Central Coast  
584 First St. East, Sonoma, CA 95476  
Email: [danielle@winebusiness.com](mailto:danielle@winebusiness.com)

**9** See next page for Form CG 2026 sample



## 2023 Liability Insurance Certificate & Additional Insured Endorsement Requirements

### Additional Insured Endorsement CG 2026 Sample

Please submit your Additional Insured Endorsement Form with your Certificate of Liability Insurance issued for your current CGL policy. All sections must be completed as shown in the example.

**Your Additional Insured Endorsement Form CG 2026 must list the following:**

1. Wine Communications Group, Inc  
DBA: WiVi Central Coast
2. City of Paso Robles
3. Paso Robles Event Center
4. The 16th Agricultural Association
5. Policy number

These requirements are per your application terms.

The event will be held at the Paso Robles Event Center, 2198 Riverside Avenue, Paso Robles, CA 93446

POLICY NUMBER: (Policy Number Mandatory)

COMMERCIAL GENERAL LIABILITY  
CG 20 26 04 13

THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

### ADDITIONAL INSURED - DESIGNATED PERSON OR ORGANIZATION

This endorsement modifies insurance provided under the following:

COMMERCIAL GENERAL LIABILITY COVERAGE PART  
SCHEDULE

Name Of Additional Insured Person(s) Or Organization(s):

City of Paso Robles;  
16th District Agricultural Assoc. Paso Robles Event Center  
2198 Riverside Avenue  
Paso Robles, CA 93446

Information required to complete this Schedule, if not shown above, will be shown in the Declarations.

A. Section II - Who Is An Insured is amended to include as an additional insured the person(s) or organization(s) shown in the Schedule, but only with respect to liability for "bodily injury", "property damage" or "personal and advertising injury" caused, in whole or in part, by your acts or omissions or the acts or omissions of those acting on your behalf:

1. In the performance of your ongoing operations; or
2. In connection with your premises owned by or rented to you.

However:

1. The insurance afforded to such additional insured only applies to the extent permitted by law; and
2. If coverage provided to the additional insured is required by a contract or agreement, the insurance afforded to such additional insured will not be broader than that which you are required by the contract or agreement to provide for such additional insured.

B. With respect to the insurance afforded to these additional insureds, the following is added to Section III - Limits Of Insurance:

If coverage provided to the additional insured is required by a contract or agreement, the most we will pay on behalf of the additional insured is the amount of insurance:

1. Required by the contract or agreement; or
  2. Available under the applicable Limits of Insurance shown in the Declarations;
- whichever is less.

This endorsement shall not increase the applicable Limits of Insurance shown in the Declarations.

**Note: Your insurance carrier must be located in and licensed to do business in the U.S.A**

**Submit Endorsement with Certificate by February 1, 2023 to:**

Wine Communications Group, Inc DBA:  
WiVi Central Coast  
584 First Street East, Sonoma, CA 95476  
Email: danielle@winebusiness.com



**RAINPROTECTION.INSURANCE**

WHERE YOUR EVENT GETS INSURED

Rainprotection is an Authorized Official Insurance  
Supplier for Wine Communication Group, Inc.

## Exhibitor Liability Insurance Program

As a standard requirement for all our show exhibitors, it is necessary for you to carry general liability coverage from an insurance company in good standing with minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 aggregate. Insurance Coverage is not optional.

This insurance must be in force during the lease Coverage Dates of, March 27-30, 2023, naming Wine Communication Group, Inc (584 1st St, East Sonoma CA 95476) as the certificate holder. The following must be named as additional insured: Wine Communication Group, Inc DBA WiVi Central Coast, Paso Robles Event Center, the 16th District Agricultural Association, the State of California, The California Fair Services Authority, Country Fair, California Exposition and State Fair.

## Rainprotection Insurance Program

If you do not have insurance, or you would rather not use your own insurance, (similar to when you rent a car – so that claims would not be filed against your policy), we have set up a program with Rainprotection Insurance through which, you can purchase compliant insurance instantly online for only \$84.

### Benefits of using this program:

- No Deductible – unlike your corporate policy, Rainprotection's policy has no deductible. Should there be a claim, you will have no out of pocket costs and your future rates will not go up since you would not need to submit a claim on your policy.
- No Hassles – you will not need to go back and forth with your broker adding additional insureds and making your insurance compliant with show requirements
- Coverage for exhibitors who do not have an existing policy
- Coverage for international exhibitors whose insurance will not cover them in the U.S.A.
- Easy and Inexpensive to purchase instantly online
- Already pre-filled with all the proper show information.
- Submitted to show management for you - Once purchased, they automatically receive a copy

## Make This Process Simple - Purchase Your Insurance Now and Forget About It

Click the link below to purchase your Liability Insurance for just \$84

<https://securevendorinsurance.com/RainprotectionGroupVendor/ApplicantInformation?GroupEventKey=1afc1ec9af3a>

### **NON USA EXHIBITORS**

When filling in your company information it will ask for a phone number and address.  
Please use the following: Address - 2198 Riverside Avenue, Paso Robles, CA 93446  
Phone Number - (800) 528-7975

**After reading the above information**, if you still decide to use your own insurance, please make it compliant and then submit a copy to:

[danielle@winebusiness.com](mailto:danielle@winebusiness.com)

### **Are you worried about lost, stolen, or damaged merchandise?**

**We also offer Equipment/Merchandise/Display Insurance**

All exhibitors are strongly urged to obtain full-coverage temporary insurance for their merchandise and displays while in transit and while at the exposition.

Please complete and return the Enrollment Form below:

[Click Here for the Instant Equipment Insurance Enrollment Form](#)





WiVi 2023  
March 28-30, 2023  
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 **2023wivi** and it is case sensitive.

[Click here to access the WiVi 2023 Exhibitor Kit](#)

Online ordering will also be 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) or [jordan@tricord.net](mailto:jordan@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](#)**

Need more help? Please email us with any questions or concerns, [orders@tricord.net](mailto:orders@tricord.net) or call (831) 883-8600