

A PALM SPRINGSLIFE EVENT

PALM DESERT FOOD & WINE

PRESENTED BY AGUA CALIENTE CASINO RESORT SPA
AT THE GARDENS ON EL PASEO • MARCH 23-25, 2018

WINERY GRAND TASTING FACT SHEET

Thank you so much for participating in the Palm Desert Food & Wine Grand Tasting event. Palm Desert Food & Wine Festival has become Southern California's showcase of the world's premium wine, beer, and spirits producers, as well as nationally recognized award-winning chefs and local culinary celebrities. The 2-day Grand Tasting event features more than 40 restaurants, 60 premium wines, liquor tastings, and chef demonstrations on 3 stages. Reserve your spot for this very exciting event.

GRAND TASTING EVENT HOURS

Premier Pass Admission:

- Saturday, March 24, 2018, 11 a.m. to 4 p.m.
- Sunday, March 25, 2018, 11 a.m. to 4 p.m.

General Admission:

- Saturday, March 24, 2018, 12 p.m. to 4 p.m.
- Sunday, March 25, 2018, 12 p.m. to 4 p.m.

The Grand Tasting tent will be open at 8 a.m. for setup. You must be set up 30 minutes prior to the Premier opening of the Grand Tasting (by 10:30 a.m.).

SAMPLING

We expect 4,000 attendees over 2 days. You must provide approximately 3-5 cases per day.

BADGES AND TICKETS

Grand Tasting event: Participating Exhibitors are allotted two (2) badges per exhibit space at no charge. Additionally, Participating Exhibitors may purchase an additional two (2) badges at \$50 each for the Festival.

All badges will be mailed to you with your information packet two weeks prior to the event. Up to two (2) additional discounted event tickets for clients may be purchased for 50% off the listed prices for the Grand Tasting event.

Please be advised that these do not grant the ticket holder admission into the gate until the event begins. These are not intended for people working your booth. Extra badges and discounted tickets must be purchased by March 15, 2018. Additional badge requests and discounted ticket requests made after March 15, 2018 are not guaranteed.

TIPS FOR HAVING A SUCCESSFUL GRAND TASTING:

- Decorate your table with items that represent you
- Leave a lasting impression
- Have friendly people at your booth to help promote your business
- Build your brand and create new guests

For any questions, please call Dominic Peterson at 760-464-5965 or email to dominicp@palm Springslife.com