

Harry Bridges Memorial Park Long Beach, CA



### **2025 LIFESTYLE EXHIBITOR INFORMATION**

LAWineFest will celebrate it's 20th anniversary in June 2025. This popular event blazed a trail in LA to bring wine and wine lovers together in a fun, inviting and accessible way. Now a local institution, we're known to deliver a sun-kissed event that balances fun, exploration and education for over 8,000+ guests each year. We are also proud to have introduced our event to wine lovers in Rancho Mirage, Santa Clarita, Orange County, and Hollywood at various fests throughout the years.

### ABOUT LAWINEFEST

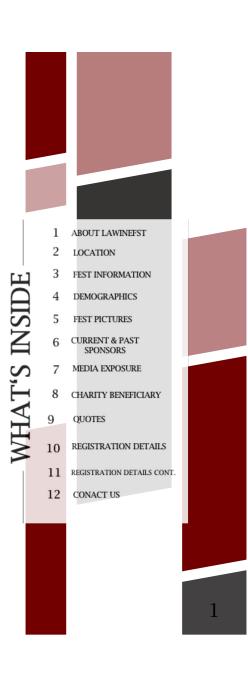
Harry Bridges Memorial Park @ The Queen Mary Long Beach, CA

Saturday, May  $31^{st} 2025 / 2pm - 6pm$ Sunday, June  $1^{st}$ , 2025 / 1pm - 5pm

VINFF



LAWineFest was founded in 2006 by Dr. Joel M. Fisher, PhD after his countless years of traveling, writing, and educating the public about wine. In 2020, Dr. Fisher passed the reigns to Scherr Lillico, who had served as Fest Director for over 13 years. Ms. Lillico is a seasoned event producer with hundreds of black tie galas, concerts, golf tournaments and other events to her credit for over 30 years. She continues to expand Dr. Fisher's dream of introducing wines of the world to the general public - one taste at a time!



### THE SETTING

The Harry Bridges Memorial Park in the Long Beach Harbor Area will welcome the 20th Annual LAWineFest back to its iconic location by The Queen Mary in 2025. The park is located on the Pier J waterfront facing Downtown Long Beach. The site was part of the parkland mitigation for the development of the Aquarium of the Pacific and Rainbow Harbor.

# Harry Bridges Memorial Park

From eclectic neighborhoods to sandy beaches, Long Beach is an urban seaside playground 22 miles south of downtown Los Angeles. Long Beach boasts a major airport, the 2<sup>nd</sup> busiest seaport in the U.S., the LÅ Metro Blue Rail, and extensive ground transportation options.





### 2025 LAWINEFEST THE 20TH YEAR OF LA'S SIGNATURE TASTING EVENT

#### VIBRANT LOCATION

#### <u>CROWD</u>

On the beautiful waterfront, with strong support from the City of Long Beach and other organizations. Historically 8000-9000 attendees over the two day event. Diverse crowd, strong millennial presence with proven purchasing power.

California and International Wineries, Artisan Breweries and Ciders represented. Premium & boutique wineries with limited production also showcased. Online sales of products & club memberships allowed and encouraged.

**TASTINGS** 

#### LIFESTYLE EXHIBITORS

Carefully curated artisan goods & gourmet items for sale with limitations on quantity from each product type.

#### FOOD & GOODIES

Hip food trucks & restaurants selling meals, snacks & treats to enjoy while attending the fest.

### THE VIBE / SCENE

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#### **DEMOGRAPHICS**

Age Range: 21-75
52% Female / 48% Male

Avg HHI: \$125K
79% College Educated

70% are from LA County,

30% are from outside LA, including
Orange County, San Diego, and beyond.

Anniversary VINE

#### **PSYCHOGRAPHICS**

Makes annual travel plans
Loves to shop, dine & drink out
Entertains at home often

Is socially &
environmentally
conscious

lives in the 20th most diverse city in America





### **EVENT MEDIA EXPOSURE**





An amazing weekend at LAWineFest. We have attended 4 years and each year is bigger and better then the year before.

I had a BLAST last weekend! I LOVED my spot too! © See you next year.

-Sisi Cakes

-Smokin Crackers

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Just want to thank you all for that aincredible event! I had so much fun as a vendor, met so many new people and everyone working there was so on top of it and amazing. Wonderful job!

SHOOT YOUR SHOT!

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VINEFES

-Apevine Wines

### LIFESTYLE EXHIBITOR REGISTRATION RATES

#### **Everyone receives:**

10 x 10 display space | Table, chair & linens | White garden umbrella (unless you are bringing your own pop tent) | Table signage | Listing in program & website | General support – to help with load-in/out, keep area clean | 3 exhibitor badges per paid exhibit space | Health department paperwork management & submission, if sampling.

**Note:** If you are sampling, the additional fee is a straight pass-through to the Health Department. Specialized rentals mandated by Health Department will be an additional fee. LAWineFest is committed to working with you to determine full fees incurred and to help minimize your out-of-pocket expenses.

**\*Premium Space:** Exhibitors selecting this option can choose a high-traffic placement in the general footprint of the fest. Choices will be presented based on availability. There are a limited number of spaces available. Once sold-out, this option closes.

Deadline/Registration & Payment Schedule	Basic	Premium*
Fast Reflexes Registration (by 12/2/24)	\$525	\$600
Early-Bird Registration (by 1/31/25)	\$600	\$675
Advanced Registration (by 3/31/25)	\$650	\$725
Standard Registration (by 5/16/25)	\$750	\$850
2023-2024 Return Loyalty Discount (until 3/31/25)	10%	10%



# ADDITIONAL REGISTRATION RATES (CONT'D)

**Printed Program:** An opportunity to place an ad and 'go home' with all Festgoers with your desired marketing image - product details, coupons, order info - Includes listing of all exhibitors, wineries, sponsors, and handed out to guests attending Fest, trim size is 4.25" wide x 10" tall.

Add-Ons	Price	Details	
Electrical Outlets (110v)	\$150 each	Some restrictions – please detail usage needs	
1/4 page program ad (B&W)	\$200	3.75" wide x 2.37" tall	
1/2 page program ad (color)	\$400	3.75" wide x 4.75" tall	
Full page program ad (color)	\$750	3.75" wide x 9.5" tall Bleed ok (4.25" x 10")	
Add'l exhibitor badges	\$40 each	Single day use	
Add'l GA Tickets	\$50 each	Single day use	



# **THANK YOU!**

For additional beverage questions, please *contact either:* 

> **Scherr Lillico, CEO / Fest Director** 818-994-4661 scherr@LAWineFest.com

> > or

**Chris Contopulos / Fest Coordinator** 818-994-4661 chris@LAWineFest.com



