

EXHIBITORS

REGISTRATION DETAILS

EVERYTHING YOU NEED TO KNOW AND MORE TO REGISTER FOR
HOSPICE DU RHÔNE PASO ROBLES | APRIL 26 - 28, 2018
WWW.HOSPICEDURHONE.ORG | #HDRPASO

A SPECTACULAR INTERNATIONAL RHÔNE GATHERING

Paso Robles, California is ready for the world of Rhône

Hospice du Rhône Paso Robles wears many hats. It is a think tank. It is a connector. It is a family. This fascinating assembly brings together the world's largest gathering of Rhône variety wines, winemakers and enthusiasts. Let that sink in. Isn't that pretty cool. Together, we will build a unique international community and opportunity for you to share your Rhône variety wines with creative, passionate and spirited minds. We will learn, share and dream all while celebrating the alluring twenty-two Rhône varieties, right in the heart of Paso Robles, California USA.

AT A GLANCE

Just the basics, keep on reading

- **Tuesday, November 14, 2017:** Exhibitor Registration opens at 2:00 p.m. PST
- **Tuesday, November 14, 2017:** Event Ticket Sales open at 2:00 p.m. PST
- ALL tables and tickets are sold on a first-come, first-served basis per appellation
- Upon secured registration, an email confirmation will contain important event details



THE RHÔNE DOWN

These tidbits are pretty darn important, read carefully

- Registration includes an exhibitor table at **both** the Opening and Closing tastings
 - Rhône variety wines are the **only wines** allowed - really, *is there anything else...*
- Winemaker and/or proprietor **must** be present - *one of the reasons this event sets the bar*
- Exhibitor tables are allocated by appellation - *this allows us to showcase the world of Rhône*
 - Only **one wine brand** per exhibitor table (exceptions for importers and int'l wine assoc.)
 - Wine retailers of any kind are **not allowed** to exhibit, yet are encouraged to attend
 - No one (even babies) under 21 are allowed entry to any events throughout the weekend

IMPRESSIVE ATTENDANCE

Statistics compiled from the 2016 Paso Robles installment by Cal Poly State University's Central Coast Marketing Team

**Two-thirds of attendees
are from outside of
San Luis Obispo County**



Quick Stats

- 6 countries in attendance
- 24 US States represented
- 31 media members present
- 26 Sommeliers for the HdR Somm Team
- 154 wineries from around the globe
- 1 Rhône'n good time

Attendee Breakdown

30% Consumers | 29% Producers | 22% Trade | 8% Sponsors | 6% Media | 5% Sommeliers

**Average household
income per attendee is
\$190,000 per year**



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THE EVENTS

Once every two years, these tasting opportunities are unlike anything else in the world
- Tastings are held at the Paso Robles Event Center in Paso Robles, CA USA

OPENING TASTING | FRIDAY, APRIL 27, 2018

Tastes of the past is the way to go, especially since this tasting is only once every two years

This is the perfect opportunity for winemakers to dig deep into their cellars to share vintages of the past. Highlight a vertical, large format bottles or any Rhône wines from the 2012 vintage or older. Don't forget the age-worthy whites! Show the passionate Rhône collectors in attendance how gracefully Rhône wines age, especially from your winery.

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- **What to Pour:** 2012 vintage or older - think verticals, large formats, Rhône whites and more
 - *Don't have a 2012 vintage? Pour a different selection than you will for the Closing Tasting*
 - **Wine Limit:** You may pour up to eight (8) Rhône wines
 - **Wine Quantity:** Recommendation is two (2) 12 bottle cases (2 oz pours required)
 - **Attendance:** 800 - 1000 guests (Ticket price is \$122 or included with Weekend Package)

CLOSING TASTING | SATURDAY, APRIL 28, 2018

Show 'em what you got as this tasting platform won't take place again until 2020

Keep the Rhône journey moving by offering tastes of current releases to those in attendance. This tasting is the perfect platform for winemakers to showcase yet to be released wines, futures and barrel samples. The attendees are serious about their Rhône wines so don't hold back. If your wines are not yet available, even better, our guests know they are worth the wait.

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- **What to Pour:** 2012 vintage or newer including yet to be released wines, barrel samples
 - **Wine Limit:** You may pour up to eight (8) Rhône wines
 - **Wine Quantity:** Recommendation is two (2) or three (3) 12 bottle cases (2 oz pours required)
 - **Attendance:** 900 - 1100 guests (Ticket price is \$122 or included with Weekend Package)

DAILY POURING TIMETABLE

Being on time provides the utmost professional event for our guests and for you

- The Opening and Closing tastings boast the same daily schedule
- Full details will be shared with secured exhibitors
- **Load-in:** 1:45 p.m. - 2:45 p.m.
- **Media/Trade:** 3:00 p.m. - 4:00 p.m.
- **Enthusiasts:** 4:00 p.m. - 7:00 p.m.

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DONATION OPPORTUNITIES

Your generosity will not go unnoticed

In addition to the tastings, Hospice du Rhône will provide opportunities to showcase your wines.

During registration, if you so choose to donate, these will be the available avenues:

Rosé Lunch: up to six (6) 750ml bottles

Auction Lunch: up to six (6) 750ml bottles

Farewell Dinner: up to six (6) 750ml bottles

Live Auction Donation: Northern California Wildfire Relief - one (1) magnum

**further details will be provided during the registration process*

REGISTRATION CHECK LIST

Being prepared is cool, we promise

Please gather the following items prior to registration day:

- Put Tuesday, November 14 at 2:00 p.m. PST on your calendar
- Contact Information: name, phone, email of who will answer questions
- Event Guide/App Information: physical address, phone, website, social media outlets
- Logo: 300 dpi or higher in black and white
- Wines to be Poured or donated: vintage, name, variety, appellation - for each wine



WEEKEND SCHEDULE

With this worldly gathering only once every two years, we highly recommend attending all weekend long

Thursday, April 26, 2018

Watch your email and our website! In the coming weeks we will release details for what Thursday will hold.

Friday, April 27, 2018

9:30 a.m. - Seminar 1
11:00 a.m. - Seminar 2
12:30 p.m. - Rose Lunch
3:00 p.m. - Opening Tasting
7:00 p.m. - Rhône Arounds

Saturday, April 28, 2018

9:30 a.m. - Seminar 3
11:00 a.m. - Seminar 4
12:30 p.m. - Auction Lunch
3:00 p.m. - Closing Tasting
7:30 p.m. - Farewell Dinner

- Visit hospicedurhone.org to view the full event schedule including details and ticket prices; schedule subject to change

EXHIBITOR FEES

You will be pouring at the most comprehensive Rhône wine tasting on the planet

- Table at **both** the Opening and Closing tastings - *includes two pouring passes per tasting*
- Table Includes one six-foot covered table, ice, water, dump bucket, signage, two Riedel stems
- Secured exhibitor discount code to purchase Weekend Packages and additional tickets
 - **Investment:** \$995 plus a **required venue** insurance of \$35
 - **Payment Methods:** Visa, MasterCard or American Express
 - Refunds are only granted through January 25, 2018 with a 5% service fee