TIPS AND TRICKS
Created just for you to enhance your weekend experience
- Make note of important dates, deadlines and tasting details in these pages
- Ship wines in advance. Climate controlled environment guaranteed
- Tell EVERYONE (and we mean everyone) your winery is pouring at #HdrPaso
- Utilize pre-made event graphics in winery communication from eblasts to social media
- Before April, develop a creative way to engage enthusiasts at your tasting table
- Watch your email for ways to win tickets to the Paso Robles event - ah, yeah!

DATES OF IMPORTANCE
Write these on your calendar or wallpaper your office with sticky notes - just don't forget these deadlines
January 26, 2018: Last day to update wines or profile - login to your account to make changes
March 30, 2018: Last day to deliver wines to the Hospice du Rhône warehouse - no exceptions
April 26 - 28, 2018: Hospice du Rhône Paso Robles - we can't wait to Rhône with you

SECURED DISCOUNT CODE
Thank you sharing your wines with the world,
- Utilize the 20% discount to purchase additional tickets or Weekend Packages for your staff
- The 20% discount code will discount the first two tickets of each event selection
- Hint to purchase more than two tickets for an event complete multiple orders
- Use code: 20exhibitor2018 at checkout
- Reminder: your registration comes with two (2) pouring passes to each tasting
- Tickets are limited and sold on a first-come, first-served basis
- Please do not share the discount code with anyone outside your winery - this is for you only

SHIPPING DETAILS
Advance shipping allows you to breeze on into the tasting....let us do the heavy lifting
- Pack n’ Ship Direct in Paso Robles is our official warehouse partner - big high-5s to them
- Wines received will be securely locked away, inventoried and temperature controlled
- Wines must be packed for each specific tasting
- Boxes must be affixed with the appropriate Box Content Label - see following pages
- If you ship, please note, we deliver the wines for the daily tasting, not the entire weekend
- Let us do the heavy lifting and we will ensure your wines are at your tasting table
- Shipping Window: January 12, 2018 through Friday, March 30, 2018 - no exceptions
- Shipping address is on the Box Content Labels
- Daily Hand Delivery details are on Page 2 & 3
EXHIBITORS

SECURED DETAILS
INFORMATION, DATES AND MORE FOR THE RHÔNELY WEEKEND
HOSPICE DU RHÔNE PASO ROBLES | APRIL 26 - 28, 2018
WWW.HOSPICEDURHONE.ORG | #HDRPASO

LOCATION & TIMETABLES
Daily schedules: Friday, April 27 and Saturday, April 28

Venue
Paso Robles Event Center
2198 Riverside Avenue
Paso Robles, CA 93446 USA
parking across the street

Opening & Closing Tasting Hours
Setup: 1:45 - 2:30 p.m.
Trade/Media/VIP: 3:00 p.m.
All Ticket Holders: 4:00 p.m.
Stop Pouring: 7:00 p.m.

Daily Hand Delivery of Wines
Wine Valet at the Estrella Gate
Bring all pouring wines Friday
Morning: 8:30 a.m. - 10:00 a.m.
Afternoon: 1:45 p.m. - 2:15 p.m.

DETAILS
These tidbits are pretty darn important

- Arrive on time! Daily setup is from 1:45 p.m. - 2:30 p.m - being on time is cool, we promise
- Two (2) pouring passes per winery per tasting
  - Check in under your winery at Exhibitor Check-in
  - IF your winery purchased additional tickets, those ticket holders will be allowed in at 3:00 p.m.
- Provided: six foot (6’) covered table, ice and ice bin, signage, event guide, two (2) Riedel wine glasses
- Your table is your table for the entire weekend - feel free to move on in

TASTING RULES
We know, boring but following the rules contributes to one awesome event

- Winemaker and/or proprietor must be present
- STOP pouring at 7:00 p.m. - this is an ABC mandate
- 2 oz pours only - no half or full glass pours
- Do not give wine bottles (full or not) to volunteers or guests
- Selling of physical wine bottles on-site is prohibited
- Taking an order to be shipped from the winery is acceptable
- Only pour Rhône wines - we shouldn’t even have to note this
- No one (even babies) under 21 are allowed entry to any events throughout the weekend

SHARE, SMILE & INTERACT
Rhône Proverb says, “Engaging with guests will sell many, many bottles of wine!”

Wine is fun. Hospice du Rhône is Serious Fun. Have fun with #HdRPaso prior to and during the weekend.
- Create an incentive program for key accounts and sales teams - what an experience for them
- Email your club to share that you are one of 150 wineries at this international Rhône gathering
- Give a pop quiz. Reward with a sip of an ‘under-the-table’ wine
- Bring soil or rock samples from your vineyards - our guests love to learn
- SWAG like Frisbees, cowboy hats or magnets are always a hit
- Switch it up, pour from the front of your table every-now-and-then
- Give out free high-5s and hugs - people love those
- Give the office a call to brainstorm ideas to create an engaging guest experience

Contact: Faith Wells, Consulting Director | faith@hospicedurhone.org | 805.784.9543
VENUE MAP, WINE DROP AND ENTRY
Study the map! Wine and humans have different entry points and times.

WINE DROP DELIVERY AT EVENT
Location: Estrella Gate
2198 Riverside Avenue

Daily: April 27 and 28
Morning: 8:30 a.m. – 10:00 a.m.
Afternoon: 1:45 p.m. - 2:15 p.m.

Bring all wines Friday! You may leave them under your table. We have 24-hour security!

EXHIBITOR ENTRY
Enter through Main Entrance and proceed to Exhibitor Check-in
Entrance is not allowed via the Estrella Gate for humans, only wine.
Be set and ready to Rhone at 2:30 p.m. daily.
full set-up and event times on page 2.
**PRODUCER NAME:** _________________________________

**ENCLOSED:**

<table>
<thead>
<tr>
<th>Vintage</th>
<th>Wine</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. _____</td>
<td>_________________________________</td>
<td>_____</td>
</tr>
<tr>
<td>2. _____</td>
<td>_________________________________</td>
<td>_____</td>
</tr>
<tr>
<td>3. _____</td>
<td>_________________________________</td>
<td>_____</td>
</tr>
<tr>
<td>4. _____</td>
<td>_________________________________</td>
<td>_____</td>
</tr>
<tr>
<td>5. _____</td>
<td>_________________________________</td>
<td>_____</td>
</tr>
<tr>
<td>6. _____</td>
<td>_________________________________</td>
<td>_____</td>
</tr>
</tbody>
</table>

*FOR TRADE SHOW PURPOSES ONLY // NOT FOR SALE*

*(cut or fold at this line)*

**Shipping Instructions**
- Wines **MUST** be received between January 12 and March 30, 2018 - no exceptions
- Affix the appropriate box content label to **each package** shipped

**Shipping Address**
Hospice du Rhône
c/o Pack n' Ship Direct
6305 Buena Vista Drive, #104
Paso Robles, CA 93446
Phone: 805.227.7117
PRODUCER NAME: ____________________________________________

ENCLOSED:

<table>
<thead>
<tr>
<th>Vintage</th>
<th>Wine</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. _____</td>
<td>________________________________</td>
<td>______</td>
</tr>
<tr>
<td>2. _____</td>
<td>________________________________</td>
<td>______</td>
</tr>
<tr>
<td>3. _____</td>
<td>________________________________</td>
<td>______</td>
</tr>
<tr>
<td>4. _____</td>
<td>________________________________</td>
<td>______</td>
</tr>
<tr>
<td>5. _____</td>
<td>________________________________</td>
<td>______</td>
</tr>
<tr>
<td>6. _____</td>
<td>________________________________</td>
<td>______</td>
</tr>
</tbody>
</table>

FOR TRADE SHOW PURPOSES ONLY // NOT FOR SALE

Shipping Instructions
- Wines MUST be received between January 12 and March 30, 2018 - no exceptions
- Affix the appropriate box content label to each package shipped

Shipping Address
Hospice du Rhône
c/o Pack n' Ship Direct
6305 Buena Vista Drive, #104
Paso Robles, CA 93446
Phone: 805.227.7117
PRODUCER NAME: ________________________________

ENCLOSED:

<table>
<thead>
<tr>
<th>Vintage</th>
<th>Wine</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. _____</td>
<td>____________________________</td>
<td>_______</td>
</tr>
<tr>
<td>2. _____</td>
<td>____________________________</td>
<td>_______</td>
</tr>
<tr>
<td>3. _____</td>
<td>____________________________</td>
<td>_______</td>
</tr>
<tr>
<td>4. _____</td>
<td>____________________________</td>
<td>_______</td>
</tr>
<tr>
<td>5. _____</td>
<td>____________________________</td>
<td>_______</td>
</tr>
<tr>
<td>6. _____</td>
<td>____________________________</td>
<td>_______</td>
</tr>
</tbody>
</table>

FOR TRADE SHOW PURPOSES ONLY // NOT FOR SALE

Shipping Instructions
- Wines MUST be received between January 12 and March 30, 2018 - no exceptions
- Affix the appropriate box content label to each package shipped

Shipping Address
Hospice du Rhône
C/O Pack n' Ship Direct
6305 Buena Vista Drive, #104
Paso Robles, CA 93446
Phone: 805.227.7117
BOX CONTENT LABEL

AUCTION LUNCH
WINES TO BE RECEIVED BETWEEN JANUARY 12 AND MARCH 30, 2018
WWW.HOSPICEDURHONE.ORG | #HDRPASO

PACKAGE _____________ OF _____________

PRODUCER NAME: ________________________________________________

ENCLOSED:

<table>
<thead>
<tr>
<th>Vintage</th>
<th>Wine</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

FOR TRADE SHOW PURPOSES ONLY // NOT FOR SALE

Shipping Instructions
- Wines MUST be received between January 12 and March 30, 2018 - no exceptions
- Affix the appropriate box content label to each package shipped

Shipping Address
Hospice du Rhône
C/O Pack n' Ship Direct
6305 Buena Vista Drive, #104
Paso Robles, CA 93446
Phone: 805.227.7117
PRODUCER NAME: ____________________________________________

ENCLOSED:

<table>
<thead>
<tr>
<th>Vintage</th>
<th>Wine</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

FOR TRADE SHOW PURPOSES ONLY // NOT FOR SALE

Shipping Instructions
- Wines MUST be received between January 12 and March 30, 2018 - no exceptions
- Affix the appropriate box content label to each package shipped

Shipping Address
Hospice du Rhône
c/o Pack n’ Ship Direct
6305 Buena Vista Drive, #104
Paso Robles, CA 93446
Phone: 805.227.7117
**PRODUCER NAME:** ________________________________

**SEMINAR TITLE:** ________________________________

**ENCLOSED:**

<table>
<thead>
<tr>
<th>Vintage</th>
<th>Wine</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>____________</td>
<td>______</td>
</tr>
<tr>
<td>2.</td>
<td>____________</td>
<td>______</td>
</tr>
<tr>
<td>3.</td>
<td>____________</td>
<td>______</td>
</tr>
<tr>
<td>4.</td>
<td>____________</td>
<td>______</td>
</tr>
<tr>
<td>5.</td>
<td>____________</td>
<td>______</td>
</tr>
<tr>
<td>6.</td>
<td>____________</td>
<td>______</td>
</tr>
</tbody>
</table>

*FOR TRADE SHOW PURPOSES ONLY // NOT FOR SALE*

*(cut or fold at this line)*

**Shipping Instructions**
- Wines **MUST** be received between January 12 and March 30, 2018 - no exceptions
- Affix the appropriate box content label to **each package** shipped

**Shipping Address**
Hospice du Rhône  
c/o Pack n’ Ship Direct  
6305 Buena Vista Drive, #104  
Paso Robles, CA 93446  
Phone: 805.227.7117
**PRODUCER NAME:** ________________________________

**DINNER TITLE:** ________________________________

**ENCLOSED:**

<table>
<thead>
<tr>
<th>Vintage</th>
<th>Wine</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. _____</td>
<td>__________________________</td>
<td>______</td>
</tr>
<tr>
<td>2. _____</td>
<td>__________________________</td>
<td>______</td>
</tr>
<tr>
<td>3. _____</td>
<td>__________________________</td>
<td>______</td>
</tr>
<tr>
<td>4. _____</td>
<td>__________________________</td>
<td>______</td>
</tr>
<tr>
<td>5. _____</td>
<td>__________________________</td>
<td>______</td>
</tr>
<tr>
<td>6. _____</td>
<td>__________________________</td>
<td>______</td>
</tr>
</tbody>
</table>

FOR TRADE SHOW PURPOSES ONLY // NOT FOR SALE

*(cut or fold at this line)*

**Shipping Instructions**
- Wines **MUST** be received between January 12 and March 30, 2018 – *no exceptions*
- Affix the appropriate box content label to **each package** shipped

**Shipping Address**
Hospice du Rhône
c/o Pack n' Ship Direct
6305 Buena Vista Drive, #104
Paso Robles, CA 93446
Phone: 805.227.7117