

Desert

WINEFESTSM

AN EXPLORATION OF TASTE

Presented by LA WineFest, LLC

and
OMNI[®] RESORTS
rancho las palmas

2023 EXHIBITOR INFORMATION

Omni Rancho Las Palmas Resort & Spa
Rancho Mirage, CA

Saturday, October 28th, 2023
1pm – 5pm

Sunday, October 29th, 2023
12pm – 4pm

OMNI® RESORTS

rancho las palmas

Enjoy a relaxing oasis with a Omni Rancho Las Palmas Resort & Spa in Rancho Mirage, California. Let the relaxed desert backdrop of mountains and palm trees at lifestyle transcend the hustles and bustles of life the second you step foot onto the property.



The 2023 Desert WineFest will be held on the beautiful 5th Fairway and 5th / 6th Greens at the Resort - palm tree-lined fairways, surrounded by amazing views of the San Jacinto and San Bernardino mountains.

THE VIP TERRACE

As we introduce hundreds of wines to the Desert Community, we are excited to offer a VIP experience at the 2023 Desert WineFest. When an attendee purchases this special ticket, they will be treated to a baker's dozen of Boutique wines (limited production - under 2500 cases annually), along with a few very high-end wines from Napa and other growing regions. Take a break from the general area, and relax at a table covered with a market umbrella to break the desert sun, and enjoy an assortment of tasty nibbles from local food purveyors with your special wine tastes.



Sponsorship of this VIP Experience is encouraged - by hosting/presenting the overall experience, or by becoming one of our food or gift purveyors. Please contact the Fest Director, Scherr Lillico, at 818-994-4661 - Scherr@LAWneFest.com - to discuss opportunities.

Limited to a maximum of 500 tickets.

2023 DESERT WINEFEST THE INAGURAL YEAR

VIBRANT LOCATION

Centrally located
between Palm Springs
and Palm Desert with
lots of parking and
public transportation.

CROWD

Estimating 4,000 – 5,000
attendees over the
weekend. Diverse
crowd, strong millennial
presence
- proven purchasing
power.



LIFESTYLE EXHIBITORS

Carefully curated artisan
goods & gourmet goodies
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.

TASTINGS

Tastings of hundreds of Wines, Artisan Brews and Ciders.
Boutique wines (limited production) and internationally distributed brands
represented.

Online sales of products & club memberships allowed and encouraged.

THE AUDIENCE

A *DESIRABLE CROWD*



DEMOGRAPHICS

- Age Range: 21-80
- 52.4% Female / 47.6% Male
- HHI: \$95K - \$500K
- 73% College Educated
- 68% are from Riverside County
- 32% are from Los Angeles, Orange County, San Diego, and beyond
- 59.5% consume alcohol at least 2-5 times per month and purchase wine regularly



PSYCHOGRAPHICS

- Pride on being “in the know”
- Travel a few times a year
- Love to shop, dine & go out
- Entertain at home
- Environmentally conscious
- Socially sound and health conscious



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Photos provided by LA WineFest, LLC





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EVENT MEDIA EXPOSURE

From LAWineFest , LLC



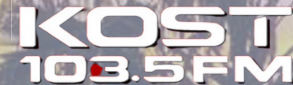
LONG BEACH POST



Los Angeles Times



LA WEEKLY



CURRENT AND PAST SPONSORS

****From LAWineFest , LLC****



Beverly Hills BMW
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THE WINE GLASS COMPANY



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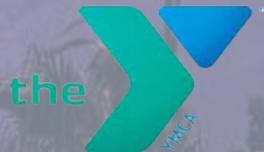
STELLA ARTOIS



CHARITY BENEFICIARY

****From LA WineFest , LLC****

Desert WineFest will donate a portion of the event proceeds
to one or two hand-picked charities.
Our 2023 charity beneficiary is the Desert Cancer Foundation.



REGISTRATION RATES

Deadlines/Registration & Payment Scheddds	Basic	Premium*
Fast Reflexes Registration (by 7/10/23)	\$500	\$550
Early-Bird Registration (8/15/23)	\$600	\$650
Standard Registration (by 9/30/23)	\$700	\$800
2021-2023 Return Loyalty LAWF Discount	10%	10%

Everyone receives:

10 x 10 display space | Table, chair & linens | White garden umbrella | 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 work 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. Choices will be presented based on availability. Limited number available. Once sold-out, this option closes.

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)	\$100 each	<i>Some restrictions – please detail usage needs</i>
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 <i>Bleed ok (4.25" x 10")</i>
Add'l exhibitor badges	\$40 each	Single day use
Add'l GA Tickets	\$40 each	Single day use

****Opportunity to host the VIP Terrace****
Please enquire!

ABOUT DESERT WINEFEST

LAWineFest celebrated it's 18th anniversary in June 2023. 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. It is also with great excitement that we announce the 1st annual Desert WineFest taking place in beautiful Rancho Mirage, CA.

LAWineFest was founded in 2005 by Joel M. Fisher, PhD after his many years of traveling, writing and educating the public about wine. In 2020 Dr. Fisher passed the reigns of the LAWineFest to Scherr Lillico who had served as Fest Director for the previous 10 years. During that time LAWineFest produced the main event each year in various Los Angeles and Hollywood locations, in addition to other Fests in Southern California including the Santa Clarita, the OC, and now Long Beach since 2019. Ms. Lillico continues to carry on Dr. Fisher's dream of introducing wines of the world to the general public - one taste at a time - and the Desert WineFest is the next step in that expansion.

Desert WineFest is inviting sponsors, wineries, exhibitors, craft brews and lifestyle exhibitors to join us in beautiful Rancho Mirage in late October - a time when the Coachella Valley also welcomes hundreds of thousands of snowbird visitors. Tickets will go on sale starting July 1st, 2023. Over the two-day Fest, attendees will be able to taste hundreds of wines and craft brews; sample cheeses, breads and coffees; shop at delectable food trucks, restaurants and assorted artisan and gourmet exhibitors, all while enjoying a sunny day with live music and games galore. Guests will also have the option of participating in the VIP Terrace / Boutique Garden which will feature limited production and higher end wines, along with tasty tidbits to enjoy in a more secluded setting.

We look forward to your participation.

*For additional exhibitor information,
please contact:*

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Chris Contopulos, Fest Coordinator

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