

HEALDSBURG
WINE & FOOD
EXPERIENCE

2027 Grand Tasting Exhibitor Spaces

GRAND TASTING













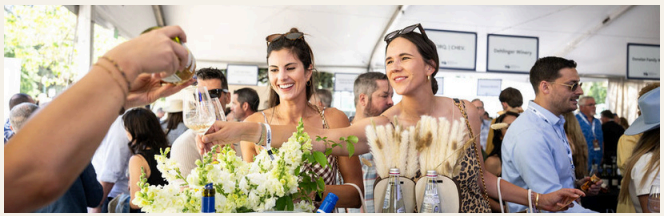









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SATURDAY MAY 22, 2027
EARLY VIP ENTRY: 11AM - 12PM
GA: 12PM - 4PM
2,200 - 2,500 ATTENDEES

The Vintners Plaza Grand Tasting is the cornerstone event of the Healdsburg Wine & Food Experience weekend!

Guests wander the Grand Tasting tents to experience 150+ incredible wines, beers, spirits, cocktails, and zero-proof options, along with delicious bites from top chefs and restaurants who know just how to make Sonoma County shine.

We would love for you to join us for 2027!




POINT REYES
TISAN CHEESE
t starts with sustainability
Original











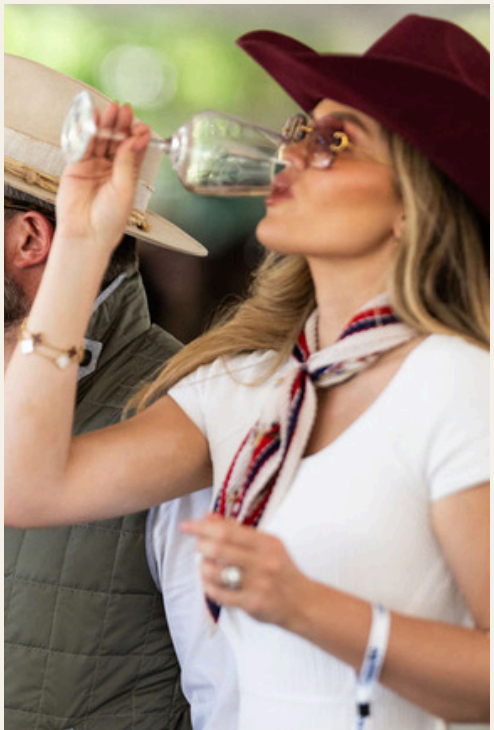


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THE PASTA QUEEN

Sonoma County Boutique Winery Center Aisle Table

For Sonoma County wineries that make less than 10,000 cases per year







Includes **2x Grand Tasting Exhibitor badges** for staff (all persons working the Exhibitor Table require Exhibitor credentials).
HWFE will provide:

- 2x - 6ft tables with standard linens (1x Front Table for Pouring, 1x Back Table for Prep)
- Ice and Ice Buckets
- Spit Bucket
- HWFE Event Signage (Please note only up to 2 brand names can be included on signage provided by HWFE)

Early Bird Price | $925
Register on/before December 14, 2026

Regular Price | $975
Registration after December 14, 2026

Please note that a $100 deposit is required from applicants seeking participation in the Grand Tasting. The deposit will be credited towards exhibitor fees upon approval. Should an applicant not be approved for participation, the deposit will be refunded following notification of the application status. Limited amount of Center Aisle Tables available.

Standard 6' Exhibitor Table

Perimeter table under the Grand Tasting tents







Includes **2x Grand Tasting Exhibitor badges** for staff (all persons working the Exhibitor Table require Exhibitor credentials).
HWFE will provide:

- 2x - 6ft tables with standard linens (1x Front Table for Pouring, 1x Back Table for Prep)
- Ice and Ice Buckets
- Spit Bucket
- HWFE Event Signage (Please note only up to 2 brand names can be included on signage provided by HWFE)

Early Bird Price| $1,850
Register on/before December 14, 2026

Regular Price | $1,950
Registration after December 14, 2026

Please note that a $100 deposit is required from applicants seeking participation in the Grand Tasting. The deposit will be credited towards exhibitor fees upon approval. Should an applicant not be approved for participation, the deposit will be refunded following notification of the application status.

Exhibitor Booth | 10' x 10'

Under the Grand Tent or with an Individual Shade Structure







Includes **4x Grand Tasting Exhibitor badges** for staff (all persons working the Exhibitor Table require Exhibitor credentials)
HWFE will provide:

- 2x - 6ft tables with standard linens (1x Front Table for Pouring, 1x Back Table for Prep) or exhibitor provided bar*
- Ice and Ice Bucket
- Spit Bucket
- HWFE Event Signage (Please note only up to 2 brand names can be included on signage provided by HWFE)

Early Bird Price| $4,000
Register on/before December 14, 2026

Regular Price | $5,000
Registration after December 14, 2026

Please note that a $100 deposit is required from applicants seeking participation in the Grand Tasting. The deposit will be credited towards exhibitor fees upon approval. Should an applicant not be approved for participation, the deposit will be refunded following notification of the application status.

*10'x10' with 6ft Tables, or ability to bring in custom bar/build-out, sponsor responsible for activation costs.

Premium Space | 10' x 20'

Custom activations available with event sponsorship.

Email us at exhibitor@healdsburgwineandfood.com for more information.











