

SUSTAINABLE AG EXPO & INTERNATIONAL SUSTAINABLE WINEGROWING SUMMIT

EXHIBITOR INSTRUCTIONS

It's that time of year again! We are excited to have you exhibit at the 2025 Sustainable Ag Expo. Please look over these instructions and note important information and deadlines you won't want to miss!

Mark Your Calendars!

Welcome Event

November 10 (Monday)
Center of Effort Winery
[2195 Corbett Canyon Rd.](#)
Arroyo Grande, CA 93420
**Requires [RSVP](#) - free with Expo ticket, limited space*

Trade Show & Seminars

November 11 & 12
(Tuesday & Wednesday)
Madonna Inn Expo Center
[100 Madonna Rd.](#)
San Luis Obispo, CA 93401

Online Courses

October 13 - November 28
[Available Online](#)
10+ CE hours on-demand
*2-day ticket holders

Event Schedule

Mon, Nov 10	12 - 4 pm 5 - 7 pm	Load in Welcome Event at Center of Effort
Tue, Nov 11	7 am - 5 pm	Tradeshow hours <i>*Seminars start at 8:00 am</i>
Tue, Nov 11	5 - 6 pm	Sustainable Gear & Beer: Equipment Demonstration
Wed, Nov 12	7 am - 5 pm	Tradeshow hours <i>*Seminars start at 8:00 am</i>
	3-3:30 pm OR 5 - 7 pm	Load out

Point of Contact: Hayli Macomber | Outreach & Education Coordinator hayli@vineyardteam.org

Website: sustainableagexpo.org

Instagram: [thevineyardteam](https://www.instagram.com/thevineyardteam)

FAQ: sustainableagexpo.org/faq

News: sustainableagexpo.org/news

Checklist

Your **contract** should be signed and submitted by **May 1, 2025** to secure your booth.

Send the following to Hayli by **October 13th**:

- ☐ Forklift Requests
- ☐ Representative Names (for comped Expo Passes, included in your membership)
- ☐ Certificate of Insurance

Booth Information

- Interior Standard Booths: 8'x10': 8' table, white linen, two (2) chairs, electricity, pipe and drape, and WiFi.
- Outdoor Booths: 20'x20'
- Electricity is included - please bring your own cords!
- Forklifts are available on Monday, November 11th from 1:00 - 3:00 pm for \$100.

Booth Policies

- Booths must fit within the allotted space and not block the visibility of neighboring booths.
- Exhibitors are responsible for any damages, theft, or loss to their displays and/or products.
- Exhibitors must abide by all Madonna Inn Expo Center parking, loading, and unloading regulations.
- Exhibitor booth fees are non-refundable.
- Unfortunately, we are not able to accept advanced shipments.

Representative Names

Email the first/last names and emails of your representatives.

- The number of comped 2-day expo passes is based on your **Business Membership tier**.
- Additional company passes are available for purchase at a discounted member rate.
Each representative receives morning coffee, light breakfast & pastries, and hearty lunches daily.

Certificate of Insurance

Certificates of Insurance are due **October 13th**.

- **Event:** Sustainable Ag Expo - November 11 - 12, 2025
- **Event Location:** Madonna Inn Expo Center - 100 Madonna Rd., San Luis Obispo, CA 93401
- **Event Host:** Vineyard Team - 5915 El Camino Real, Atascadero, CA 93422
- **Amount of Coverage:** General liability for \$1M per occurrence
- **Additionally Insured:** Please list Madonna Inn Inc., Madonna Properties LLP and Vineyard Team

Hotel Reservations

Please visit our **STAY** page for lodging recommendations.

