



*Celebrating 21 years*  
**JUNE  
2026**

**Saturday, June 13, 2026**  
**2:00pm – 6:00pm**

**Sunday, June 14, 2026**  
**1:00pm – 5:00pm**

**Los Angeles Equestrian Center**  
**Hunt Field**  
**480 W. Riverside Drive**  
**Burbank, CA 91506**

*Los Angeles*  
**EQUESTRIAN CENTER**  
.....  
GRIFFITH PARK



**2026 LIFESTYLE EXHIBITOR INFORMATION**

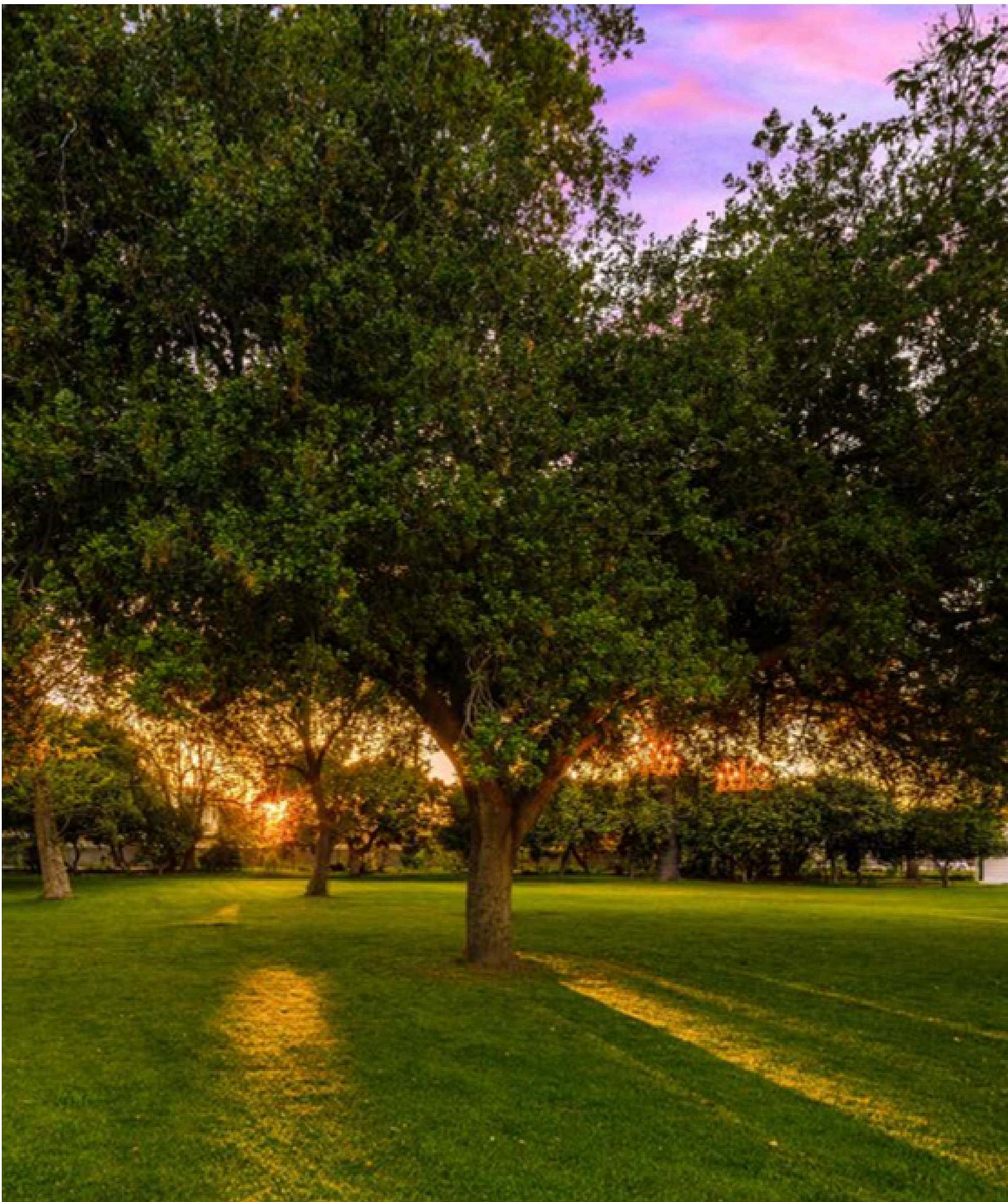
## THE SETTING

The 21st Annual LAWineFest is landing at the Los Angeles Equestrian Center in Burbank, bringing the festival to this celebrated venue in 2026 for the first time. The Center offers wide-open grounds, natural shade, and a relaxed outdoor atmosphere for wine lovers! This secluded, shaded haven boasts privacy, stunning mountain views, and provides a serene and picturesque setting for any occasion.

Home to numerous dressage, polo and competition events, and 500 beautiful horses, the Equestrian Center's visitors are also known to enjoy life's little luxuries including fine wine, dining and shopping!

## **Los Angeles Equestrian Center**

Bordering the vast expanse of Griffith Park, Burbank offers a blend of studio culture, local charm, and scenic outdoor spaces just minutes from the heart of Los Angeles. Centrally located between the 5 and the 134 Freeways, the LA Equestrian Center is within a few miles of numerous high profile residential areas such as Los Feliz, Hollywood, Sherman Oaks, Encino, Glendale and Pasadena, to name a few.



# 2026 LAWINEFEST - THE 20TH YEAR OF LA'S SIGNATURE TASTING EVENT

## VIBRANT LOCATION

On the beautiful tree shaded grounds , where Hollywood glamour meets equestrian tradition. The area is home to major film and television studios, vibrant dining districts, and iconic parkland that stretches across the foothills.

## CROWD

Historically 8000-9000 attendees over the two day event. Diverse crowd, strong millennial presence with proven purchasing power.

## TASTINGS

California and International Wineries, Artisan Breweries and Ciders represented. Premium & boutique wineries with limited production also showcased. Online sales of products & club memberships allowed and encouraged.

## LIFESTYLE EXHIBITORS

Carefully curated artisan goods & gourmet items for sale with limitations on number of exhibitors from each product type.

## FOOD & GOODIES

Hip food trucks & restaurants selling meals, snacks & treats to enjoy while attending the fest.

*“Find your new customers at the LAWineFest”*

## THE VIBE / SCENE

### DEMOGRAPHICS

Age Range: 21-75  
54% Female / 46% Male  
Avg HHI: \$125K  
79% College Educated  
70% are from LA County -  
30% from outside LA, including  
Orange County, Riverside County,  
San Diego, and beyond.

### PSYCHOGRAPHICS

Enjoys both weekend getaways  
and annual vacation trips  
Loves to shop, dine  
& drink out  
Entertains at home often  
Socially & environmentally conscious  
Lives in the 20th most  
diverse city in America



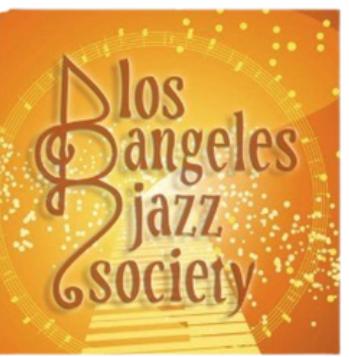


# CHARITY BENEFICIARY

LA WineFest is proud to donate a portion of the event proceeds to one or two hand-picked charities each year.

Our 2026 beneficiary is the Los Angeles Boys & Girls Club and an additional charity will be announced soon.

Previous charities have included:





“

An amazing weekend at LA WineFest. We have attended 4 years and each year is bigger and better then the year before.

-Smokin Crackers

“

I had a BLAST last weekend! I LOVED my spot too! See you next year.

-Sisi Cakes

“

Just want to thank you all for that incredible event! I had so much fun as a vendor, met so many new people and everyone working there was so on top of it and amazing. Wonderful job!

-Apevine Wines

# LIFESTYLE EXHIBITOR REGISTRATION RATES

## **Everyone receives:**

**10 x 10 display space | Table, chair & linens | White garden umbrella (unless you are bringing your own pop tent) | 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 working 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 in the general footprint of the fest. Choices will be presented based on availability. There are a limited number of spaces available. Once sold-out, this option closes. Lifestyle Exhibitor Categories (ie candles, clothing, oil/vinegar will be limited

Deadline/Registration & Payment Schedule	Basic	Premium*
<b>Fast Reflexes Registration (by 1/15/26)</b>	<b>\$500</b>	<b>\$600</b>
<b>Early-Bird Registration (by 2/15/26)</b>	<b>\$600</b>	<b>\$675</b>
<b>Advanced Registration (by 3/31/26)</b>	<b>\$650</b>	<b>\$725</b>
<b>Standard Registration (by 5/16/26)</b>	<b>\$750</b>	<b>\$850</b>
<b>2024 -2025 Return Loyalty Discount (until 3/31/26)</b>	<b>10%</b>	<b>10%</b>

## ADDITIONAL REGISTRATION RATES (CONT'D)

**Printed Program:** An opportunity to place an ad and 'go home' with all Festgoers with your desired marketing image - product details, coupons, order info - Program includes listing of all exhibitors, wineries, sponsors, and is handed out to guests attending Fest, trim size is 4.25" wide x 10" tall. As many Festgoers use the program for notes on their preferred wines, as well as discount opportunities, most of the programs are taken upon exit.

Add-Ons	Price	Details
<b>Electrical Outlets (11Ov)</b>	<b>\$150 each</b>	<b>Some restrictions – please detail usage needs</b>
<b>1/4 page program ad (B&amp;W)</b>	<b>\$200</b>	3.75" wide x 2.37" tall
<b>1/2 page program ad (color)</b>	<b>\$400</b>	3.75" wide x 4.75" tall
<b>Full page program ad (color)</b>	<b>\$750</b>	3.75" wide x 9.5" tall Bleed ok (4.25" x 10")
<b>Add'l exhibitor badges</b>	<b>\$30 each</b>	Single day use
<b>Add'l GA Tickets</b>	<b>\$50 each</b>	Single day use

LAWineFest will celebrate its 21st anniversary in June 2026. 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 8,000+ guests each year. We are also proud to have introduced our event to wine lovers in Rancho Mirage, Santa Clarita, Orange County, Long Beach and Hollywood at various fests throughout the years.

## ABOUT LAWINEFEST

**Los Angeles Equestrian Center  
480 W. Riverside Dr., Burbank, CA 91506**

**Saturday, June 13th 2026 / 2pm – 6pm  
Sunday, June 14th, 2026 / 1pm – 5pm**



LAWineFest was founded in 2006 by Dr. Joel M. Fisher, PhD after his countless years of traveling, writing, and educating the public about wine. In 2020, Dr. Fisher passed the reigns to Scherr Lillico, who had served as Fest Director for over 14 years at that time. Ms. Lillico is a seasoned event producer with hundreds of black tie galas, concerts, golf tournaments and other events to her credit for over 30 years. She continues to expand

Dr. Fisher's dream of introducing wines of the world to the general public  
- one taste at a time!

# THANK YOU!

**For additional beverage questions, please contact either:**

**Scherr Lillico, CEO / Fest Director**

818-994-4661

[scherr@LAWineFest.com](mailto:scherr@LAWineFest.com)

or

**Jeffrey Clark / Fest Coordinator**

818-994-4661

[jeffrey@LAWineFest.com](mailto:jeffrey@LAWineFest.com)

