LA | WINEFEST℠

AN EXPLORATION OF TASTE

Celebrating 22 years

SATURDAY, **JUNE 12**, 2027

12:00PM - 6:00PM

SUNDAY, **JUNE 13**, 2027

12:00PM - 6:00PM

Los Angeles EQUESTRIAN CENTER

GRIFFITH PARK

HUNT FIELD

480 W. Riverside Drive

Burbank, CA 91506



2027 LIFESTYLE EXHIBITOR INFORMATION



The Setting

The 22nd Annual LAWineFest is returning to the Los Angeles Equestrian Center in Burbank.

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, plus over 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
480 W. Riverside Dr., Burbank, CA 91506

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. The area is home to major film and television studios, vibrant dining districts, and iconic parkland that stretches across the foothills. 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.

THE 22nd YEAR OF LA'S SIGNATURE TASTING EVENT

01. Vibrant Location

On the beautiful tree shaded grounds, where Hollywood glamour meets equestrian tradition.

02. The Crowd

Historically 6,000–8,000 attendees over the 2-day event. Diverse crowd and strong millennial presence with proven purchasing power.

03. Lifestyle Exhibitors

Carefully-curated artisan goods & gourmet items for sale with limitations on quantity from each product type.

04. Food & Goodies

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

05. 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.

DEMOGRAPHICS

Age Range: 21 - 80
55% Female | 45% Male
Average HHI: $147,500
79% College Educated
70% from LA County
30% outside LA including OC, SD & beyond

PSYCHOGRAPHICS

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



Discover your new customers at LAWineFest!

Charity Beneficiaries

LAWineFest is proud to donate a portion of event proceeds to 2 hand-picked charities each year.
Our 2027 beneficiaries are Los Angeles Boys & Girls Club and AHEAD With Horses.

Previous charities have included:

LOS ANGELES BOYS & GIRLS CLUB

AHEAD WITH HORSES

the YMCA

MAKE-A-WISH

SUNSHINE KIDS

City of Hope

Los Angeles Jazz Society

RADD
The Entertainment Industry's Voice for Road Safety

Children's Tumor Foundation
Ending Neurofibromatosis Through Research

BEYOND SHELTER
www.beyondshelter.org

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Event Media Exposure

TELEVISION

- LOS ANGELES
- KTLA 5 LA's Very Own
- FOX 11 LOS ANGELES
- KCET
- CNN
- food network

RADIO

- Audacy
- iHeart RADIO
- 790 KABC Talk Radio — Where Southern California Talks!
- SoCal News knx
- 94.7 THE WAVE
- 102.7 KIIS FM
- KOST 103.5 FM
- CRN DIGITAL TALK RADIO HD
- 955 KLOS
- 92.9 JACK FM

PRINT

- Los Angeles MAGAZINE — THE BEST OF LA
- Wine Spectator
- LA WEEKLY
- LONG BEACH POST
- bon appétit
- PASADENA MAGAZINE
- Tasting Table
- Orange Coast MAGAZINE

LIFESTYLE
EXHIBITOR REGISTRATION RATES

EVERYONE RECEIVES:

10′ x 10′ Display space | Table, chair & linens | White Garden Umbrella (unless you bring your own pop-up 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.

DEADLINE/REGISTRATION & PAYMENT SCHEDULE	BASIC	PREMIUM*
EARLY-BIRD REGISTRATION (by 2/1/27)	$500	$600
ADVANCED REGISTRATION (by 3/15/27)	$600	$700
STANDARD REGISTRATION (by 5/1/27)	$750	$850
2024–2026 Return Loyalty Discount (until 5/1/27)	10%	10%

***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. **The number of exhibitors in each lifestyle category, i.e., jewelry, candles, clothing, snacks, etc. will be limited.**

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



REGISTRATION ADD-ONS

PRINTED PROGRAM: An opportunity to place an ad and 'go home' with all Festgoers with your desired marketing image – product details, discount 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. Many Festgoers use the program for notes on their preferred wines, as well as discount opportunities, and most of the programs are taken upon exit.

ADD-ONS	PRICE	DETAILS
ELECTRICAL OUTLETS (110v)	**$150 each**	Some restrictions – please detail usage needs
¼ PAGE PROGRAM AD (color)	**$200**	3.75" wide x 2.37" tall
½ 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 Bleed ok (4.25" x 10")
ADD'L EXHIBITOR BADGES	**$30 each**	Single day use
GA GUEST TICKETS FOR CLIENTS/FRIENDS	**$50 each**	Single day use



"We had a wonderful experience and appreciate all the work you put into organizing the festival and supporting the vendors!
JACKI'S MIDDLE EASTERN

"it was a really great event for the team. The clients and team were very happy with how everything went, as well as the overall look and feel of the event."
MINI OF UNIVERSAL CITY





THANK YOU!

We look forward to welcoming you to our

22nd Annual LA WINEFEST

For additional questions, please contact:

Scherr Lillico
CEO / Fest Director
(818) 994-4661
scherr@lawinefest.com

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 at that time served as Fest Director for over 13 years. Ms. Lillico is a seasoned event producer with hundreds of black tie galas, concerts, golf tournaments, film productions, 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!