

Eastern Winery

EXPOSITION + CONFERENCE



EXHIBITOR SERVICES MANUAL

March 24-26, 2026

Greater Richmond Convention Center

Presented by:

WINEBUSINESS MONTHLY

www.easternwineryexposition.com

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Key Deadlines

Final Booth Payment Due	December 12, 2025
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Lead Retrieval Early Bird Discount Deadline	January 24, 2026
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Advertise in the Show Program	February 13, 2026
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Online Booth Staff Registration <i>Please have all staff registered by this date.</i>	March 2, 2026
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Advance Order Discount Deadline <i>Material handling charges, booth furnishings, signage, utilities.</i>	March 9, 2026
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Advance Freight Warehouse Deadline The deadline to receive freight at the advance warehouse will be March 20. Any freight left on the show floor on March 26 after 8:00 pm will be sent via GES to the exhibitor at the exhibitor's expense.	March 20, 2026
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EXHIBITOR SERVICES – Your full service tradeshow team!

TRADESHOW MANAGER

Contact: Danielle Gomez
Phone: 313-443-7693
E-mail: danielle@winebusiness.com

EXHIBITOR & SPONSORSHIP SALES

Contact: Laura Lemos
Phone: 973-668-2449
E-mail: laura@easternwineryexposition.com

ACCOUNTING

Contact: Katie Kohfeld
Phone: 707-940-3928
E-mail: katie@winebusiness.com

OFFICIAL SHOW CONTRACTOR

General Exposition Services (GES) – see the online kit information on page 13.

Contact: Kendra Day
Phone: 610-495-8866 option 1
E-mail: kday@generalexposition.com

Website: www.generalexposition.com

Greater Richmond Convention Center

Contact: Ryan Nicodemus | Director of Event Services
rnichodemus@greaterrichmondcc.com

T: 804-783-7398 | M: 804-307-4799

GENERAL INFORMATION

SHOW LOCATION

Greater Richmond Convention Center

403 N 3rd St.
Richmond, VA
23219

Phone: 804-783-7300

Website: <https://www.richmond-center.com/>

BOOTH LOCATIONS

All booths are in Exhibit Hall A. View the live floor plan & exhibitor list [HERE](#).

TRADESHOW HOURS

Wednesday March 25, 2026

11:00 am – 5:30 pm

Thursday March 26, 2026

9:30 am – 2:00 pm

EXHIBITOR MOVE-IN

Tuesday March 24, 2026

11:30 am – 7:00 pm

Wednesday March 25, 2026

8:00 am – 11:00 am

Please note that exhibitors are **not permitted to move in before the dates and times listed above**. The GRCC is a **non-union facility**.

The Greater Richmond Convention Center does **not** accept direct freight shipments. All freight must be sent through **General Exposition Services (GES)** (see page 13). The advance warehouse deadline for freight delivery is **March 20, 2026**.

The Exhibit Hall Loading Dock is located at 3rd & Leigh (GPS: **303 E. Leigh St., Richmond, VA 23219**).

Vehicles such as cars, vans, and smaller trucks may unload at **Loading Dock Ramp A**. Exhibitors are allotted 15–20 minutes to unload. After unloading, vehicles must be moved to the parking deck or another preferred parking location (see page 9). **Parking in the loading dock is strictly prohibited**.

Exhibitors with smaller booth setups who prefer to hand-carry items or use their own cart/dolly may enter through the connected parking deck, proceed to the Registration Lobby, and enter Exhibit Hall A. Unloading from surrounding streets is not permitted.

EXHIBITOR MOVE-OUT

Thursday March 26, 2026

2:00 pm – 8:00 pm

Tear down may not begin until after 2:00 pm on Thursday, March 26. Exhibitors are not permitted to move out before the date and times detailed above.

***Any freight left on the show floor after 8pm on March 26 will be sent via GES to the exhibitor at the exhibitor's expense.**

TRADESHOW COLORS & FLOOR

Show Colors: Black booth drape and black skirted tablecloths.

Show Floor: **There is NO CARPET.** Exhibitors are welcome to order carpet for their booth space. However, it is not mandatory.

DIMENSIONS & LOAD LIMITS

- Floor load limit: 350 lbs. / sq. ft.
- Ceiling height: 35'
- Main Freight Door (inside exhibit hall): 12' w x 30' h
- Side Freight Door (by security base): 9' w x 20' h

BOOTH PACKAGE

The standard booth includes draped 8' high black back panel and 3' draped black side rails.

- One 6' table skirted in black
- Two chairs
- Company ID sign

**Wastebaskets are no longer included in the price of standard booth package. Exhibitors may order one through the show decorator.*

*** Free public Wi-Fi** is available throughout the meeting rooms, Exhibit Halls, and lobby areas. The network name is GRCC_PUBLIC_FREE, and no password is required. Please note that this connection is intended for basic use (email, browsing, apps). For faster or dedicated service, please refer to the Internet Service Order Form on page 10 & 11.

*** Electricity is not included** and must be ordered through the convention center. Please see enclosed order forms on pages 12.

BOOTH CONSTRUCTION

Linear / Inline Booths

- A linear booth is any booth with another booth on both the left and right sides.
- The maximum display height is 8 ft.
- No display, product, or signage taller than 4 ft may be placed in the front 4 ft of the booth (measured from the aisle).
- Equipment/product height is exempt from the 8 ft rule *as long as no signage or graphics are attached to or placed above the equipment.*

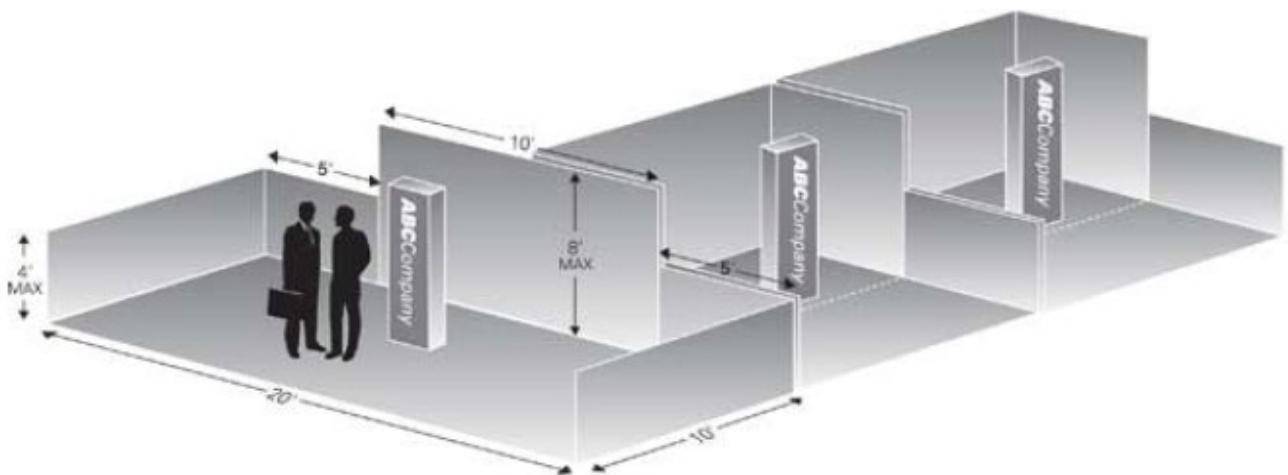
Island Booths

Island booths (open to aisles on all four sides) have no height restrictions for equipment, displays, or signage.

Peninsula / Endcap Booths

A peninsula booth (also called an endcap) is exposed to aisles on three sides and located at the end of a row of inline booths.

- To maintain clear sightlines for neighboring exhibitors:
 - The **center 10 ft** of the **back 20-ft wall** may be built **up to 8 ft high**.
 - The **5 ft on each side** of that wall **may not exceed 4 ft in height**.
 - These rules apply to all peninsula booth sizes.



Hanging Signs

Hanging signs are permitted only for peninsula booths 20' × 20' or larger (4 or more standard booths), and all sides of the sign must be finished.

EXHIBITOR REGISTRATION

As an Eastern Winery Exposition 2026 exhibitor, you may register as many staff as you require to operate your booth. There is no charge for exhibitor badges. These badges provide access to the Expo Hall as well as all seminar sessions (space permitting).

Exhibitor badges also include **complimentary access** to the Welcome Wine Reception on Tuesday evening and lunch in the Expo Hall on Thursday.

Tickets for the Wednesday Networking Lunch and the Industry Celebration Dinner can be purchased separately in the à la carte section of the registration form.

Instructions for registering exhibitor staff have been emailed to the primary contact listed on the booth contract. For questions or assistance, please contact WBM@executiveevents.com.

FOOD & BEVERAGE

Please note that special food & beverage sampling provisions have been made for Eastern Winery Exposition allowing samples of food & beverage during the exhibit hours. Liquids are limited to 2 oz. and food to 4 oz. Only exhibitors who produce the beverages will be allowed to do tasting. I.e. exhibitors, manufacturers, wholesalers, or distributors may do tastings.

PARKING OPTIONS

Visit: richmond-center.com/attendee-parking

Primary Parking Deck (Attached to GRCC)

 **351 N. Third St., Richmond, VA 23219**

Direct connection to the Convention Center is on the **3rd level**. Open 6:00 AM – 11:00 PM most days.

Rates:

- \$8 per entry
- \$26 overnight

Vehicle Info:

- Max height: 7' 8" on Level 2; 6' 7" on upper levels
 - 401 spaces (10 accessible spaces)
 - Front-in parking only (no backing into stalls)
-

Driving Directions:

- From I-95 North → Exit 74C → Broad St → Right on 3rd St → Deck on right
 - From I-95 South / I-64 East → Exit 75 (3rd St) → Cross Marshall St → Deck on left
 - From I-64 West (Airport) → Exit 190 → 5th St → Right on Jackson St → Left on 3rd St → Deck on left
-

Other Parking Options Near GRCC:

If the attached parking deck is full, nearby options include:

- **Marriott Parking Deck (attached)** — 500 E Broad St
 - **4th & Broad Surface Lot** — short walk to GRCC
 - **7th & Marshall Deck** — covered, good for extended parking
 - **100 & 107 E Marshall St Lots** — close to main entrance
 - **5th & Marshall Garage** — multi-level parking
 - **City Center Lot (90 E Grace St)** — central & walkable
-

Free / Street Parking:

Non-metered parking can sometimes be found on:

1st St, 2nd St, Clay St, Marshall St, and throughout Jackson Ward.

Oversized Parking Accommodations:

Oversized vehicles (large cargo vans, vehicles with trailers or other items in tow, flatbed trucks, etc) that are not able to fit into a local garage or who cannot find on street parking, may park in the lot at 4th & Jackson. This lot has been rented by show management for EWE vendors from Tuesday March 24, through Thursday, March 26. Please notify your show organizer if you need to utilize this lot as a parking pass will be required. **Vendors who park there who are not authorized will be ticketed.**

All vehicles are parked at your own risk. Landlord is not responsible for any damage to vehicle while parked in the lot.

BE CONSIDERATE OF OTHERS - Do not park in such a way that prohibits other vehicles from entering/exiting the lot or precludes people from entering their vehicles.

INTERNET/TELEPHONE SERVICES ORDER FORM

EVENT			ONSITE CONTACT		
TODAY'S DATE		DATE/TIME SERVICE BEGINS	CELL PHONE		BOOTH/ROOM #
BUSINESS NAME			ORDER COMPLETED BY		
ADDRESS			PHONE		
CITY	STATE	ZIP	EMAIL		

TELEPHONE SERVICES	ITEM QTY	# DAYS OF SERVICE	ADVANCE RATE MORE THAN 14 BUSINESS DAYS NOTICE	STANDARD RATE LESS THAN 14 BUSINESS DAYS NOTICE	TOTAL
DIAL '9' (UNLIMITED INCOMING AND LOCAL CALLS)			\$195 PER LINE/PER EVENT	\$260 PER LINE/PER EVENT	\$
LONG-DISTANCE (DOMESTIC INCLUDED)					\$
*TELEPHONE HANDSETS			INCLUDED WITH LINE	INCLUDED WITH LINE	\$
*SPEAKER PHONE			\$100	\$150	\$

WIRELESS INTERNET SERVICES	ITEM QTY	# DAYS OF SERVICE	ADVANCE RATE MORE THAN 14 BUSINESS DAYS NOTICE	STANDARD RATE LESS THAN 14 BUSINESS DAYS NOTICE	TOTAL
WI-FI FOR POINT-OF-SALE TRANSACTIONS AT 256Kbps ONLY <small>*intended for use primarily on 5GHz capable mobile devices (i.e. mobile phones/tablets)</small>			\$75 PER EVENT	\$95 PER EVENT	\$
SHARED WIRELESS BASIC FOR WEB BROWSING AND NON-HD STREAMING CONNECTION SPEED UP TO 3 Mbps SUPPORTS ONE DEVICE			\$195 PER DAY	\$295 PER DAY	\$
			\$495 PER EVENT	\$750 PER EVENT	\$
SHARED WIRELESS DELUXE FOR VIDEO STREAMING NEEDS UP TO 1080P CONNECTION SPEED UP TO 8 Mbps SUPPORTS ONE DEVICE			\$495 PER DAY	\$750 PER DAY	\$
			\$1235 PER EVENT	\$1850 PER EVENT	\$
SHARED WIRELESS PREMIUM FOR VIDEO STREAMING NEEDS UP TO 2K CONNECTION SPEED UP TO 15 Mbps SUPPORTS ONE DEVICE			\$995 PER DAY	\$1495 PER DAY	\$
			\$2495 PER EVENT	\$3745 PER EVENT	\$
ADDITIONAL DEVICES FOR SHARED WIRELESS INTERNET UP TO 9 ADD'L DEVICES			\$95 PER DEVICE /3 Mbps	\$145 PER DEVICE /3 Mbps	\$
CALL FOR QUOTE FOR BANDWIDTH AND DEVICE NEEDS ABOVE 10 TOTAL DEVICES			\$145 PER DEVICE /8 Mbps	\$195 PER DEVICE /8 Mbps	\$
			\$195 PER DEVICE /15 Mbps	\$245 PER DEVICE /15 Mbps	\$

WIRED INTERNET SERVICES	ITEM QTY	# DAYS OF SERVICE	ADVANCE RATE MORE THAN 14 BUSINESS DAYS NOTICE	STANDARD RATE LESS THAN 14 BUSINESS DAYS NOTICE	TOTAL
SHARED WIRED INTERNET FOR BASIC E-MAIL & WEB ONLY NO WIRED OR WIRELESS ROUTERS CONNECTION SPEED UP TO 1.5 Mbps SUPPORTS ONE DEVICE			\$295 PER DAY	\$445 PER DAY	\$
			\$750 PER EVENT	\$1125 PER EVENT	\$
ADDITIONAL DEVICES FOR SHARED WIRED INTERNET UP TO 9 DEVICES CALL FOR QUOTE FOR BANDWIDTH AND DEVICE NEEDS ABOVE 10 TOTAL DEVICES			\$135 PER DEVICE	\$200 PER DEVICE	\$
DEDICATED WIRED INTERNET FOR WEBCASTING, HD STREAMING ROUTERS ALLOWED MUST BE APPROVED BY IT MANAGER CONNECTION SPEEDS ABOVE 3 Mbps MAY INCLUDE 5 STATIC PUBLIC IP ADDRESSES			\$2495 /3 Mbps	\$3750 /3 Mbps	\$
			\$5525 /8 Mbps	\$8275 /8 Mbps	\$
			\$9695 /15 Mbps	\$14545 /15 Mbps	\$
*VLAN/POINT-TO-POINT CONNECTION			\$200	\$300	\$
*HUB/SWITCH RENTAL FOR LANS, 8-PORT, UNMANAGED 10/100 OR GIGABIT			\$50 PER DEVICE	\$75 PER DEVICE	\$
*PATCH CABLES AVAILABLE IN LENGTHS OF 6 TO 50 FEET			\$25	\$35	\$
TECHNICAL SUPPORT MINIMUM CHARGE OF 1 HOUR			\$75 PER HOUR	\$95 PER HOUR	\$
SPECIAL INSTRUCTIONS:				SUBTOTAL	\$
				*6.0% SALES TAX ON EQUIPMENT	\$
				3.5% FEE ON CREDIT CARD CHARGES	\$
				TOTAL	\$

PAYMENT INFORMATION—FOR INTERNAL PURPOSES ONLY

FOR CREDIT CARD SECURITY, PLEASE CALL (804) 783-7320 AND PROVIDE THE FOLLOWING INFORMATION
OR MAKE CHECK PAYABLE TO: GREATER RICHMOND CONVENTION CENTER

CREDIT CARD TYPE ☐ AMEX ☐ MASTERCARD ☐ VISA

CREDIT CARD NUMBER (CALL WITH NUMBER - DO NOT TRANSMIT VIA EMAIL)

EXPIRATION DATE SECURITY CODE (LAST 3 DIGITS ON BACK OF CARD OR 4 DIGITS ON FRONT OF AMEX)

NAME ON CARD

BILLING ADDRESS

CITY

STATE

ZIP

AUTHORIZED SIGNATURE

DATE

SIGNATURE ALSO AUTHORIZES ANY UNPAID BALANCES AND/OR LONG DISTANCE CALLS TO BE CHARGED TO THIS CREDIT CARD

SUBMIT THIS FORM

TERMS AND CONDITIONS

1. **GRCC is the exclusive provider of all Internet, Network and Telecommunications services (wired and wireless) at the Greater Richmond Convention Center**
2. **Orders** — Customer must provide all information necessary for the effective set-up/installation of services while submitting the IT Order. Failure to provide this information at time of submission may result in the delay of order processing and/or installation, and may cause associated costs to revert to Standard Rates.
3. **Floor Plan** — Customer must provide floor plan with desired placement of ordered services clearly marked, if wired. If Order is submitted without a floor plan, services will be installed to the most logical location as determined by a GRCC representative. Relocation of installed services will incur an additional fee per endpoint connection that is moved.
4. **Internet/Network Services** — Ethernet access to our core services, with Shared or Dedicated internet access up to 1Mbps or greater depending on ordered services, is provided for each ordered device and includes one private DHCP IP Address. Routers, Proxy Servers, Streaming Appliances, DHCP, NAT or VOIP are NOT PERMITTED with our shared internet/ Network Services. Customer must purchase additional connection service for each device in order to use internet services. Higher Internet speeds than those listed here may also be available. Please call for a quote.
5. **Wireless Internet** — GRCC is the exclusive provider of wireless services at the Greater Richmond Convention Center within our internal/private network, currently both 2.4 GHz and 5.0 GHz 802.11a/b/g/n/ac. Wireless devices not authorized by GRCC to be on our network are strictly prohibited. Customers that desire to showcase their wireless products must contact the GRCC 21 days in advance of show move-in to investigate the potential of GRCC engineering a customized cohesive network to operate without interference to other Customers (applicable charges may apply). Due to potential interference from privately owned mobile devices within the exhibition/vendor booth spaces the GRCC does not utilize 2.4GHz in these spaces and it is highly recommended that all Mobile Hot spots are turned off. No guests are allowed to connect their wireless devices to the GRCC's network without prior arrangement. Please contact the GRCC at 804-783-7320 with your device Name, Model Number, MAC address, and device SSID, for approval and/or coordination. Failure to provide this information may result in a delay in accessing wireless services. For all critical or higher-demand internet requirement such as video streaming, product demonstrations, presentations, etc., either Deluxe/3Mbps wireless service and above or a wired connectivity are recommended. Misuse of any wireless service may result in service interruption to yourself or other Customers and can lead to disconnection of the Customer's equipment. All wireless access point connections to the GRCC network which are not previously disclosed and authorized by GRCC are strictly prohibited. (5GHz USB dongles may be available on-site at a fee of \$40 each.)
6. **Internet Security** — All customers are responsible to provide their own internet security for all devices. Failure to protect your device may result in the termination of Internet services. Additional Firewall protection services may be available upon request. Please call for a quote.
7. **Internet Performance Disclaimer** — GRCC provides no guarantee, either expressed or implied, as to the performance, throughput, routing, nor reliability of core trunk circuits outside of the Greater Richmond Convention Center.
8. **Long Distance Calls** — Customers must specify in advance of any lines needing international Long Distance Capability. All lines are otherwise restricted to domestic, U.S.-only dialing. GRCC will provide a detailed listing of all billable calls made from associated services. Customers are implicitly responsible for any/ all long distance charges, to include international, and all other charges associated to their assigned numbers.
9. **Any additional costs incurred by GRCC** to assist in troubleshooting, diagnosis, or problem resolution found not to be the fault of the GRCC or collection of information required to complete the installation that Customer fails to provide (i.e. floor plans or special circuit numbers, etc.) may be billed to the customer at the prevailing rates.
10. **Only GRCC personnel** are authorized to modify system wiring or cabling material and equipment furnished by the GRCC for this service contract, and all shall remain the property of the GRCC.
11. **Rental Equipment** — Customer will be fully responsible for the protection and safekeeping of rental equipment and will be responsible for returning all rental equipment in good working condition to the GRCC IT Manager or designee within one hour following close of the show. If provided equipment is not returned in time the customer will be charged a replacement fee.
12. **Rates** — Advanced rates are applied when a fully completed Order with payment is received no later than 14 days prior to the first day of show move-in. Standard rates are applied to all orders received less than 14 days prior to the show move-in has started, or orders received on or before 14 days of the show move-in day but missing payment, or orders placed on site or after show move-in has started.
13. **Cancellation** — all cancellation requests must be in writing. Oral cancellation requests by phone or in person may also be allowed at the discretion of the GRCC IT Manager. Only cancellation requests received at least 3 days prior to scheduled show move-in will be honored and will incur a minimum \$130.00 or 10% cancellation fee (whichever is greater). Additional charges may also apply for orders that have already incurred processing, labor, material, and/or engineering costs. *Some specialized broadband services and/or customer-specific services cannot be cancelled once ordered and will continue to be billed at the listed, agreed-to rate. Credit will not be given for services(s) installed and not used.
14. ***ALL SUSPECTED SERVICE-RELATED ISSUES MUST BE REPORTED TO THE GRCC IT MANAGER*** No service claim not filed in writing by Customer prior to close of show will be considered.
15. **Prices are based upon current industry rates and are subject to change without notice.**
16. **Payment-in-Full must accompany all Internet/Telephone Orders.** For Credit Card payment please call the GRCC IT Manager at 804-783-7320. As a convenience, original credit card authorization will be used for additionally incurred charges as well.
17. **The Greater Richmond Convention Center accepts payment** in U.S. Dollars, in the form of Cash, Checks, Wire Transfers, or any of the following Credit Cards: Visa, MasterCard, AMEX. Checks must be made payable to Greater Richmond Convention Center and mailed to 403 N. Third St., Richmond, VA 23219.
18. **For convenient online ordering, please visit www.richmondcenter.com/telecommunications. For service and order inquiries, please call (804) 783-7320.**

CUSTOMER ACCEPTANCE OF ALL GRCC TERMS AND CONDITIONS

With execution of this document the Customer hereby authorizes the GRCC to provide services as requested herein, is authorized to request such services and acknowledges full and complete understanding of these Terms & Conditions. In case of using wireless services the Customer hereby attests to his or her understanding of limitations and vulnerabilities of the wireless services provided by GRCC as well as admits that in case of using this service for any reason including, but not limited to, demonstrating, showcasing or presenting own product(s), GRCC will not be held liable for the possibility of interference.

PRINT AUTHORIZED NAME

AUTHORIZED SIGNATURE

DATE SIGNED



Utility Services Connection Price Sheet

403 North 3rd Street Richmond, Virginia 23219 804.783.7330

ELECTRICAL CONNECTIONS

The price includes providing power to one connection at the booth with a standard NEMA U.L. outlet provided for service up to 20 amps. Service above 20 amps requires custom installation to be billed at the hourly rate, with a one (1) hour minimum required.

Advance Rates valid up to 2 weeks prior to load-in. Floor Rates apply if ordering service less than 2 weeks prior to load-in.

Description	Advance	Floor
STANDARD CONNECTION		
20 amp 110v	\$ 60.00	\$ 80.00
SINGLE PHASE 208V		
30 amp 208v 1 phase	\$ 160.00	\$ 205.00
60 amp 208v 1 phase	\$ 330.00	\$ 425.00
100 amp 208v 1 phase	\$ 535.00	\$ 695.00
200 amp 208v 1 phase	\$ 695.00	\$ 905.00
400 amp 208v 1 phase *	\$ 800.00	\$1,040.00
THREE PHASE 208V		
30 amp 208v 3 phase	\$ 255.00	\$ 325.00
60 amp 208v 3 phase	\$ 445.00	\$ 575.00
100 amp 208v 3 phase	\$ 640.00	\$ 830.00
200 amp 208v 3 phase	\$ 800.00	\$1,040.00
400 amp 208v 3 phase *	\$ 910.00	\$1,185.00
THREE PHASE 480V		
30 amp 480v 3 phase *	\$ 275.00	\$ 350.00
60 amp 480v 3 phase *	\$ 450.00	\$ 585.00
100 amp 480v 3 phase *	\$ 695.00	\$ 905.00
200 amp 480v 3 phase *	\$1,070.00	\$1,390.00

RENTAL ITEMS **

Power Strip	\$ 15.00	\$ 25.00
Extension Cord	\$ 10.00	\$ 20.00

LABOR FOR CUSTOM ELECTRICAL

On-Site Electrician (per hour)	\$ 42.75	\$ 64.15
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24-Hour Power: Add 50% to that service

This service is for items that require power overnight and during non-show hours.

***On-site orders are subject to equipment availability and additional labor charges.**

****Rental Items are subject to 6% Virginia Sales tax.**

****Items remain property of GRCC.**

MECHANICAL CONNECTIONS

Compressed Air: Exhibitor must supply own drier or regulator for critical applications.

Advance Rates valid up to 2 weeks prior to load-in. Floor Rates apply if ordering service less than 2 weeks prior to load-in.

Description	Advance	Floor
Compressed Air 90 - 100 psi CFM Required	\$ 150.00	\$ 175.00
Water Fill & Drain (Under 1,000 Gal.)	\$ 125.00	\$ 150.00
<i>Water fill and drain service requires 4 hours (minimum) of maintenance labor for the fill and 4 hours (minimum) of maintenance labor for the drain - 8 hours (minimum) total. See below for hourly rates</i>		

Water Fill and Drain (Over 1,000 Gal.) **Call for Details and Price**

Continuous Water Service **Call for Details and Price**

Class K Extinguisher Rental ** \$ 100.00 \$ 150.00

Additional fee applied if extinguisher is discharged

Labor For Connections

Labor - Maintenance (per hour)	\$ 33.75	\$ 50.00
Labor - Electric (per hour)	\$ 42.75	\$ 64.15

TO PLACE AN ORDER

The GRCC can no longer accept orders via email or fax. To place an order, please follow one of the following methods:

Online

Please visit us at

<https://utilities.richmondcenter.com/>

and click on the "Secure Electronic Order Form" link.

Card payments are accepted, and a receipt will be emailed to the purchaser within two business days.

Phone

Please dial us at:

804-783-7330

and a Utility Services staff member will assist with your order and take payment information over the phone.

Effective April 14, 2021 (Rates subject to change without notice)



Exhibitor Instruction Letter

Advanced Discount Deadline Date: Monday, March 9, 2026

Eastern Winery Exposition
Greater Richmond Convention Center
March 25-26, 2026

Dear Exhibitor:

Welcome to the online exhibitor service kit for the upcoming **Eastern Winery Exposition** being held at the **Greater Richmond Convention Center** on **March 25-26, 2026**.

This letter contains instructions on how to access the Online Exhibitor Kit. You may print it out for easier step by step viewing.

Online Exhibit Kit Instructions:

To access our ONLINE kit for the **Eastern Winery Exposition** you have 2 options.

DIRECT LINK

<https://www.generalexposition.com/online-servicekit.php> (click to follow link)

MANUAL ENTRY

Please click the following link or copy and paste the link into your browser's window -
www.generalexposition.com

Next, click on the Online Services button located in the upper right-hand corner of the Web page. This will take you to the log in page.

AT THE LOG IN PAGE - Enter the Exhibit Code: **WINE26**

At the Sign In page, you will be prompted to sign in with an existing exhibitor account. If you do not have an account set up with General Exposition Services, you will be prompted to create one.

Now that you are signed in with the show, you can read through the important show information. Scroll down to the bottom of the screen to see the links for which services you wish to order, including carpet, furnishings, labor, etc.

For any additional custom forms you may need, please click on the appropriate links listed under "References".

As you place orders for your items, all furnishings and services will be placed in your shopping cart, and you will be prompted for payment information upon checkout.

We look forward to being of service to you. If you have any questions, please email the Executive Support Specialist, Kendra Day, at kday@generalexposition.com or call at 610-495-8866 option 1, mention the upcoming **Eastern Winery Exposition**, and she will be happy to assist you.



Fetch Leads Order Form

March 24-26, 2026 | Richmond, VA

Event Contact:

800.443.9343

fetch@eventstack.co

START
HERE

2026 Pricing

1st License
Fee

\$225

Additional
Licenses Fee

\$100

iPhone
Rental Fee

\$250

Early Bird Pricing
Until January 24th, 2026

\$275

\$125

\$250

Standard Pricing
Until March 23rd, 2026

\$325

\$150

***NOT
AVAILABLE**

Onsite Pricing

**Rentals must be reserved prior to going onsite*

↓ NEXT

Use the link from your invite email
or login to your [Fetch Portal here!](#)

OR

Account not setup?
Click Order Now below to set up your
account & join Fetch!

[Order Now](#)



← NEXT

Finish your tasks!

- ☒ Purchase or Activate Licenses
- ☐ Watch Fetch Video
- ☐ Assign Licenses
- ☐ Review Qualifiers
- ☐ Review Materials
- ☐ Download Event Data

EXHIBITOR TASKS

And
FINALLY

CLICK HERE

to watch a

**FETCH LEADS
SETUP VIDEO**

 **fetch**



Your new best friend in
lead retrieval!

Easy Ordering

As the exclusive Technology Provider of Greater Richmond Convention Center, Encore is committed to making your experience as easy and stress-free as possible.



Self-service option available through our online store – EventNow

Step 1

Visit [EventNow](#)

Step 2

Browse our technology catalog

Step 3

Select from a list of available products/product packages and service packages, then check out.*

- EventNow is only available more than two days prior to event load in. If ordering within two days, contact your onsite team

Once your order is completed, a confirmation email will be sent with all your order details and a dedicated professional will still be on-hand to answer any questions regarding your order.

EventNowSM

Offers a wide range of solutions for any exhibitor including:

- Large and small format HD monitors (40" monitors and above include floor stands)
- PC Based Laptops
- Various Audio Packages
- Wireless Presentation Controls
- HDMI Cables, Distribution Amplifiers, and Adapters
- Power Strips, Extension Cords, and Charging Station
- LED Lighting
- LED Banner
- Flipchart Packages

NEED RIGGING

If so, please fill out rigging request, <https://www.encoreglobal.com/rigging-request/>

Encore representative will be in touch with you.

We make it easy



Easy ordering options



Confirmation email is sent with your order details



We regularly maintain and service all equipment



Encore delivers, installs, and tests equipment.



After the show, Encore picks up your rental equipment.



Need assistance or products/solutions not offered in EventNow?

Call your on-site contact directly:

Bobby Vaughan
Area Director, Venues
bobby.vaughan@encoreglobal.com

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Greater Richmond Convention Center

Rigging Quick Sheet

--Exhibit Hall--



GUIDELINES

- Encore is the exclusive provider of Motorized and Non-Motorized Points, Truss, Hoists, Crank Towers, Scissor Lifts, Ground Supported Structures, as well as Rigging Labor.
- A **Convention Supervisor** is an Encore employee required by the GRCC to be present during load-in and load-out to be a liaison for venue services and to ensure guidelines are being followed.
- Carpet Protection** is not required to be used before lifts or road cases enter the room.
- Late or On-Site Changes to the approved rigging drawing will cause delays.** Nothing will be flown that has not been through proper load calculation and advance procedures.
- No gear may be added or removed from a flown rig** without approval from the Encore Rigging Staff.
- Only Encore authorized Riggers may **operate any rigging equipment.**
- No substitutions** will be allowed for rigging hardware designed for specific gear/uses.
- Riggers are responsible for the **safety of the entire rig** including anything that attaches to the architecture of the building.
- Additional [Rigging Standards](#) can be found here.

CEILING HEIGHTS

High Steel: 41'-9"
Low Steel: 30'-3"
Soffit: 29'-9"
Airwall: 29'-9"
Ductwork: 35'-3"
Pan deck Roof: 47'

RIGGING POINTS

All rigging points must be made by Encore on the low or high steel beams. No bridling is permitted. 1000lbs WWL is the standard point capacity with option for greater capacity with show specific engineering review.

MOTORS & TRUSS

Encore will be responsible for all flown motors. Trim heights are based on room measurements and Encore safety standards.

SCISSOR LIFTS

GRCC lifts must be operated by Encore or GRCC certified operators. Client rented lifts must be clean, non-marring tires or boots/socks must be used by certified operators.

CABLES

All cable must go on a truss cable bridge or be ran through the ceiling. **No cable in, on, or taped to the floor in public areas.**

TRUCK UNLOADING

Trucks can be unloaded at the outside loading dock on the corner of 3rd St. and Leigh St. Anyone operating a forklift must be a certified operator. Clean, non-marring tires or boots/socks must be used.

PRODUCTION POWER

Encore does not provide production power. Power should be arranged through the GRCC Event Manager. Encore will arrange rigging power with the venue in advance.

ENCORE RIGGING STANDARDS

To help ensure your rigging event goes as planned, please review our [Rigging Standards](#).

Contact Information

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[Click Here to Submit Your Rigging Request](#)