Important Dates

Unified Wine & Grape Symposium
January 27 - 29, 2026 (Exhibits: January 28 & 29)
SAFE Credit Union Convention Center, Sacramento, California, USA

Exhibitor Materials

Wednesday, July 2, 2025 ..... End of Pre-Sales
Thursday, July 31, 2025 ..... Booth Fee Payment in Full Deadline
Tuesday, September 2, 2025 ..... Insurance Deadline
October 2025 ..... Exhibitor Services Manual Available
Friday, December 5, 2025 ..... Printed Program & Exhibit Directory Deadline
Booth Sharing Contract/Application Early-Bird Rate Deadline
Friday, January 9, 2026 ..... Booth Sharing Contract/Application Submission Deadline
Exhibitor Appointed Contractor (EAC)
Application/Payment/Insurance Documentation Submission Deadline
Tuesday, January 20, 2026 ..... Pre-Registration Deadline (for Attendee Registration Rates)

Cancellation Time Line

Prior to Monday, September 1, 2025 ..... 100% refund
Between Monday, September 1, 2025 and Friday, October 31, 2025 ..... 50% refund or
75% refund if contracted booth space is reassigned
On or after Saturday, November 1, 2025 ..... no refund

Installation Schedule

Large Equipment/Machinery Booths

Sunday, January 25, 2026 ..... 10:00 am–5:00 pm
Monday, January 26, 2026 ..... 8:00 am–3:00 pm

All Other Booths

Monday, January 26, 2026 ..... 3:00 pm–8:00 pm
Tuesday, January 27, 2026 ..... 8:00 am–5:00 pm
(all crates must be available for removal by 4:00 pm)
(exhibitor may work in their booth until 8:00 pm)

Dismantling Schedule

(all exhibit materials must be packed and ready for removal no later than the time referenced below)

Level 1 - Exhibit Halls A-D, Level 2 - Ballrooms A & B

Thursday, January 29, 2026 ..... Close of show–10:00 pm

Level 1 - Exhibit Halls A-D

Friday, January 30, 2026 ..... 8:00 am–2:00 pm