

**For Immediate Release**



**Media Contact:**  
Tami Christie  
707.433.2557 ext. 103  
tami@wineindustrynetwork.com

**Attendee Registration Now Open for 2016 WIN Expo**  
*North Coast Wine Industry Event Focuses on Education, Networking, and #ExpoDeals*

Healdsburg, CA, August 23, 2016 - The 2016 North Coast Wine Industry Expo (WIN Expo), presented by Wine Industry Network (WIN), has announced that attendee registration has officially opened. Harvest special pricing on the trade show and educational sessions runs through October and industry professionals can learn more and register by visiting [wineindustryexpo.com](http://wineindustryexpo.com).

The WIN Expo, the 2<sup>nd</sup> largest wine industry trade show in North America, will once again feature nearly 300 of the industry's best suppliers in the Hall of Flowers and Grace Pavilion, at the Sonoma County Fairgrounds. Six educational sessions focused on current trends, ideas, and predictions about the future of the North Coast wine industry will be presented by industry thought leaders. The year's session topics include:

- Unlocking the Digital Sixth Sense: Living in a Mobile World
- Phenolic Secrets: Exploring Finishing Tannins in Maturation and Blending
- Marijuana and Wine: Understanding New Competition to Build New Opportunities
- Harvest Recap and Look Ahead for 2017: Changes in Vineyard Contracts & Bulk and Grape Market
- Insights into the Millennial Mind: Tapping into Their \$1.3 Trillion Spending Power
- Standing Out Amongst the Vines: The New Normal in Vineyard Marketing

New this year, WIN Expo is launching the #ExpoDeals program. In the spirit of Black Friday and Cyber Monday, #ExpoDeals will feature one-day-only show specials and discounts offered by exhibitors.

"This event continues to expand each year due to our quality exhibitors, superior educational sessions, and industry networking opportunities," says George Christie, Wine Industry Network President. "It's a one day, must-attend event and a perfect way to wrap up the year. We're especially excited to launch #ExpoDeals. It's the season when wineries are already making purchasing decisions and now exhibitors can give them a reason to buy at the show!"

The line-up of speakers and complete details for the conference are now available online at [wineindustryexpo.com](http://wineindustryexpo.com).

###

**About Wine Industry Network (WIN):**

Wine Industry Network (WIN) ([wineindustrynetwork.com](http://wineindustrynetwork.com)), is based in Healdsburg, CA and is THE business resource for the wine industry. WIN also produces two annual trade shows & conferences, the North Coast Wine Industry Expo (WIN Expo) ([wineindustryexpo.com](http://wineindustryexpo.com)), and the U.S. Wine & Beverage Expo (USBevX) ([usbev.com](http://usbev.com)); the online daily news publication, Wine Industry Advisor ([wineindustryadvisor.com](http://wineindustryadvisor.com)); an online employment resource, WIN Jobs ([wineindustry.jobs](http://wineindustry.jobs)); and the largest and most accurate set of winery data points and contacts for the North American wine industry, Wine Industry Database (WIN Data) ([wineindustrydata.com](http://wineindustrydata.com)).