

For Immediate Release



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

WIN Expo Expands Sponsorship Opportunities at 2017 Event

New sponsorships & pre-show program guide provide additional exposure

Healdsburg, CA, March 20th, 2017 – Exclusive new top-level sponsorship opportunities are now available for exhibiting companies to increase their brand awareness at the 6th Annual North Coast Wine Industry Trade Show & Conference (WIN Expo) scheduled to take place at the Sonoma County Fairgrounds and Event Center in Santa Rosa, CA, on Thursday, November 30, 2017.

Featured this year is the new “2017 Presenting Sponsorship” which will integrate the sponsor’s name and logo into the show’s already extensive marketing efforts to generate additional exposure and fortify the sponsoring company’s current branding strength. This exclusive designation provides weeks of extensive advertising coverage and wide-ranging exposure and branding visibility.

Additional new opportunities include exclusive “Exhibit Hall” sponsorships for both Grace Pavilion and the Hall of Flowers, a Registration Tent Sponsorship, GoVino branding for the Tasting of Gold Medal Winners from the 2017 North Coast Wine Challenge, and an all new Pre-Show Program Guide scheduled to be mailed to all wineries in Sonoma, Napa, Lake, Mendocino, Solano, and Marin counties prior to the show, with varying degrees of exposure, #ExpoDeals visibility and branding recognition.

“We’ve expanded the sponsorship program as a direct response to our exhibitors that were asking for more ways to participate and stand out from the pack,” said George Christie, President of Wine Industry Network. “If you’re exhibiting at the show and looking to make a large impact to guarantee that every attendee knows your company is leading the industry, these new packages are built specifically for you.”

These opportunities are limited. For more information about WIN Expo and the sponsorships opportunities available, please contact Dan Eliason via dan@wineindustrynetwork.com or visit wineindustryexpo.com/sponsor.

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About Wine Industry Network (WIN):

Wine Industry Network (WIN) (wineindustrynetwork.com), is based in Healdsburg, CA and is THE business resource for the wine industry. WIN also produces three annual trade shows & conferences, the North Coast Wine Industry Expo (WIN Expo) (wineindustryexpo.com), the U.S. Wine & Beverage Expo (USBevX) (usbev.com), and the Wine & Weed Symposium (wine-weed.com); the online daily news publication, Wine Industry Advisor (wineindustryadvisor.com); an online employment resource, WIN Jobs (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).