

For Immediate Release



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8th Annual WIN Expo Attendee Registration Opens

Specialized educational program will address current issues facing wine industry

Healdsburg, CA, August 21st, 2019 – Wine Industry Network opened registration for the 8th 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, December 5th, 2019.

WIN Expo is the wine industry's annual buying show and will include nearly 300 exhibitors showcasing the latest products and services, and offering Expo Deals (#ExpoDeals), one-day, end-of-year specials to attendees. These deals will be promoted in the days leading up to the show so attendees can plan their shopping prior to the event.

"Our exhibitors come ready to do business on the show floor every year by offering great day-of savings," said George Christie, President & CEO of Wine Industry Network. "Over the years, our attendees have learned from experience that WIN Expo is the end-of-year 'Buying Show' and they happily take advantage of the great deals our exhibitors provide."

WIN Expo also features a strong educational conference designed to address current challenges that the industry is facing. The sessions are structured as specialized, interactive learning workshops for wine industry professionals working in the fields of Winemaking & Production, Sales & Marketing, and Business Strategy & Leadership. "In any competitive industry, it's always the most informed that rise to the top. We know this because year after year, we see the most successful people in our industry attending our conference sessions," adds Christie.

"This is a very important trade show and conference for our region, this year in particular," said Christie. "Our industry will face a lot of challenges in the upcoming year and every professional I know is predicting tough times ahead. Our mission is to make sure that our attendees leave this event better prepared for what's to come and we plan on doing just that."

To see the full list of this year's conference topics, expert speakers, and registration information, please visit: wineindustryexpo.com

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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 produces three annual trade shows & conferences, the North Coast Wine Industry Expo (WIN Expo) (wineindustryexpo.com), the Wine & Weed Symposium (wine-weed.com), the 3-Tier Wine Symposium (3tierwine.com); as well the online daily news publication, Wine Industry Advisor (wineindustryadvisor.com); an online employment resource, WIN Jobs (wineindustry.jobs); and THE North American Wine Industry Database, Wine Industry Data (WIN Data) (wineindustrydata.com).