



For Immediate Release

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North Coast Wine Industry Expo Expands to Meet Exhibitor Demand
Industry Trade Show Now Second Largest in North America

April 23rd, 2013, Healdsburg, CA - The Wine Industry Network (WIN) today announced that they will expand the 2013 North Coast Wine Industry Expo in its second year to accommodate an additional 120 booths making it the second largest wine industry trade show in North America. The Expo will, once again, be held at the Sonoma County Fairgrounds in Santa Rosa on Thursday, December 5, 2013.

This expansion is in direct response to last year's sold out show and its resulting waiting list that has continued to grow since last December. The new floor plan will now include the Hall of Flowers as well as Grace Pavilion. In addition, the educational sessions will relocate to a new larger facility adjacent to the Hall of Flowers.

"In our first year, booths sold out almost immediately and we knew we needed to find a way to accommodate the growing interest," said George Christie, Wine Industry Network President. "With over 300 suppliers exhibiting this December, the Expo is becoming a wine industry trade event that every North Coast Winery and Vineyard should plan on attending" adds Christie. "Whether you're in the vineyard, cellar, tasting room or business office...there's going to be something here for you".

The inaugural event in 2012 attracted more than 2,000 attendees and attendance is expected to increase significantly in 2013. "It takes time to establish an event like this, but given last year's success, we're expecting a packed house in December," added Christie. "Traditionally, that's a time when vineyard and winery principals are busy planning for the upcoming year; this show is going to make that planning process easier than ever."

Registration is now open for the 2013 Show and booths are expected to sell out quickly. For more information, visit www.wineindustryexpo.com.

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About the Wine Industry Network (WIN):

Based in Healdsburg, California, WineIndustryNetwork.com is the wine industry's most comprehensive business resource website operating as an on-line trade show and created specifically to help industry professionals locate and connect more easily with the industry's best suppliers and service professionals. WIN also produces The North Coast Wine Industry Expo, based in Santa Rosa, California, and its online blog, the *Wine Industry Advisor* (www.wineindustrynetwork.com/blog/).