

For Immediate Release



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2015 North Coast Wine Industry Expo Attendee Registration Now Open

Annual WIN Expo anticipates successful 4th year event

Healdsburg, Calif., September 2nd, 2015 – The 2015 North Coast Wine Industry Expo (WIN Expo), presented by Wine Industry Network (WIN), has announced that attendee registration is officially open. The WIN Expo, now in its fourth year, has quickly become an integral end-of-year industry gathering for the region and will once again be held at the Sonoma County Fairgrounds in Santa Rosa, CA on December 3rd, 2015.

Industry professionals will have the opportunity to view products and services from nearly 300 exhibitors who will showcase their offerings in the two largest buildings at the fairgrounds, Hall of Flowers and Grace Pavilion. The Expo will also present four educational sessions featuring wine industry leaders and innovators sharing ideas, information, and predictions to help attendees better prepare for the coming year.

Conference Topics:

- 2015 State of the North Coast Wine Industry: Presented by Sonoma State Wine Business Institute
- Conservation, the New Innovation: Exploring water saving technologies while improving wine quality
- Market Conditions for the North Coast Winegrape Industry: What wineries and growers can expect in 2016
- Big Brands, Big Lessons: Applying successful marketing and social media strategies used outside the wine industry

“We couldn’t be more pleased with how this annual event has taken hold,” said George Christie, President of Wine Industry Network. “This trade show brings the North Coast Industry together one final time each December and provides us with an excellent opportunity to evaluate the past year and plan for the future. The local industry has supported us from the very beginning, and to show our appreciation, we try hard to continually improve the experience for both the exhibitors and attendees.”

The WIN Expo will again offer Harvest Special discounts for attendees who register for conference sessions and trade show access prior to October 30th and the final line-up of speakers will be announced in the coming weeks. To register or for more information about educational sessions and the trade show visit www.wineindustryexpo.com

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About the Wine Industry Network (WIN)

Based in Healdsburg, CA, 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 www.wineindustryexpo.com, based in Santa Rosa, CA, the online industry publication, the *Wine Industry Advisor* (wineindustryadvisor.com) and WIN Jobs (www.winjobboard.com), an online employment resource.