

**For Immediate Release**



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

## **7<sup>th</sup> Annual WIN Expo Attendee Registration Opens**

*Educational component expands along with buying opportunities*

Healdsburg, CA, August 22<sup>nd</sup>, 2018 – Wine Industry Network opened registration for the 7<sup>th</sup> Annual WIN Expo, North Coast Wine Industry Trade Show & Conference, scheduled to take place at the Sonoma County Fairgrounds and Event Center in Santa Rosa, CA, on Thursday, December 6<sup>th</sup>, 2018.

WIN Expo continues to be the best regional buying show of the year and will include nearly 300 exhibitors showcasing the latest products and services available. Exhibitors will again be participating in the popular Expo Deals program (#ExpoDeals), where they will offer one-day, end-of-year specials to attendees. ExpoDeals will be promoted in the days leading up to the show so that attendees can plan their purchases prior to the event.

“ExpoDeals has become very popular with attendees who are looking to do some end-of-year business and who know that there will be great day-of specials at the show,” said George Christie, Founder & CEO of Wine Industry Network. “Our exhibitors have helped establish WIN Expo as ‘THE buying show’ for the wine industry and year after year, more deals are done right there on the floor as a result of so many great offerings.”

In 2017, WIN Expo educational workshops were expanded and experienced a tremendous increase in attendance. In 2018, the program is expanding again, reinforcing Wine Industry Network’s commitment to provide exceptional learning opportunities for wine industry professionals, specifically in Winemaking/Production, Sales & Marketing, and Business Strategy & Leadership. For a detailed list of sessions and speakers, please visit [wineindustryexpo.com/conference.php](http://wineindustryexpo.com/conference.php)

“The wine industry is so competitive and so full of talented professionals that if you’re not regularly learning about the latest innovations or listening to category experts, you’re probably falling behind,” adds Christie. “Our number one goal is to make sure every attendee is better prepared for success in the upcoming year. Our attendees expect it and we shoot to over-deliver on those expectations so that the WIN Expo continues to be the ‘must attend’ event for the North Coast Wine Industry.”

To see the full list of this year’s conference topics, expert speakers, and registration information, please visit: [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 produces two annual trade shows & conferences, the North Coast Wine Industry Expo (WIN Expo) ([wineindustryexpo.com](http://wineindustryexpo.com)), and the Wine & Weed Symposium ([wine-weed.com](http://wine-weed.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 North American Wine Industry Database, Wine Industry Data (WIN Data) ([wineindustrydata.com](http://wineindustrydata.com)).