

For Immediate Release



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First Wine Industry Expo and Conference Draws Over 2,000 Attendees

North Coast Region Welcomes New Trade Event

Healdsburg, Calif., December 13th, 2012 – The Wine Industry Network today confirmed that their first annual North Coast Wine Industry Expo conference and trade show was a great success. The show took place last week at the Sonoma County Fairground’s Grace Pavilion and featured over 200 exhibiting wine industry suppliers and service providers. Attendance to the first year event surpassed expectations with more than two thousand registered attendees representing industry personnel throughout Sonoma, Napa, Mendocino, Lake and Marin counties and beyond.

“We knew going in that the region was ready for a show of our own, but truthfully, this was much more successful than we could have imagined” said George Christie, President of the Wine Industry Network.

In addition to the trade show, the event hosted four sold-out conference sessions presented by some of the most experienced members of the wine and grape industry. Interactive panel discussions focused on everything ranging from vineyard operations to marketing and sales. The reaction to the speakers, topics and information presented was extremely enthusiastic and plans for expanding the educational sessions at next year’s event is already underway.

“The feedback we’ve received from our exhibitors and attendees has been overwhelmingly positive,” said Christie. “We already have a waiting list of suppliers that have expressed an interest in being a part of the Expo next year. Unfortunately we weren’t able to accommodate all of the suppliers that wanted in to this inaugural event, so next year...we’re making more room!”

Next year’s show will take place again in December, the week after Thanksgiving. “This is a show that will only get bigger and better. We’re committed to making the North Coast Wine Industry Expo the best show in North America,” said Christie.

For suppliers interested in exhibiting at the 2013 Expo, join the Expo waiting list:
<http://www.wineindustryexpo.com/waitlist.php>.

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