

**For Immediate Release**



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## **North Coast Wine Industry Expo Welcomes Over 3000 Attendees in Second Year**

*New Regionally Focused Show Exceeds Attendance Expectations*

Healdsburg, Calif., December 12, 2013 – The Wine Industry Network (WIN) today announced that the 2<sup>nd</sup> annual North Coast Wine Industry Expo conference and trade show held last week on December 5<sup>th</sup> at the Sonoma County Fairgrounds broke previous attendance records and was a resounding success. This year's Expo increased the number of attendees by more than 40% with over 3200 industry personnel representing North Coast counties as well as other regions across the U.S.

“The number of attendees this year once again surpassed our expectations,” said George Christie, President of the Wine Industry Network. “It reinforces the idea that there's a demand for this type of trade event in our region and the North Coast Wine Industry Expo is successfully filling it.”

The 2013 event included four distinct educational sessions presented by some of the most respected and experienced members of the wine and grape industry. This year's topics included discussions on finance, viticulture, production and sales and the information presented was relevant and well received by conference attendees.

In response to the demand for more exhibitor space at last year's event, WIN expanded the 2013 show into the Hall of Flowers to include an additional 130 booth spaces bringing the total to 330. The educational sessions were also relocated to a new larger facility and the increase makes the North Coast Wine Industry Expo the 2<sup>nd</sup> largest wine industry trade event in North America.

“We're proud of the expansion and improvements that we made at this year's Expo,” said Christie. “We had one primary objective, that this year be better than last. With the overwhelming increase in attendance and the positive feedback we've received from our exhibitors, I believe we accomplished that.”

Next year's show will take place at the same location on December 4<sup>th</sup>, 2014. “We are dedicated to improving the show each year to make Expo the best Wine Industry trade event in North America,” said Christie.

For suppliers interested in exhibiting at the 2014 Expo, join the Expo waiting list:  
<http://www.wineindustryexpo.com/waitlist.php>.

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### **About the Wine Industry Network**

Based in Healdsburg, California, [WineIndustryNetwork.com](http://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 ([WineIndustryExpo.com](http://WineIndustryExpo.com)), based in Santa Rosa, California, and its online industry publication, the *Wine Industry Advisor* ([WineIndustryAdvisor.com](http://WineIndustryAdvisor.com)).