



***For Immediate Release:***

Contact: Debra Short

Phone: 727.846.0320

Email: [Dshort@SENPA.org](mailto:Dshort@SENPA.org)

## **SENPA Board Announces SOHO Expo 2020 Is On**

SENPA, a non-profit trade organization and its Board of Directors, has announced that The 50th annual SOHO Expo will be held as planned on December 10-13, 2020 at the Gaylord Palms Resort and Convention Center in Orlando, Florida.

Though SENPA and its Board originally established an October 1 deadline to make this decision, after seeing events being held safely at the Gaylord, putting together safety protocols in partnership with the resort, and seeing the improved nature of COVID-19 in Florida, they feel that producing SOHO Expo is in the best interest of the industry.

The SENPA Board of Directors recognizes the increasing demand for safely produced in-person events and will meet that need. For more information regarding SOHO Expo details and the safety protocols in place please visit [sohoexpo.net](http://sohoexpo.net).

“With 50 years in the books, we couldn’t let this pass us by. We have to be together to celebrate 50 years of SOHO Expo in person,” said Debra Short, Executive Director of SENPA. Lester Burks, President of the SENPA Board of Directors, added, “We are thrilled to get together with everyone. This is just what we need to end 2020 on a high note.”

SOHO EXPO is the largest natural products Industry Independent Trade Show; SOHO Healthfest and SOHO Road Shows are produced by SENPA, with all proceeds going back into the industry to educate Independent Retailers and their staff. All SOHO Events support growth in the natural products industry by encouraging new companies the opportunity to network with prime decision makers about their products. Visit [www.SOHOexpo.net](http://www.SOHOexpo.net) for more details.

**NOURISHING THE HUMAN CONNECTION**