

Retail Registration Brochure



HEALTHFEST

Showing Others
Healthy Options

April 23-25, 2021

**OMNI Mandalay at Las Colinas
Dallas, TX**

Proudly Produced by



SENPA
NATURAL INDUSTRY
ALLIANCE

THANK YOU TO OUR SPONSORS

GOLD



BRONZE



MEAL



PARTY



MASK



LANYARD



SOHO Healthfest Schedule

FRIDAY, APRIL 23

10:00am-5:30pm REGISTRATION
Mandalay Foyer



12:00pm-4:00pm Education Program with Lunch
Meal Sponsor: EuroPharma
The Top 10 Natural Medicines I Will Never Go Without



Terry Lemerond

Mandalay Ballroom

Science has proven that there are truly powerful, highly effective natural medicines for a wide variety of health concerns, including arthritis, heart disease, cancer, dermatitis, sinusitis, diabetes, infectious diseases, pain, and inflammatory conditions. In this presentation, natural product expert Terry Lemerond will discuss clinically proven ingredients like boswellia, curcumin, grape seed extract, andrographis, hintonia, ashwagandha, and comfrey that provide superior benefits without the adverse effects of drugs. He will share the most recent research and best practices to help you meet your customer's most serious health needs.



5:00pm-7:00pm Education Program with Dinner
Meal Sponsor: Buried Treasure
Beyond the Boost: Restoring our Essential Foundation



Jerilyn Bristow

Mandalay Ballroom

Sometimes, we need to boost the health of our immune system but long-term health requires tending our foundation every day. Understand the deeper roles immune supporting nutrients play and how we can use them to strengthen the foundation that supports us.



7:15pm-8:15pm Education Program
Understanding Progesterone & Other Bio-Identical Hormones -
How they affect your Health and Wellbeing



Rudy Dragone

Mandalay Ballroom

Bio-identical hormones are more appealing to the masses when dealing with menopause or andropause because they are derived naturally, and our bodies can metabolize them properly. Come and find out more about Progesterone and Other Bio-identical Hormones, how the body accepts them and how they get your results naturally.



Education Program Track Key



Schedule Details continued


SATURDAY, APRIL 24

7:00am-5:00pm REGISTRATION

Mandalay Foyer



**7:30am-9:30am Education Program with Breakfast
Retail Roundtable/Open Forum**

  **Moderator: Renee Southard, SENPA President**
Mandalay Ballroom

Renee will lead attendees through discussions on best business practices. Discussion will include current advertising trends, current competition strategies, and much more. Bring your thoughts and ideas.



**9:40am-10:40am Education Program
2021 Customer Insights / Market Trends**

 **Josh Lopez**
Mandalay BallRoom

Josh Lopez will be speaking about Customer Insights & Market Trends during the Pandemic, as well as some market research on how retailers can plan for the post-pandemic. He will provide valuable feedback & information that our Natural Retailers can apply in their stores.

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**10:50am-11:50am Education Program
Using Enzymes to Increase Your Sales**

 **Dan Curtin**
Mandalay BallRoom

We'll be discussing how different types of enzymes are the ultimate up-sell for all dietary supplements. Food, vitamins, minerals, or hormones are of little benefit without enzymes. With enzymes, we can improve the efficacy of all supplements, the health of your customers, and the total revenue of your business.

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1:00pm-7:00pm EXHIBIT SET-UP

Las Colinas Ballroom



**12:00pm-2:00pm Education Program with Lunch
Meal Sponsor: Michael's Naturopathic Programs
True Naturopathy: Supporting the Body's Ability to Heal Itself**

  **Michael Schwartz**
Mandalay Ballroom

Michael will discuss the symbolic significance of nutrients: He will build upon his book, Health and Disease Symbology, as well as his naturopathic experience and knowledge of the relationship between emotions, nutrition, and health. Michael will connect the physical, spiritual, and emotional showing how a holistic approach to each of these can connect us to better health and healthier lives.

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**2:15pm-3:15pm Education Program
Breaking the Cycle of Stress, Anxiety & Depression**

 **Dan Chapman**
Mandalay Ballroom

From the rapid pace in which we live to concerns about health, family, responsibilities, money or employment... the onslaught of stress and the damaging effects it has on our bodies is real. But there is hope! Redd Remedies has teamed up with Dr. Gregory Jantz, Founder of The Center A Place of Hope, to develop a special suite of natural products. Dan Chapman will share Redd Remedies' unique formulas designed to address these concerns from a whole-body perspective.

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Education Program Track Key



Schedule Details continued

SATURDAY, APRIL 24 *continued*



3:30pm-4:30pm Education Program
The Dynamic Duo of IP6 & Inositol

 **Tom Sokoloff**
Mandalay Ballroom

One of the most exciting and important natural products to ever be introduced as a dietary supplement is the combination of IP6 & Inositol. This combination of naturally occurring compounds produced from rice bran has shown impressive results in both laboratory and human research. During this presentation we walk through the history of IP6 and Inositol research, mechanisms of action and human clinical studies. By the time we conclude you will be equipped to shout from the roof tops all the amazing benefits of these fascinating molecules!

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5:30pm-7:30pm Education Program with Dinner

Meal Sponsor: Enzymedica

Live By Your Get - How Digestive Health Can Awaken New Perspectives

  **Julia Craven**
Mandalay Ballroom

Digestive health is more than a process of assimilating nutrients from food; it has a profound impact on our overall health and well-being. In this talk, you'll discover the link between stress and good health. Prepare to be empowered with new perspectives on life and happiness through better digestion.

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8:00pm-11:00pm Reception
Healthfest Party - Mardi Gras
Sponsored by KeHE
Lake Highlands Room

Sponsored by



SUNDAY, APRIL 25

7:00am-3:30pm REGISTRATION
Mandalay Foyer



7:30am-9:30am Education Program with Breakfast

Meal Sponsor: Bluebonnet Nutrition ONE

Defending Immunity with the Right

  **Carl Germano, CNS, CDN**
Mandalay Ballroom

Consumers are more in tune with their health today than ever. So, helping them figure out how to optimally prepare and strengthen their immune system is paramount. This lecture will focus on supplements that address immune resilience, including immune stimulation, modulation and defense. While multiples are the foundation for maintaining health and wellness, we will also reveal the latest clinical studies on the most significant immune-boosting nutrients on the market. Plus, lifestyle factors (stress, anxiety, sleeplessness) will be discussed since they also play a significant role in immune health. With proper supplementation and lifestyle adjustments, this presentation will arm you with all the right tools consumers need to build up their strongest defense.

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9:45am-10:00am President's Message / Ribbon Cutting

Renee Southard, SENPA President
Las Colinas Foyer

10:00am-4:00pm EXHIBITS OPEN
Las Colinas Ballroom

Retail Pre-Registration Form



HEALTHFEST
Showing Others Healthy Options

APRIL 23-25, 2021

**OMNI Mandalay at Las Colinas
Dallas, TX**

Proudly Produced by



RETAIL BUSINESS INFORMATION Proof of business license may be requested.

Store Name: _____

Address: _____

City: _____ ST: _____ Zip: _____

Phone: (____) _____ Fax: (____) _____

*Email: _____

*Providing an e-mail will ensure you receive timely registration confirmations, critical updates and exhibitor follow up in a way that saves time, money and paper.

Check your preferred means of communication from SENPA & SOHO Healthfest:

☐ Mail ☐ Email

Your registration confirmation will be sent via your preferred method checked above.

PLEASE review confirmation upon receipt.

ATTENDEE INFORMATION

After 4/9/2021 add \$10 to every attendee listed below.

Check appropriate box:

- ☐ Yes, my business is a **SENPA MEMBER - FREE** entrance to all functions. **(FULL-ACCESS)**
- ☐ I am paying dues with this registration \$95 for SENPA membership. **(FULL-ACCESS)**
- ☐ I am attending exhibits and seminars as a non-member for \$50 per person. **(FULL-ACCESS)**
- ☐ Check here to attend **EXHIBITS ONLY** at **NO CHARGE** (Registration must be received by 4/9/2021).

Fill in name of each staff member and check each function attending for Full Access Badges

	Buyer	Staying at Omni Mandalay	Fri. Lunch	Fri. Dinner	Sat. Breakfast	Sat. Lunch	Sat. Dinner	Sun. Breakfast
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

NOTE: Duplicate form for additional names. [List and indicate children under 16 on separate form.](#)

PAYMENT METHOD

- ☐ **PAY BY CHECK** - make payable to SENPA Inc.
- ☐ **PAY BY CREDIT CARD** - Visa, MasterCard and American Express Accepted.

NOTE: Invoice will be sent with payment instructions. Credit cards are processed through Authorize.net to ensure secure transactions. Your invoice will come from SENPA, Inc. invoice@authorize.net

REQUIRED: Authorized Signature: _____

Print Name: _____ Date: _____

TOTAL DUE

Registration Fees ____ @\$50 (if applicable)..... \$ ____

Membership dues @ \$95 \$ ____

SENPA Support Club..... \$ ____

Add \$10 X ____ # of attendees registered after 4/9/2021 \$ ____

Grand Total: \$ ____

**Retail Members Get
UNLIMITED
Staff Badges**

NOTE: All Meal Functions require pre-registration and are FREE for FULL-ACCESS attendees

A confirmation will be sent via your preferred method checked above. Please review confirmation upon receipt, badges to be picked up at show.

SPECIAL SERVICES

☐ Check here if an attendee requires special accommodations to fully participate. Attach a written description of their needs and their name.



Everyone is required to wear a SOHO Healthfest badge at ALL functions. Advance meal reservations are required due to the number of sponsored meal sessions. Meals available on a first-come basis. Once the event is "sold out", we will be unable to confirm a reservation for that event. Cancellations and requests for refunds must be received in writing by 4/9/21. NO REFUNDS will be made after 4/9/21 or for no-shows.



**Return by
4/9/2021**

FAX:

completed form to
800-828-7250

MAIL:

SENPA
5946 Main Street
New Port Richey, FL 34652

EMAIL:

info@SOHOhealthfest.net

Visit our website at
SOHOhealthfest.net
for more information.
And stay updated at



SENP/SOHO Healthfest Show Safety Systems



HEALTHFEST

Showing Others Healthy Options

We are looking forward to seeing you at SOHO Healthfest, April 23-25, 2021 at the Omni Mandalay at Las Colinas in Dallas, TX. We are excited to be able to produce an event that will allow you to meet safely in person with retailers, educators and exhibitors in the natural products industry. We know that being able to network and obtain first-hand product information is extremely important to you, and you can be rest assured that along with that, we are taking your health and safety importantly as well. Here is an overview of what SENPA is doing to keep our SOHO Healthfest Attendees, Exhibitors & Staff Safe.

General

- Following CDC Guidelines and Dallas County Guidelines
- Following Omni Mandalay at Las Colinas for property safety policies & procedures
- Omni Resorts "Stay A Part of Safety" Safe and Clean Standards will be utilized.
<https://www.omnihotels.com/-/media/files/omni-safe-and-clean-standards>

Hotel

- Hotel associates subject to daily health screening & will wear face masks/gloves when interacting with guests
- Where practical, doors will be placed open to limit touch points
- Hotel to increase frequency of cleaning/disinfecting shared items & high touch surfaces
- Guest sanitation stations will be provided in meeting and exhibit space
- Lobby furniture will be positioned to allow for social distancing
- Elevator button panels and stair handrails will be disinfected once per hour at a minimum
- Housekeeping will deliver requests with contactless procedure
- Sanitation amenities including sanitation wipes & face masks will be added to guest rooms
- Guest room cleaning will have elevated disinfecting & guests will be able to decline service
- In-Room Dining will follow contactless delivery procedure

Education Meeting Space

- Seating for attendees will be spaced according to CDC and Dallas County Guidelines at the time of the show
- All education programs will take place in the same meeting room
- Each attendee will receive a place card with their name on it when they arrive at registration
- Each attendee will choose their seat in the meeting room and mark it with their place card; this will become that attendee's seat for the duration of the conference

Exhibit Floor

- Exhibit space will be spaced according to CDC and Dallas County Guidelines at the time of the show
- Social distancing reminders will be posted
- New Products Display will be placed in a separate room to allow appropriate spacing for products & attendees

Food & Beverage

- Sealed bottled water will be provided for attendees in lieu of water carafes/stations
- All condiments will be single use, individually wrapped
- All meals will be attendant served buffets or individually plated meals

SOHO Healthfest Registration

- Attendees will be provided with a social distancing pin of their comfort level
 - Each retail attendee will receive a name card to place at their chosen seat for the duration of the show education sessions
 - SENPA employees will follow all safety protocols and procedures in place

NOURISHING THE HUMAN CONNECTION



HEALTHFEST

Showing Others Healthy Options



Social Distancing Pins

If you'd like a way to easily show others your comfort level with interaction at this event, feel free to take one of the colored pins below. These are a simple way to convey the corresponding message to your fellow attendees.



GREEN

**I'm here for
high-fives and
handshakes!**

***with plenty of hand sanitizer of course!**



YELLOW

**I'm okay with
talking but don't
get too close.**



RED

**I'm keeping my
distance with a
smile and a wave.**

**NOURISHING
THE HUMAN
CONNECTION**

RETAILER HOTEL REBATE FORM

\$20 Hotel Rebate

for qualified retailers** attending SOHO Healthfest!

- 1. STAY** at the Omni Mandalay Las Colinas, during SOHO Healthfest 2021 – rate \$139 (room rates or availability not guaranteed after 4/1/2021)
- 2. Submit REBATE** form along with hotel receipt** stating the rooms and dates occupied and paid for to SOHO Healthfest via email, mail or fax
- 3. RECEIVE** \$20 rebate per room/per night (April 23-25, 2021) used by your qualified retail business attendee at SOHO Healthfest!

****Submit form by May 24, 2021.** Once rebate form and proper documentation have been received and validated, checks will be made out to business, unless otherwise noted below, and mailed within 4-6 weeks.

Host Hotel

OMNI HOTELS & RESORTS
mandalay | oallas

221 East Las Colinas Blvd., Irving, TX 75039
972-556-0800

REBATES made possible
for qualified retailers by



Become a SENPA® Member

You are our BUSINESS!



Building Profitable Partnerships One Member at a time

SENPA keeps you informed on special legislative updates by monitoring state and local issues relating to your business needs.

SENPA works with you in your State Capitol to educate lawmakers about our industry and building better relationships.

SENPA keeps you updated with business tips, timely and relevant newsletters, offers credit card processing and so much more in the Members Only section at our www.SENPA.org website.

SENPA produces the popular SOHO EXPO, held in Orlando, Florida, annually in December and SOHO Healthfest, Table Top Show in Dallas, TX, as well as annual Education programs; including Road Shows in your town for you and your staff.

SENPA is your Resource Center. Here when you need us for over 60 years. Get to know our knowledgeable and friendly staff, with years of experience in the natural products industry, we're always ready serve you.

Support your Industry, be informed, network with your peers and

Be a Member of **SENPA** today!



NOURISHING
THE HUMAN
CONNECTION

For more information on becoming a SENPA member,
contact us at: 727-846-0320 | info@SENPA.org

HEALTHFEST RETAIL REGISTRATION BROCHURE

SENPA Members

RETAILERS

14 Carrot Whole Foods, Inc.
A to Zinc Nutrition Shoppe
Abby's Health & Nutrition
Abner's Nutrition Center
Act Natural Health Foods
Akins Natural Foods
All About Health, Inc.
All Total Health Foods
Alternative Health Food Store
Anthony's Health Hut Inc.
Bargain Haven, Inc.
Basic Foods
Bay Naturals
Beehive Natural Foods
Betsy's Health Foods, Inc.
Better Health & Nutrition
Black Mountain Natural Foods
Break N Bread
Burnsville Health & Nutrition
Center Health & Harmony
Chamberlin's
Chuck's Natural Food Market
Clamar Holistic Health Centre Ltd.
Coastal Community Market
Columbia Health Foods
Corn Crib Health Food Store
Country Corner Health Foods
Country Health Store
Debbie's Health Foods
Debbie's Health Foods, Inc.
Deland Bakery Natural Market & Deli
Descubra Health Foods
Diatia Health
Diane's Natural Market
Discount Health Foods No. 1
Discount Vitamins
Doctor Vitamin Store
Dodson's Nutritional Food Center
Dora's Health Food
Dr. Herb's Natural Food Store, LLC
E. I. Salud Natural, LLC
Earth Harvest Health Foods
Earth Origins Market
Eazy Point
Elevation Apothecary
Everman Natural Foods Coop
Family Health Food
Family Nutrition
Family Nutrition Center
Farmacia Sagrado Corazon Express
Fegers Health Foods
Fiesta Nutrition Center, Inc.
Food For Thought
Fountain City Health Foods Inc
Fountain of Health Inc.
Full Spectrum Health

Garden of Eat'n
Garden Ville Natural Food
Gamer's Natural Foods
Gamer's Natural Life
Gamer's Natural Life of Columbia
Get Healthy Brooksville
Get Healthy Spring Hill
God's Green Acre
Good Foods Grocery
Good Stuff
Goodness Grocery
Granary St.
Grassroots Natural Market
Green Garden Organics
Harmony Farms
Harvest Moon Natural Foods
Health & Weight Management Center
Health 2 U
Health Basket of Mount Dora
Health Food Center of Winter Haven
Health Products
Healthabit Natural Foods
Healthway of Vero Inc.
Healthy By Nature, Inc.
Healthy Habits of WH LLC
Healthy Hemp
Healthy Lisa's
Healthy Me Health Foods
Healthy Self Natural Market
Health's Natural Foods
Herb Mart Mesquite
Herb Mart Plano
Herbal Connection
Herbs & More
Highlands Organic Market -
Main Store
Highlands Organic Market -
Richland
Hill Country Health Store
Hill's Health Hut, Inc.
Hippocrates Health Inst.
House of Health
Island Health Hut Inc.
Jamaica Herbal
Jeff's Health & Nutrition
Lake Nutrition Center
Life Extension Nutrition Center
Live Naturally
Love Whole Foods Café and
Market LLC
Lovey's Natural Foods
Manna Grocery & Deli
Martha's Health Food & Herbs
Momentum 98
Morganton Natural Foods
Mother Earth Foods

Mother Earth Foods & Spirits, Inc.
Mother Earth Natural Foods
Mother Nature's Eden, Inc.
Mr. Natural
Mr. Natural Inc.
Nassau Health Foods
Natucentro
Natural and Organic Foods
Natural Food Product Shoppe
Natural Foods Market
Natural Rewards LLC
Natural Therapies
Natural View Market
Natural Wellness Center
Nature's Discount
Nature's Essentials
Nature's Food Patch, Inc.
Nature's Garden Natural Health
Foods, Inc.
Nature's Market Fitness
Nature's Presence
Nature's Remedy
Nature's Storehouse Health Foods
Nature's Way Nutrition Center
New Life Vitamins
New Way Health Store
NewLight Health
Northern Nutrition, Inc.
Nourished Group
Nutrition Cottage of Boynton Beach
Nutrition Direct
Nutrition Smart
Nutrition S'Mart
Nutrition World
Nutrition World, Inc.
Nutritional Healing
Nuts 'N Berries Healthy Market
Old Paths Natural Market
Olive Leaves Health Food
Organic Marketplace
Ormond Medical Arts
Our Daily Bread
Palma Ceia Village Health Market
& Café
Peggy's Natural Foods
Pensacola Natural Foods
Perfect Solutions Nutrition and
Weight Loss
Piggly Wiggly
Pill Box Wellness Store
Professional Supplement Center
Reeser's Nutrition Center
Reid's Nutrition Center, Inc.
Rhonda's Nature's Way
Rollin' Oats Market #2
Rollin' Oats Market and Café

Ron's Health Foods
Ruth's Nutrition
Sav-A-Lot Nutrition Centers
Simply Natural of Sunrise, Inc.
Simply Nutrition
Special Nutrition
St. Cloud Health Foods
Stewart Analysis
Sundrop Health Foods
Sunflower Health Food Store
Sunseed Food Co-op Inc.
Sunshine Discount Vitamin
Sunshine Health Foods
SunSplash International, Inc.
Super Value Nutrition Center
The Grainery
The Granary Whole Foods
The Green Apple Health Foods
The Green Cat LLC
The Health Hut
The Healthy Edge Retail Group
The Healthy Food Herb and Vitamin Store
The Herb Shop
The Herbal Garden, Inc.
The Wellness Ctr of Ellenton
Tri-Health Food Store
True Health and Fitness
UUStar Corp
Village Nutrition, Inc.
Vitality Health Foods
Vitamin Discount Center
Vitamin Discount Center, LLC #2
Vitamin Discount Center, LLC #3
Vitamin Discount Center, LLC #4
Vitamin Discount Center, LLC #5
Vitamin Outlet, Inc.
Vitamin Plus Health Foods
Vitamins Plus
Ward's Supermarket
Wellness Natural Store
Wholefoods
Wild Ginger Apothecary
Wildflowers Health Foods
World Spirit Health
Zoolie's Natural Food Market

SUPPLIERS

Ample Medical
Atlas Marketing
Beaumont Products
BGG World
Brand FWD Clearcut
Carylene Means Business
Century Printing & Packaging

Christie & Co.
Columbia Nutritional, LLC
Crisp, Inc.
Doctor's Blend
Everything Food
Evolva, Inc.
Fernando Garcia
Fidelis Ad Salutis, Meridianam, Inc.

Fruit d'Or Nutraceuticals
Globan Organics, LLC
Gusto To Go
Health Matters North
Health Navigation Inc.
Hello Health
Hoppy & Company, Inc.
Impact Group

Kalifornia Keto
KMG Marketing / ABCO Graphics &
Printing, Inc.
Life Extensions
Life Shield Solutions
pH Select, Inc.
Quality Smart Solutions Inc.
Rafael Torres

Scott Cloud and Associates
Snap Enterprises LLC
Spectrum Packaging Corp.
Take It National Inc.
Take It National Inc.
Tekna Fill, Inc.
Umalaxmi LLC
Whey Good

NUTRITIONAL PROFESSIONALS

Geraldine Clover
Leon Shelly Gonyo

Robert P. Guzelli
Judy E. Harms

Joan Readding
Douglas Seba

Lenny Sloboda