

April 23-25, 2021

OMNI Mandalay at Las Colinas Dallas, TX



THANK YOU TO OUR SPONSORS

GOLD



BRONZE









































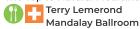
SOHO Healthfest Schedule

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



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



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.

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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



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ARTHUR 📥 ANDREW

MEDICAL

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.



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

Dan Curtin Mandalav 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.

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





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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.



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.

Education Program Track Key





Schedule Details continued

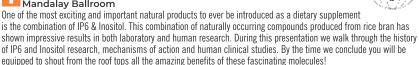
SATURDAY, APRIL 24 continued



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

Tom Sokoloff

Mandalav Ballroom





5:30pm-7:30pm Education Program with Dinner Meal Sponsor: Enzymedica

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

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.



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

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SUNDAY, APRIL 25

Las Colinas Foyer

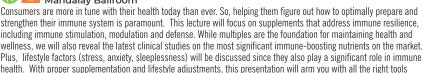
7:00am-3:30pm REGISTRATION Mandalay Foyer



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 need to build up their strongest defense. 9:45am-10:00am President's Message / Ribbon Cutting Renee Southard, SENPA President

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



Retailer Pre-Registration Form



APRIL 23-25, 2021

OMNI Mandalay at Las Colinas Dallas, TX

Proudly Produced by



Store Name: _

RETAIL BUSINESS INFORMATION Proof of business license may be requested.

City:		ST: _			_ Zip: .			
Phone: ()		_ Fax:	()				
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*Providing an e-mail will ensure you rece exhibitor follow up in a way that saves til				onfirm	ations,	critical	update	es and
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ATTENDEE INFORMA	TION							
After 4/9/2021 add \$10 to every attended Check appropriate box:								
☐ Yes, my business is a SENPA MEMB						*		,
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□ I am attending exhibits and semina							•	,
☐ Check here to attend EXHIBITS ONLY	at NO CHA	ARGE (F	Registr	ation	must b	e receiv	ed by 4	4/9/2021).
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Return by 4/9/2021 to AVOID additional fees of \$10 each

☐ PAY BY CHECK - make payable to SENPA Inc ☐ PAY BY CREDIT CARD - Visa, MasterCard and							
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:	\$\$ \$\$ \$\$ \$\$ \$\$ \$\$ \$\$						

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

PAYMENT METHOD

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.



FAX:

completed form to 800-828-7250

MAIL:

SENPA 5946 Main Street New Port Richey, FL 34652

EMAIL:

info@SOHOhealthfest.net

SOHOhealthfest.net for more information. And stay updated at

Visit our website at



SENPA/SOHO Healthfest Show Safety Systems



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



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.





I'm here for high-fives and handshakes! *with plenty of hand sanitizer of course!





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



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





RETAILER HOTEL REBATE FORM

\$20 Hotel Rebate

for qualified retailers** attending SOHO Healthfest!

- **1. STAY** at the Omni Mandalay Las Colinas, during SOHO Healthest 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

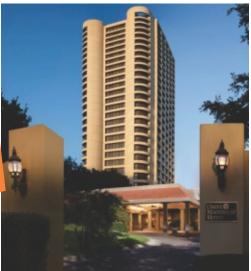
OMNI HOTELS & RESORTS

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!





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

SENPA Members

RETAILERS

Mother Earth Foods & Spirits, Inc.

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 Diaita 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 F. I. Salud Natural 11 C. Farth Harvest Health Foods Earth Origins Market Eazy Point Elevation Apothecary Ever'man 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

Garden of Eat'n Garden Ville Natural Food Garner's Natural Foods Garner's Natural Life Garner'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 LL 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 Heath'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

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

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 Herh 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

Rollin' Oats Market and Café

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

12

Fountain of Health Inc.

Full Spectrum Health

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

Momentum 98

Morganton Natural Foods

Mother Earth Foods

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. Guzell Judy E. Harms Joan Readding Douglas Seba Lenny Sloboda