

# SOHO Healthfest Sponsorship & Marketing Opportunities



**HEALTHFEST**  
Showing Others  
Healthy Options

APRIL 22 - 24, 2022

Omni Mandalay  
at Las Colinas, Dallas, TX

Proudly Produced By



**SENPA**  
NATURAL INDUSTRY ALLIANCE



# Show Sponsorship Packages

REACH RETAILERS ALL YEAR LONG!

Advertise to our unique audience!



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Omni Mandalay at Las Colinas,  
Dallas, TX

Logos featured as sponsor - Logo sized based on Sponsorship level	Gold	Silver	Bronze
Social Media as a Sponsorship Group + Unique Mentions (# of checks indicates mentions)	✓✓ ✓		
Newsletters - print and digital (Over 5600 Exposures)	✓	✓	✓
Mailings - postcards, flyers, printed and digital (Over 10,000 Exposures)	✓	✓	✓
Registration brochures Over 200 Exposures + Website Views	✓	✓	✓
Show Guide (200 printed)	✓	✓	✓
Onsite banners	✓	✓	✓
Web Site	✓	✓	✓
<b>Special Show Sponsor Identifying Ribbon for each member of your team</b>	✓	✓	✓
<b>Photo of booth and company rep in SENPA SPEAKS Show roundup edition (2,000 mailed + Website Views)</b>	✓	✓	
<b>Personalized article in SENPA SPEAKS one-time during year of sponsorship</b>	✓		
<b>Customized digital Flyer advertising sponsorship participation in SOHO Healthfest (Unlimited exposures)</b>	✓	✓	✓
<b>FREE Retailer Sample Bag Sponsorship (\$50.00 Value)</b>	✓	✓	
<b>Onsite Poster(s) at SOHO Healthfest</b>	✓	✓	✓
<b>Free New Product Display (\$30.00 Value)</b>	✓	✓	
<b>Recognized as a Show Sponsor at your table on the show floor</b>	✓	✓	✓
	<b>\$3000</b>	<b>\$1500</b>	<b>\$500</b>

Our show sponsorship programs have been designed to give your company the highest level of exposure and support your marketing goals.

Visit [SOHOhealthfest.net](http://SOHOhealthfest.net) for more sponsorship opportunities



5946 Main Street  
New Port Richey, FL 34652

727.846.0320  
www.SOHOhealthfest.net

FAX completed form to **OR** EMAIL completed form to  
800.828.7250 info@SOHOhealthfest.net



# 2022 SOHO Healthfest Meal Program Sponsorship

2-hour program with meal served for first 30 minutes\* (½ hour) buffet style  
Speaker presentation may run up to 90 minutes (1 ½ hours)

## SOHO EXPO MEAL SPONSORSHIP LEVEL BENEFITS:

- Your Logo on Meal Sponsor Banners
- Your Logo with link on official SOHOhealthfest.net website
- Your Logo in SENPA SPEAKS newsletter
- Your Logo in all pre-show mailings (print/email)
- Your Logo recognition in official SOHO Healthfest ShowGUIDE
- Your Logo on registration forms (online and printed where possible)
- Your Logo on printed meal tickets for the event
- Your Logo in post-show SENPA SPEAKS newsletter
- Complimentary location on New Product Display (\$30 value)
- Recognized as a Meal Sponsor at your table on show floor
- Special "sponsor" ribbons for staff to wear during SOHO Healthfest
- Promoted as a meal sponsor on our social media reach
- Customized speaker flyer to help in your promotion to retailers

## SPONSOR RESPONSIBILITIES:

**SPEAKER:** Chosen and paid for by the sponsor. Topic to be submitted to SOHO Healthfest committee. SENPA/SOHO asks that Information not to be totally product based. Recognizing products and distributing literature and samples is acceptable, however, we ask that the main part of the program be educational.

**CATERING:** Sponsor is responsible directly to SENPA, Inc. for the meal function and all hotel charges for the meal. The SOHO Healthfest show management will work directly with sponsor to arrange the menu, take reservations for the dinners, and work on final catering guarantee. Sponsor will be invoiced immediately after the show for Catering.

**AUDIO/VISUAL:** Sponsor will pay \$250 to cover all audio/visual cost. Management will negotiate prices and include in show's package in order to reduce overall costs. (i.e., sharing costs with other sponsored programs using the same hall and duplicate equipment). Sponsor will be invoiced immediately after the show for Audio Visual.

**ADDITIONAL FEES:** Benefits may not be changed after signing. SOHO Healthfest is run by a non-profit organization and meal functions do not create revenue for the show, therefore additional benefits to those listed above or promotions will not be added and all fees incurred are the responsibility of the sponsor.

**FOOD DONATIONS:** SOHO Healthfest management will make every effort to obtain healthy donations to be included on the buffet, but will not guarantee those donations. If any additional costs are incurred for donations, sponsor will have the opportunity to approve in advance and be responsible for those fees. Companies donating foods/products will be acknowledged.

**MEAL PROGRAM TIMELINE:** Buffet will open ½ hour prior to session and be closed down at the beginning of the speaker presentation to help lessen the noise and offer a better atmosphere for attendees. \*Sponsor may request a time change for closing the buffet line with the SOHO Healthfest representative in charge.

**ATTENDEES & INVITED GUESTS:** Please note registered "full access" RETAIL attendees are invited to attend sponsored meal functions at no cost to them. They will be required to "pre-register" for the event. Sponsors are encouraged to promote and invite retailers making sure they include the following on any invitations, etc.: "All retailers attending meal functions are required to preregister as a FULL ACCESS Retail Attendee at the SOHO Healthfest. TO REGISTER visit SOHOhealthfest.net or call (727) 846-0320

**FINAL INVOICING:** A final invoice of amount due will be sent to sponsor immediately after the trade show. Invoice will be due upon receipt unless other arrangements have been agreed to in advance.

For more information on meal sponsorship availability, please contact the office at 727-846-0320.



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HEALTHFEST  
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APRIL 22-24, 2022

CAPTIVATE  
YOUR  
AUDIENCE!



# Multi-Year Show Sponsor

## INVESTMENT LEVEL

### Long-Term Partnership



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Our Investment Sponsorship package has been created to offer sponsor(s) a long-term, value-added program that has the broadest reach to retailers across the U.S. who attend SOHO EXPO. The program offers a year-long package that includes one of the industry's best natural products show, SOHO EXPO, SOHO HEALTHFEST and ROAD SHOW EVENTS.

### **\$5,000 per year - 3 Year Partnership**

Terms of Agreement: SOHO Healthfest Sponsorship 3 years from current year signing of sponsorship agreement through the first SENPA SPEAKS Newsletter published and mailed in June of 4th year

### **Yearly Sponsorship Scope:**

- Highlighted as Investment Sponsor listed in all marketing pieces including Onsite, Website, and Official Show Program
- Featured as a Gold Show sponsor with all of its included benefits
- 2 FREE Nights at the Omni Mandalay Hotel at Las Colinas (Host Hotel) each year of sponsorship during show
- FREE Full page ad in the Official ShowGUIDE each year of sponsorship
- FREE sponsor ad in the SENPA SPEAKS Newsletter Retail Registration Issue each year of sponsorship
- Post submitted "show supporting" digital Press Release on the SENPA.org Social Media Page
- FREE Banner Advertising for use on SOHO Healthfest Website and Social Media
- FREE New Products Display
- FREE Retail Sample Bag Sponsor
- FREE "digital" SOHO Healthfest Flyer Template for inserting / distributing to your retailer list
- Recognized as an Investment Sponsor at your table on the show floor
- Special Sponsor Identifying Ribbon
- Featured as an Investment Sponsor at all SENPA ROAD SHOW Events
- Featured as an Investment Sponsor at all SOHO EXPO Events

### **Included: Show Gold Sponsorship Benefits**

- Sponsorship Acknowledgment Announcement during each education session and all event marketing collateral including promoting your booth assignment

***Our show sponsorship programs have been designed to give your company the highest level of exposure and support your marketing goals.***



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# Show Sponsorships

## PACKAGES FOR SUCCESS!

Start Advertising and Marketing with us today!



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Amount  
Investment Sponsorship

Show Sponsorship  
Gold

Silver

Bronze

Healthfest Party Sponsorship

**TOTAL INVESTMENT**

### CHOOSE 1 PAYMENT OPTION:

Payment In Full

Any of the above Sponsorships over \$500 are payable in 4 payments; final payment due January 31st of show year.  
(Enter payment schedule below or call the office for additional options).

Name (Authorized Agent): \_\_\_\_\_ Date: \_\_\_\_\_

Company Name: /Exhibiting As: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: ( \_\_\_\_\_ ) \_\_\_\_\_

You will receive an email confirmation along with deadlines and instructions.

**The EARLIER you sign up... the EARLIER you'll be reaching retailers!**

**Sponsorships BEGIN when payment is received.**

### PAYMENT METHOD

Check # \_\_\_\_\_ (made payable to SENPA, Inc)

NOTE: Company checks not accepted after January 31, 2022.

Applications received after January 31, 2022 must be accompanied by 100% of the fee.

Pay by credit card. American Express, MasterCard and VISA Accepted.

NOTE: Invoice will be sent with payment instructions.

REQUIRED: Authorized Signature: \_\_\_\_\_ Date \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

Dates to make payment 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_ 4th \_\_\_\_\_

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# New Products Display

## RETAILERS LOVE NEW ITEMS

### Go ahead...show off!

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### The SOHO Healthfest NEW PRODUCTS DISPLAY

Products will be placed on tables (not glass cases) allowing for retailers to stroll through the area. 12" x 30" space with signage. No height restrictions.

- It is your responsibility to get your product to us.
- No limit to number of spaces that can be purchased.
- Product must have been introduced within the last 12 months.

**DELIVER PRODUCTS** to registration area during show set-up, 4/22/2022.

**LOGO:** Email your company logo in an EPS file format with text converted to curves. Name your logo with your corporate name and your exhibiting as name.

**ONLY EMPTY containers accepted.** Management not responsible for stolen merchandise.

### SPACE RESERVATION

Please reserve \_\_\_\_\_ inside space(s) at \$30 each.

Hurry! Spaces are limited.

Space(s) purchased onsite are \$40 each.

Cancellation must be made in writing before March 18, 2022 to receive refund less a non-refundable \$25.00 fee.

## Added Exposure



Company Name: \_\_\_\_\_ Exhibiting As: \_\_\_\_\_ Table #: \_\_\_\_\_

Contact (PLEASE PRINT): \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ E-Mail: \_\_\_\_\_

### PAYMENT METHOD

Check # \_\_\_\_\_ (made payable to SENPA, Inc.)

NOTE: Company checks not accepted after January 31, 2022, must be paid by cashier's check or money order.

Pay by credit card. American Express, MasterCard and VISA Accepted.

NOTE: Invoice will be sent with payment instructions.

Reservation and Artwork Deadline  
**Friday, March 18, 2022**

EMAIL your company logo  
in an EPS format with text  
converted to curves to:  
info@SOHOhealthfest.net

**REQUIRED:** Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

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# Retailer Sample Bag Program

## RETAILERS LOVE PRODUCT SAMPLES!

### The SOHO Healthfest Retailer Sample Bags

Samples will be placed in a tote bag and given to all registered retail attendees.

- It is your responsibility to get samples to us.
- Up to 3 sample items per sponsorship.
- Participant to supply 150 quantity per item for bags.

**LOGO:** Email your company logo in an EPS file format with text converted to curves. Name your logo with your corporate name and your exhibiting as name. SOHO Healthfest will market your participation in the program.

**SHIPPING:** Ship samples to arrive on Wed., April 20, 2022 or Thurs., April 21, 2022. Packages that arrive prior to Wed., April 20, 2022 will incur storage fees by Exhibitor.

**SHIP TO:** SOHO Healthfest Retailer Bag Program  
c/o Stacey Lett, Hotel Guest  
Omni Mandalay Hotel - Las Colinas  
221 East Las Colinas Boulevard  
Irving, TX 75039  
(972) 556-0800



**Sampling is a sales tool**

### SPACE RESERVATION

**Please reserve my spot at \$50.00**

**Hurry! Bags will fill up!**

Cancellation must be made in writing before March 18, 2022 to receive refund less a non-refundable \$25.00 fee.

Company Name: \_\_\_\_\_ Exhibiting As: \_\_\_\_\_ Table #: \_\_\_\_\_

Contact (PLEASE PRINT): \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ E-Mail: \_\_\_\_\_

### PAYMENT METHOD

Check # \_\_\_\_\_ (made payable to SENPA, Inc.)

NOTE: Company checks not accepted after January 31, 2022, must be paid by cashier's check or money order.

Pay by credit card. AmEx, MasterCard and VISA Accepted.

NOTE: Invoice will be sent with payment instructions.

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EMAIL your company logo  
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info@SOHOhealthfest.net

**REQUIRED:** Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

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# Show Prizes for Retailers

CAPTIVE AUDIENCE: YOU HAVE THEIR ATTENTION!

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SENPA is known to give great prizes we encourage exhibitors to add prizes. Prizes increase the excitement and encourage retailers to stay throughout exhibit hours. Only official SOHO HEALTHFEST drawings will be announced.

**RETAILERS MUST BE PRESENT TO WIN—KEEPING THEM ON THE SHOW FLOOR!**



**Great Opportunity!**

**DONATION NOTES:**

- Prize Donation Form must be completed and accompany each donation.
- Prize donations must have a minimum value of \$50 each or they will be bundled with other donations.
- Prizes are awarded to retail stores, not individuals.
- EXHIBITORS ARE REQUESTED TO PROVIDE RETAILERS COPIES OF ORDERS PLACED.
- REPLY DEADLINE: 3/18/2022 for your prize to be listed in the ShowGUIDE

Company Name: /Exhibiting As: \_\_\_\_\_ Table #: \_\_\_\_\_

Contact (PLEASE PRINT): \_\_\_\_\_

Phone: ( \_\_\_\_ ) \_\_\_\_\_ Fax: ( \_\_\_\_ ) \_\_\_\_\_ Email: \_\_\_\_\_

Company will donate the following prize: \_\_\_\_\_

\_\_\_\_\_ Retail Prize Value: \$ \_\_\_\_\_

**INSTRUCTIONS:**

Ship directly to SOHO Healthfest (Shipment needs to arrive April 20-21, 2022)  
SOHO Healthfest—c/o Stacey Lett, Hotel Guest, Omni Mandalay Hotel—Las Colinas,  
221 East Las Colinas Boulevard, Irving, TX 75039

Will ship prize directly to retailer after the show.

Deliver prize to ONSITE Show office on Saturday, 4/23/2022 to Show Office.

Other: \_\_\_\_\_

**You will be notified what retailer won your prize.**

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# Official Healthfest ShowGUIDE

## REACH RETAILERS AT THE SHOW

The official ShowGUIDE is a year-long resource

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- TARGET MARKET ADVERTISING** - perfect vehicle for branding and building product awareness
- BROKERS** - offers listings of companies they represent (as of date noted in program)
- FIRST TIME EXHIBITORS** - retailers use the guide looking for new items and promotions
- CALENDAR OF EVENTS** - reminds retailers about upcoming shows & education
- SPONSOR RECOGNITION** - encourages retailers to thank sponsors with their support

Ads are available and placed on a first come basis so hurry **PLACE YOUR AD TODAY!**

### COVER PAGES

- Outside Back - 5"w x 8"h full-color - \$400
- Inside Front - 5"w x 8"h full-color - \$375
- Inside Back - 5"w x 8"h full-color - \$350

### INSIDE PAGES

- Full Page 5"w x 8"h full-color - \$300
- Half Page 5"w x 3.875"h full-color - \$200

### AD/GRAPHIC QUESTIONS?

Contact us for support:  
CALL (727) 846-0320  
EMAIL [info@SOHOhealthfest.net](mailto:info@SOHOhealthfest.net)  
See more advertising online at:

[SOHOhealthfest.net](http://SOHOhealthfest.net)  
> Exhibitor Resources  
> Marketing & Sponsorships



### AD SPECS:

- ShowGUIDE is staple-bound, 5-1/2" wide x 8-1/2" high, full color (4-color process CMYK) cover. Printed on coated paper.
- Full color ads: colors must be CMYK, no spot (Pantone) colors.
- KEEP ALL TEXT INSIDE 5" x 8" LIVE AREA.

**REQUIRED:** Provide an EPS or PDF. All photos at least 300 dpi.  
Before making PDF convert all fonts to outlines/curves.

Advertising/Marketing amount indicated above. Cancellation must be made in writing before March 18, 2022 to receive refund less a non-refundable \$25.00 fee.

## ShowGUIDE Ad Reservation Form

Company Name: \_\_\_\_\_ Exhibiting As: \_\_\_\_\_ Table #: \_\_\_\_\_

Contact (PLEASE PRINT): \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

### PAYMENT METHOD

- Check # \_\_\_\_\_ (made payable to SENPA)  
NOTE: Company checks not accepted after January 31, 2022, must be paid by cashier's check or money order.
- Pay by credit card. AmEx, MasterCard and VISA Accepted.  
NOTE: Invoice will be sent with payment instructions.

### SHOWGUIDE AD RESERVATION

Please reserve the following program ad:

- Inside Front Cover
- Inside Back Cover
- Outside Back Cover
- Inside Full Page
- Inside Half Page

**Reservation Deadline  
and Camera-Ready Ad Deadline  
Friday, March 18, 2022**

EMAIL prepared ad to:  
[info@SOHOhealthfest.net](mailto:info@SOHOhealthfest.net)

**REQUIRED:** Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

**Be seen long after the show is over. Retailers Hang On to their ShowGuide all Year!**



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