

SOHO Healthfest Sponsorship & Marketing Opportunities



HEALTHFEST

Showing Others
Healthy Options

SOUTHWEST
DALLAS, TX
APRIL 26 - 28, 2024

Hilton DFW Lakes Executive Conference Center
Grapevine, TX

Tabletop Exhibition:

APRIL 28, 2024

Proudly Produced By



Show Sponsorship Packages



REACH RETAILERS ALL YEAR LONG!

Advertise to our unique audience!

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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	✓	✓	✓
Special Show Sponsor Identifying Ribbon for each member of your team	✓	✓	✓
Photo of booth and company rep in SENPA SPEAKS Show roundup edition (2,000 mailed + Website Views)	✓	✓	
Personalized article in SENPA SPEAKS one-time during year of sponsorship	✓		
Customized digital Flyer advertising sponsorship participation in SOHO Healthfest (Unlimited exposures)	✓	✓	✓
FREE Retailer Sample Bag Sponsorship (\$50.00 Value)	✓	✓	
Onsite Poster(s) at SOHO Healthfest	✓	✓	✓
Free New Product Display (\$30.00 Value)	✓	✓	
Recognized as a Show Sponsor at your table on the show floor	✓	✓	✓
	\$3000	\$1500	\$500

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

Visit 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



2024 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

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CAPTIVATE
YOUR
AUDIENCE!

SPONSOR RESPONSIBILITIES:

SPEAKER: Chosen and paid for by the sponsor. Topic to be submitted to SOHO Healthfest committee. SENPA/SOHO asks that information not 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

_____ **CANCELLATION CLAUSE:** Once this contract is signed, you are agreeing to sponsor and pay for a meal session at SOHO Expo and you will be promoted as such. In the event of a sponsor cancellation, the fees are as follows:

- From signing to January 31st, sponsor is liable for 50% of the meal costs (unless sponsorship is able to be resold)
- After January 31st, sponsor is liable for 100% of the meal costs (unless sponsorship is able to be resold)

Cancellations must be made in writing and the final invoice will be sent to sponsor immediately after the convention.

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.

_____ Initial here to accept sponsor responsibilities



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Multi-Year Show Sponsor

INVESTMENT LEVEL

Long-Term Partnership



HEALTHFEST

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DALLAS, TX

APRIL 26 - 28, 2024

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 Hilton DFW Lakes Executive Conference Center (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

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Show Sponsorships

PACKAGES FOR SUCCESS!

Start Advertising and Marketing with us today!



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	Amount
Investment Sponsorship	\$15,000
Show Sponsorship	
Gold	\$3,000
Silver	\$1,500
Bronze	\$500
Healthfest Party Sponsorship	\$3,000
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, 2024.
Applications received after January 31, 2024 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!

HEALTHFEST

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DALLAS, TX

APRIL 26 - 28, 2024

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, 4/27/2024.

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 22, 2024 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, 2024, 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 22, 2024

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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 APRIL 26 - 28, 2024

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 24, 2024 or Thurs., April 25, 2024. Packages that arrive prior to Wed., April 24, 2024 will incur storage fees by Exhibitor.

SHIP TO: SOHO Healthfest Retailer Bag Program
 c/o Stacey Lett, Hotel Guest
 Hilton DFW Lakes Executive Conference Center
 1800 Hwy 26E
 Grapevine, TX 76051
 (817) 481-8444



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 22, 2024 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, 2024, 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.

Reservation and Artwork Deadline

Friday, March 22, 2024

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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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: 3/22/2024 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 24-25, 2024)
SOHO Healthfest-c/o Stacey Lett, Hotel Guest, Hilton DFW Lakes Executive
Conference Center, 1800 Hwy 26E, Grapevine, TX 76051

Will ship prize directly to retailer after the show.

Deliver prize to ONSITE Show office on Friday, 4/26/2024 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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APRIL 26 - 28, 2024

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

See more advertising online at:

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 22, 2024 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, 2024, 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 22, 2024

EMAIL prepared ad to:
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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